

PUBLISHERS PUBLICITY ASSOCIATION

www.publisherspublicity.org

President • Judith Haut

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Newsletter

March 2007

JOIN US FOR OUR MARCH LUNCHEON AND MEET PRODUCERS FROM COMEDY CENTRAL

- Hilary Kun, *The Daily Show with Jon Stewart*
- Emily Lazar, *The Colbert Report*

DATE: Wednesday, March 28

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

TIME: 12:15 pm SHARP!

COST: \$60 per person for members
\$65 per person for non-members

RSVP: Please respond by NOON on Monday, March
26th by emailing
yen.cheong@us.penguin.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!

FEBRUARY LUNCHEON NOTES

The PPA's February lunch hosted editors from top outdoor & sports publications.

Panel:

Steve Borelli, *USA Today Sports Weekly*

Alison Overholt, *ESPN The Magazine*

Amy Fishbein, *Fitness*

Anthony Brandt, *National Geographic Adventure*

Coverage Opportunities

Fitness	Wants diet, self-help, wellness and health nonfiction by established experts. Looking for motivational stories to appeal to "real women" overcoming obstacles/illnesses.
National Geographic	Reviews 2 books/issue @ 10 issues/year. Picks history (especially exploration or travel), environmental, will do memoirs. Has a wide range of interests, often gauged closely to the issue theme.
ESPN	Non-traditional book coverage: no reviews, but incorporation possible in front-of-book section (full of short, trivial sound bites where an author could be quoted, for instance).
USA Today	Breaking news driven—will cover primarily baseball and football titles from big names, will do author Q & A's if its big enough.

Timing factors (attention to publication date, lead-time, etc)

Fitness	Focused on pub-dates. Breaking stories/being first is very important. Working 4 months ahead as a monthly, even farther for excerpts.
National Geographic	Galleys must be in at least 4 months ahead, lead time is inflexible.
ESPN	Publishes bi-weekly and shaped by seasonal sports. Much shorter lead-time, but for bigger features pitch early and come back to them with new ideas for incorporating coverage.
USA Today	Lead-time for breaking news is very short, so pitch accordingly, but also feel free to send galleys early for larger pieces.

Excerpts

Fitness	Likes to excerpt diet books with recipes, fitness plans with exercise instructions, etc. Send manuscripts with clear suggestions for excerpt—packaging your pitch makes a difference
National Geographic	Loves excerpting as an easy story option, but has to fit timing, issue theme, and content. Send marked passages, and send them very early
ESPN	Runs very few excerpts that aren't from ESPN books.
USA Today	Virtually none

Pitching Tips

Fitness	Prefers email contact. Likes established, no non-sense experts for commentary and substantive, specific pitches.
National Geographic	Has a wide range of tastes and is open to well crafted pitches, but only bothers to cover books he likes. Appreciates pitches that tailor the selling points to his readers—always after the outdoors angle.
ESPN	<p>Pitch statistics, crazy facts, offbeat angles—all of this could merit inclusion in the front-of-book humorous soundbites. Can often use expert comments in their “answer guy” page. Pitch early for bigger stories but come back to us last minute if you have truly newsworthy items. Also suggested going to online columnist Dan Shanoff.</p> <p>Most of all, be specific and targeted to ESPN's readership. The vast majority of the time, I simply delete generic press releases.</p>
USA Today	Basically it has to be news or a big name to get in, and there is no real fiction coverage or excerpts. Pitches that work: bulleted list of concise talking/news points about the book—succinctly outline why it merits coverage and what is important about the book. If you can highlight the core pitch, you're more likely to catch my attention. Keep in mind the demographic: business travelers. Cut to the chase of what is compelling and don't be generic.

2006 LUNCHEON and WORKSHOP CALENDAR

Wednesday, March 28th - Luncheon

Tuesday, April 24th - Luncheon
Wednesday, May 23rd - Luncheon
Tuesday, June 19th - Luncheon

NEWS & ANNOUNCEMENTS

PUBLISHERS WEEKLY

New guidelines for review submissions submitted to the PPA by Sarah Gold,
Senior Review Editor:

Thank you all for the help you've given *PW*'s Reviews department during the past year. As we start a new year, we'd like to remind you of important procedures for submitting galleys to *PW* for review. Please share this memo with all the members of your publicity staff, especially those who are responsible for sending out galleys.

1. We must receive galleys at least 3 months, and preferably 4 months, before publication. Galleys that arrive later than this will not be considered for review in the magazine (though they may still be reviewed as Web exclusives). If galleys will be late, you may submit bound manuscripts. It is always helpful to let us know if you anticipate a late manuscript for a particularly important book.

Art, photography and other heavily illustrated books may be submitted as f&g's or finished books, which should be stickered "in lieu of galleys." Do not submit unbound proofs or photocopies.

2. You must submit two copies of each title. *We will no longer consider a book for review if we receive only one copy.*

3. Galleys and bound manuscripts must include, in a prominent place, the following information: title, author, price, page count, 13-digit ISBN, pub date, catalog copy or a brief description of the book's contents, a brief author bio, and a publicity contact. Please state the category of the book clearly (e.g. fiction, nonfiction, mystery, lifestyle). If the book's pub date has changed since the galleys were printed, sticker over the old date to avoid confusion.

4. If a book is a lead title for your house, feel free to put a post-it or a brief note on the cover of the galley to that effect.

5. All status queries must be sent to pwreviewstatus@reedbusiness.com. Do not direct them to individual Reviews editors.

6. Please send a copy of the finished book.

Thanks for your cooperation. Following these procedures will make it easier for all of us in running reviews of your books as early and efficiently as possible.

MEDIA ESCORTS

Publicity and marketing executive Michele Buc, formerly of Thomas Nelson Publishers, has added media escorting to the services she offers. For those touring Nashville, Michelle has over 18-years of p.r. experience, and tours authors around in a state-of-the-art SUV that includes on-board internet and multimedia access. To contact her about your next author tour: michelebucmktg@aol.com 615-366-6444

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

Senior Publicist Penguin Group

We have a great opportunity for a self-motivated Senior Publicist to handle all aspects of formulating and implementing publicity campaigns for hardcover and trade paperback titles for several imprints including Berkley and Riverhead!

Specific responsibilities include:

1. Planning nation-wide author tours, pitching national media, and writing press materials.
2. Serving as a point person for trade shows and book fairs.
3. Securing long-lead and short-lead media for assigned titles each month.

4. Mentoring junior members of the department.

Please apply to join this collegial department if you meet the following requirements:

- Minimum 3 years' prior publicity experience required, preferably within trade book publishing.
- Established media contacts at both the local and national level, including book editors and feature writers.
- Proven ability to work well within fast-paced deadline driven environment.
- Strong interest in working with books preferred.

To apply, please email your resume, cover letter and salary requirements to jobs@us.penguinroup.com indicating job title in the subject line.

No phone calls/agencies.

Publicist

Dutton & Gotham Books

Our Dutton and Gotham Publicity department has a great opportunity for a Publicist to manage and execute all aspects of publicity campaigns for a varied range of books.

The main responsibilities of this position include:

1. Pitching reviewers and producers (both national and local) and booking media tours and author events.
2. Developing and maintaining relationships with authors and the media.
3. Creating pitch letters and press releases.
4. Attending weekly sales/marketing/publicity meetings and department meetings.

Dutton publishes commercial fiction and literary fiction as well as publicity-driven nonfiction, and authors such as Tracy Chevalier, Al Franken, Harlan Coben and Eric Jerome Dickey.

Gotham publishes commercial nonfiction that spans a broad range of categories including: memoirs, business, current affairs, sports (particularly golf), consumer reference, health and fitness, history, narrative nonfiction, pop culture, psychology, self-help, spirituality, travel narrative and books on language, words and punctuation, with books such as *Eats, Shoots and Leaves*, *Game of Shadows*, and *Letters to a Young Brother*.

Please apply to join the publicity team if you meet the following qualifications:

- At least 1 year of experience in book publicity
- Strong communication and organizational skills
- Ability to manage multiple projects and work independently

- Extensive contacts with print, radio, TV and online media outlets
- Ability to travel up to 5% by train and/or car required
- Familiarity with media databases such as Bacons and Publicity Assistant a plus

To apply, please email your resume, cover letter and salary requirements to jobs@us.penguinroup.com indicating job title in the subject line.

No phone calls/agencies.

Penguin Group (USA) Inc. is one of the leading trade book publishers in the United States. The company owns a wide range of imprints and Trademarks, including Viking, G. P. Putnam's Sons, Berkley Books, Riverhead Books, Penguin, Dutton, Plume, and Signet, among others. It publishes consumer books, in both hardcover and paperback editions, for adults as well as children. It also produces maps, calendars, and audiobooks. Penguin Group (USA) is a division of the internationally renowned Penguin Group, the second largest English-language trade book publisher in the world. The Penguin Group is owned by Pearson plc, the international media group. Penguin Group (USA) values the array of talents and perspectives that a diverse workforce brings. We are an Equal Opportunity Employer.

Senior Publicist
Rizzoli New York

Rizzoli is looking for a full-time Senior Publicist with at least three years of experience publicizing illustrated books on architecture, art, lifestyle, decorating, fashion, and cuisine. You have great rapport with your media contacts, you know how to tailor a press list to the project, you write well, are organized, relentless at follow-up, and warmly diplomatic with first-time or seasoned authors. You also have experience managing author tours, remain calm under pressure, and are not daunted by the prospect of juggling a number of titles at the same time.

General department responsibilities will include monthly Publicity Reports, Author Event updates, PW Listings, oversight of internship program, managing book award submissions, etc.

You will work hard, but on great projects, in a collegial atmosphere. The position is full-time, salaried, with benefits, and is available immediately.

To be considered for this position, please send your cover letter and résumé (attached as a as a Word or pdf document) to psommers@rizzoliusa.com and please indicate where you saw the job posting. If you are an appropriate candidate you will be contacted for an interview. Please do not call to follow up.

About our Company:

Rizzoli New York specializes in high-quality and luxury art, architecture, design, lifestyle, photography, and culinary titles. Universe Publishing, a Rizzoli imprint, publishes more economically priced books in the same categories, plus pop culture, and humor titles. Rizzoli also distributes English-language art and photography books by French publisher Editions Flammarion, and Italian publishers Skira Editore, and White Star Publishers.

Publicist/Senior Publicist

Workman

Workman Publishing seeks a Publicist/Senior Publicist for its dynamic team to handle publicity for a variety of titles, both new and backlist. Candidate must have strong knowledge of the media, marketplace, and competition, with solid media contacts.

Publicist will be responsible for creating comprehensive publicity campaigns: working with authors, creating tour schedules, scheduling travel, arranging author escorts, writing press materials, and pitch letters. Must be comfortable pitching national and local media for print, TV, and radio.

Position requires excellent written and verbal communication skills and ability to set priorities and meet deadlines; will also work closely with sales and marketing to maximize publicity efforts. Minimum 2-4 years book publicity experience required.

Please e-mail resume and cover letter, with salary requirements, to Ron Longe, Workman Publishing, ron@workman.com

Publicity Manager

Overlook Press

The Overlook Press, a medium-sized, Soho-based publisher of an eclectic list of titles, including literary fiction and serious nonfiction, has an opening for a Publicity Manager.

The ideal candidate will have a minimum of 3 years' experience in trade publishing, a strong list of media contacts, and solid communication, organizational and follow-through skills. You should be an avid reader and enthusiastic, high-energy advocate of the company's titles. The successful candidate will be experienced in writing attention-getting press materials and creating successful media campaigns, including pitching to the traditional book review media and generating off-the-book-page and feature coverage for a

wide range of books. Internet publicity and marketing experience a plus.

Send resume, cover letter, and salary requirements to

etanzillo@overlookny.com

No phone calls.

Business Development Intern

Holtzbrinck Publishers

Given the rapid pace of change facing all sectors of the media business, the Company has determined that it must continue to innovate within its existing business and incorporate new products, markets, and business models. Central to this strategy will be the ability to rapidly identify, understand, and respond to emerging market trends, opportunities, and challenges.

In support of these goals, the Company is seeking an analytic and entrepreneurial intern who can assist the senior management team and support the Company's efforts to leverage its skills and assets to execute new business strategies. This is an excellent opportunity for an individual interested in pursuing a career in traditional or digital media. This opportunity will provide exposure to senior level management perspective and the chance to work on tangible projects.

Requirements:

- Strong analytic, presentation, and financial analysis abilities
- Knowledge of the media business
- Understanding of the key trends impacting the media business, preferably including traditional media and digital media

To apply, send resume and cover letter *including* salary requirements directly to laurie.canlas@hbpub.com Only resumes with salary requirements will be considered.

Please indicate "Intern - Business Development" in the subject line and attach your resume as a MS Word or PDF attachment.

NO PHONE CALLS PLEASE!

About our Company:

Holtzbrinck Publishers is a large international media company with positions in the book, education, and magazine markets. The Company's operations include some of the nation's leading publishing brands such as Farrar Strauss & Giroux,

Macmillan, Henry Holt, Picador, St. Martin's Press, Tor, Audio Renaissance, Bedford Freeman & Worth Publishers, and Scientific American.

The Company is focused on achieving profitable growth across its markets by exploiting new business opportunities throughout the digital and traditional media businesses. Such growth is expected to come from organic growth and acquisition.

We are an Equal Opportunity Employer.

Assistant

Krupp Kommunikatons

Krupp Kommunikatons, top New York based PR firm, seeks a dedicated individual to become the Assistant to our CEO. Applicants must be willing to commit to the lifestyle of a PR executive, be meticulously organized, extremely bright, have excellent communication skills and be a computer application whiz. K2 is looking for someone with a passion for both life and career to become part of the Krupp team. We are offering the opportunity to shadow the CEO, while getting hands on experience in all aspects of public relations and business. This position offers an amazing opportunity for variety and growth.

Candidates must strive for excellence, have a magnetic personality, able to aggressively multitask, adapt to a changing environment and think rapidly on their feet. Must be detail oriented, understand how to prioritize/time-manage and be able to work independently. For this position, one must possess a passion for creative and challenging projects and have the desire to be and do your best.

Position available immediately. Your response must include resume/cover letter stating why you are suited for the position and include references/salary requirements. Minimum 3 years as an administrative assistant/coordinator or industry experience need only apply.

Contact: careers@kruppnyc.com or fax: 212-265-4708, Attention: Maria Langen.