

PUBLISHERS PUBLICITY ASSOCIATION

www.publisherspublicity.org

President • Judith Haut

Random House Children's Books • 1745 Broadway NYC 10019

(212) 782-8626 • jhaut@randomhouse.com

Newsletter

June 2007

JOIN US FOR OUR FINAL LUNCHEON OF THE YEAR WITH OUR HONORED GUEST

ACTRESS/COMEDIAN/AUTHOR, AMY SEDARIS

I Like You: Hospitality Under the Influence

DATE: Tuesday, June 19

PLACE: The New York Helmsley
212 East 42nd St (between 2nd & 3rd Avenues)
3rd Fl

TIME: 12:15 pm SHARP!

COST: \$65 per person for members
\$75 per person for non-members

RSVP: Please respond by NOON on Friday, June 15
by emailing
yen.cheong@us.penguinroup.com.

Please bring checks payable to the Publishers Publicity Association (PPA) or mail them to Judith Haut at the address above. Please include your imprint/company name on the check and also attach the form on the following page. Latecomers cannot be guaranteed seating, and those who do not RSVP will be seated only after everyone who responded has checked in.

We look forward to seeing you there!

MAY LUNCHEON NOTES

In May the PPA presented a panel of business media specialists who shared tips for getting coverage for business (and non-business) titles.

Diane Brady
Business Week

1221 Avenue of the Americas, 43rd Floor
New York, NY 10020

- 5 million readers worldwide - demographic affluent
- On line component is growing with 6.2 million unique hits a month
- Magazine does a lot of excerpt
- Would only profile a big name (aka JK Rowling)
- Op Ed pieces - the outside shot guest column - contact is Jim Ellis
- Competition - all the magazines as well as WSJ, NYT
- Will sometimes do a round up
- Can and will send a crew to an author event and post on website
- Wouldn't mind being altered to a trend of books
- Likes advanced notice of authors coming to NYC
- Will cover golf!

David Lidsky
Fast Company

7 World Trade Center, 29th Floor
New York, NY 10007

- Readership of 750,000 and with internet roughly 3 million
- The magazine is about ideas and broader concepts
- Demographic - skews a little younger than the others 30's and 40;s
- No straight business/management books
- They do a lot of profiles
- They have done some summer round ups, but are not doing one this year
- There are no beat reporters so everything should go through him
- Doesn't really like email pitches
- Reads publishers lunch
- Doesn't use catalogs prefers to search amazon.com

Ken Wells
CondeNast Portfolio
4 Times Square
New York, NY 10036

- Portfolio is a new magazine targeting *extremely* wealthy business men and women
- They like to think of themselves as a cross between *The New Yorker* and *Vanity Fair*
- They love business narratives (i.e. book about Starbucks)
- They are interested in idea books (i.e. Freakonomics)
- Not interested in personal finance, self-help or management how-to's unless it's by someone like Alan Greenspan or Warren Buffet
- They will consider business-centric fiction
- Their website will mention a lot of business books
- The magazine may profile authors—most likely if they are financial journalists
- They have a themed section in the magazine called “Crash Course” where they will mention books that tie-in with that month's theme ie. baseball books.

Craig Seligman
Bloomberg News/Muse
731 Lexington Avenue, 4th Floor
New York, NY 10022

- Muse is the cultural arm of Bloomberg News
- They are interested in the same kinds of books that The New York Times would cover
- Bloomberg News acts as a wire service
- They are very competitive with other dailies

Susan Adams
Forbes
60 Fifth Avenue
New York, NY 10011

- Forbes is run by libertarians
- Their demographic is wealthy white men over 50

- They love to see galleys ahead of time
- They are interested in “quirky, old business history” books. They love to know if there are other books on the subject as well
- Susan reads both Kirkus and PW
- Forbes will never do books on “how to be a leader or a manager.”
- They are looking for authors to write 800 word pieces.
- They would love to profile an author who has gotten extremely rich through writing.
- They cover books in the “On my Mind” opinion column and in the Life section. Susan asks that publicists familiarize themselves with these two sections before pitching her.

2006 LUNCHEON and WORKSHOP CALENDAR

Tuesday, June 19th - Luncheon

NEWS & ANNOUNCEMENTS

The PPA wishes its membership a great summer season! We will return with a full calendar of events in September. Membership renewals will go out in July.

MARK YOUR CALENDAR:

**PPA ANNUAL COCKTAIL PARTY
TUESDAY, SEPTEMBER 18, 2007**

DETAILS TO FOLLOW

JOB EXCHANGE

The Job Exchange is a confidential service provided for all PPA members. Here's how it works. If you are looking for a new job, all submitted resumes must include a cover letter. Resumes will be kept on file for one month only. To view up-to-date listings, please go to the PPA website: www.publisherspublicity.org

If you would like to list a job opening in your department or firm, job listings may be placed by PPA members only. All listings must be submitted by e-mail. Each listing will appear in the next newsletter. Listings will run only once, unless re-submitted via e-mail to the newsletter editor.

Please direct resumes & job listings to Meg McAllister, meg@mcallcom.com

Publicity Assistant
Random House Children's

Entry-Level, Full Time, Publicity / Communications, Administrative / Clerical
Random House U.S.A, NEW YORK, New YorkID: 57658

Job duties:

The Random House Children's Books Publicity Department seeks a Publicity Assistant to join their team. Responsibilities consist of both administrative and project work. Special projects include helping to implement book publicity campaigns, preparing mailings to reviewers, helping to coordinate authors' tour schedules and maintaining databases. Duties may grow to include creating and writing materials such as press releases and press kits.

Job requirements:

This is a fast-paced, telephone-heavy position that requires someone with a professional phone manner and the ability to work well under pressure and meet tight deadlines. Exceptional writing, organizational skills and attention to detail are an absolute must. Individual should have a strong interest in the Children's book publishing industry. College degree required. Internship and office experience a plus.

Thank you for your interest in Random House. Random House is an Affirmative Action/Equal Opportunity Employer.

Submit application to:

Please apply using our online application process.

http://www.careers.randomhouse.com/wms/bmhr/index.php?fl_randomhouse=1

Publicist
Audio Renaissance

We are currently seeking a publicist for *Feiwei and Friends* and *Square Fish* - two new children's book imprints within the Holtzbrinck Publishing group and

Audio Renaissance, Holtzbrinck's audiobook division publishing programs for both children and adults.

The successful candidate should have a minimum of 3 years of publicity experience and proficiency with children's publicity campaigns. Strong local and national contacts in both mainstream consumer and trade media are essential. The candidate should excel in dealing one-on-one with authors, booking tours and have established bookstore contacts.

The position requires strong interpersonal and organizational abilities, as well as polished written and verbal communication skills and a flair for developing creative campaigns. Candidate must be self-motivated and detail-oriented. Candidates must possess college degree.

In addition to handling the publicity for individual titles, this person will also handle the publicity campaign to launch the Feiwel & Friends imprint for fall 2007 under the marketing director's supervision.

The candidate will:

Develop and implement publicity plans for all titles each season
Coordinate galley and finished book/audiobook mailings
Write effective press releases and pitch letters
Create innovative press kits and materials
Pitch and secure national and regional media and high-profile reviews
Book and schedule author and narrator interviews with national and local broadcast, online and print media
Work closely with print-edition publicists to coordinate inclusion of audio in media scheduled for print edition
Organize author travel for bookstore tours, school events and conferences
Brief authors on how to handle interviews and accompany them on interviews and tours
Research contacts and maintain the publicity database
Coordinate seasonal publicity updates for department and sales force
Maintain publicity budgets
Work closely with editorial and marketing and assist in planning of future seasons

Send resume and cover letter *including* salary requirements directly to:
marybeth.roche@hbpub.com

Only resumes with salary requirements will be considered.
Please indicate "Publicist - MR" in the subject line and attach your resume as a MS Word or PDF attachment.

External & Corporate Communications Director Hachette Book Group USA

Hachette Book Group USA (HBG), a division of Hachette Livre, the third largest book publisher in the world, seeks to fill the position of Communications Director.

This person will be responsible for the coordination and the communication of our corporate identity. This includes all imprints and department activities for both h consumer and book trade audiences. The goal is to manage and support our strategic business initiatives, assist with change management and coordinate promotional efforts.

Key responsibilities include:

1. Work with Executive Management Team to develop a clear communications philosophy and brand identity/image.
2. Promote HBG brand & family of imprints:
 - Liaise with Hachette Livre Corporate communications team and all Hachette Livre entities.
 - Build awareness around business plans, generate goodwill, and establish HBG as best-in-class and repository for research/background/industry trends through consistent media relations
 - Support new media efforts by building understanding and awareness of new digital business initiatives
 - Assist with development and maintenance of new corporate website.
3. HBG family of brands:
 - Integrate new imprints with branding support
 - Develop standards, tools and resources for all branding of HBG and our family of imprints.
 - Work with Strategic Planning on opportunities for growth
 - Position brand(s) to align with business strategies and the needs of key stakeholders.
4. Support publishing and sales efforts:
 - Organize efforts between divisional publicity and HBG marketing and promotions group.
 - Gather and disseminate business intelligence around emerging markets, to and from parent company and within industry and trade groups
 - Develop board presentations

Skills/Requirements:

8-10 of broad-based communication skills that cover all communication disciplines. Combination of marketing skills and business strategy
Ability to build and implement processes as part of problem solving
Consensus builder—able to act as the glue that keeps departments and divisions coordinated

If interested in this position, please email your resume and cover letter, with salary requirements, to:

Maria Suarez

Maria.Suarez@hbgusa.com

HBG's product lines include adult, illustrated, religious, children's and audio books under the Grand Central Publishing, Little, Brown & Company, Little Brown Books for Young Readers, FaithWords, Center Street and Hachette Book Group Digital Media imprints. HBG USA's bestselling authors include David Baldacci, Michael Connelly, Malcolm Gladwell, Ansel Adams, Robert Kiyosaki, David Sedaris, Walter Mosley, Nelson DeMille, Joyce Meyer, Joel Osteen, James Patterson, Nicholas Sparks and Cecily von Ziegesar. HBG classics include: *The Catcher in the Rye*, *The Bridges of Madison County*, *Bartlett's Familiar Quotations*, *To Kill A Mockingbird*, the *Arthur* children's books, and works by photographer Ansel Adams. HBGUSA also sells and distributes books for other publishers and has a warehousing operation in Indiana and customer services and other support services in Boston.

Publicist Position

Picador

Picador is seeking an experienced publicist to handle publicity for literary fiction and non-fiction paperback titles. Qualified candidates will have 2 to 3 years previous book publicity experience, excellent writing skills, and a well-rounded knowledge of trade and general media. The candidate will help develop and execute publicity plans on a full list of books and work closely with high-profile authors, other members of the publicity team, and editors. He/she will also be responsible for booking multi-city tours, including speaking engagements and bookstore signings.

Please send resumes to Tanya Farrell, Director of Publicity at:

tanya.farrell@picadorusa.com

About Picador:

Since its launch in 1995 Picador has rapidly established itself as one of the leading literary trade paperback imprints in the country. Working closely with the hardcover houses Farrar, Straus & Giroux, Henry Holt and St. Martin's Press, Picador has enjoyed fast sales growth, reflecting the general strength of trade paperbacks in the marketplace.

Picador authors of fiction and non-fiction include Pulitzer Prize winners Michael Chabon, Michael Cunningham, Marilynne Robinson and Jeffrey Eugenides; National Book Award winners Richard Powers, Shirley Hazzard, Susan Sontag and Jonathan Franzen; and National Book Critics Circle Award winners Jim Crace, Philip Gourevitch, and Julie Phillips. Picador's bestselling authors include Anita Diamant, Augusten Burroughs, Salman Rushdie, Lorrie Moore, Atul Gawande and Tom Wolfe.

