

PUBLISHERS PUBLICITY ASSOCIATION

www.publisherspublicity.org

President • Judith Haut

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Newsletter
2007

April/May

**JOIN US FOR OUR MAY LUNCHEON AND LEARN HOW TO GET
COVERAGE OF YOUR BOOKS IN THE BUSINESS MEDIA**

Craig Seligman, Bloomberg News
Diane Brady, *Business Week*
David Lidsky, *Fast Company*
Susan Adams, *Forbes*
Ken Wells, *Portfolio*

DATE: Tuesday, May 22

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 Friday, May 18 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!

MARCH & APRIL LUNCHEON NOTES

In March & April the PPA was pleased to sponsor lunches with panels from top cable-based programs.

MARCH:

The Daily Show and The Colbert Report

Q: Do you compete with one another for guests?

HK: No, they tend to seek out different types of guests, although there can be crossover. *Daily Show* goes first, and *Colbert Report* follows. Jon and Stephen have very different styles.

EL: Definitely work together, but they don't talk on a weekly basis. They will do a book after *The Daily Show*, but only 4, 5, or 6 weeks after.

Q: What types of books are you looking for?

HK: Jon can be all over the place. They do a lot of political books, but right now they're staying away from Iraq, just because they've done so much of it. They sometimes will do something more offbeat.

EL: They're looking for something iconic. Someone with a provocative idea (ex: Caitlin Flanigan). They also like to have guests who have a particular body of knowledge – scientists, mathematicians, etc. Basically, they need something for Stephen to bounce off of.

Q: Do the books need to have an element of humor to get attention?

HK: They're not looking for humor. Jon is the funny one on the show.

EL: They don't want funny, but accessible, playful. Authors shouldn't try to be funny.

Q: What programs do you consider your competition? Are there any shows you won't follow?

EL: They don't have rules about following.

HK: They're not competitive with anyone. They're used to having people do other shows first.

Q: Do the hosts have a large say in which books are featured? What kinds of books are they drawn to?

HK: Jon has complete say. She shows him everything before booking. It's hard to say what he might be drawn to.

EL: She books on her own, then runs everything by Stephen to see if there's anything he thinks he can't work with.

Q: Do you prefer to have tape sent of authors, or do you prefer links to streaming video on webpages?

EL: The best possible way for her to know if she wants to book an author is for her to have a phone conversation with them.

HK: She doesn't want tape, and she doesn't do pre, pre-interviews.

EL: The author needs to be able to tell her the point of their book right up front. Narrative books don't really work with their format.

Q: What is your target audience? Do you get much feedback from viewers about the book segments?

HK: Audience is 60/40, men to women. Average age is 38. Show is based on what Jon's interest is.

EL: Same demographic as the *Daily Show*. Young men. Again, show is based on what Stephen's interest is.

EL: Don't get a lot of feedback and don't listen to it. They only go on Stephen's judgement.

HK: She doesn't really pay attention to feedback. They don't ever really see it, and they're on to the next show so quickly, so it can't really affect what they're doing.

Q: What is your favorite segment that involved an author?

EL: She won't name the author, but she can give an example of what not to do. Stephen gives several opportunities within the interview for the author to explain their p.o.v., their book, and the author needs to take it seriously. Don't giggle and try to make jokes or play off of Stephen. Take the openings to get your point across.

HK: They had Ismael Beah recently. That was not something they would normally do, but it worked.

Q: For your in-the-field segments, will you consider sending a reporter to interview an eccentric author?

HK: Doesn't deal with those. The field producers usually know who they are going to use.

EL: We don't do that many field pieces. It's not something you can really pitch her on.

Q: Which book review coverage do you pay attention to?

HK: Reads NYTBR, but doesn't really use reviews.

EL: Probably pays attention to the same things you do. I read blogs, slate, op-eds.

Q: If there is a book that you were on the fence about and/or turned down that is suddenly getting major media coverage, will that sway you to reconsider?

EL: Yes, but if she passes, let it go

HK: Does sometimes reconsider, but don't send all the extra press a book has received. Usually if something is getting a lot of attention, she's aware of it.

Q: Is there a memorable pitch from a publicist that persuaded you to have an author on the show?

EL: Doesn't like long pitches. Keep the pitch to 6-8 lines, get to the point, and immediately tell why she should care.

HK: Same.

Q: How far in advance are you booking these days?

HK: Four weeks

EL: Same. They're starting to have more first act guests but nothing you can pitch. It's usually someone Stephen wants to have comment on something that's in the news.

Q: What influence does sweeps play in the types of books you cover during that time?

HK: On cable, so don't observe sweeps.

Q: When do you go on hiatus?

HK: Breaks are all the same. If you want a schedule, email her and she'll give it to you.

Q: Do you do audience giveaways?

EL: No.

HK: Yes. Sometimes if it is something the publisher is interested in pursuing.

Q: Do you attend BEA? Do you gauge which books are going to be "hot" by which galleys are available at the show?

EL: No.

HK: No, don't really find it helpful.

Q: Do the hosts read the books?

EL: She reads some. Stephen reads none. He's just too busy and it fits into his persona for him not to have read it. The writers read a lot.

HK: Jon reads every book. He loves reading the books, and he reads fast. She skims them.

Q: How closely do you stick to publication date?

EL: They are used to waiting for the second wave of publicity. Usually, the author comes to New York first, goes on *The Daily Show*, goes off on the rest of their book tour, and they get them when they come back.

HK: Usually stick pretty close to the pub date.

Q: How many authors do you have on a week?

HK: Average 2 authors/week, although it varies. They have celebrities on, so they have to work around their promotion schedules.

EL: Has fewer celebrities, but still average about 2 authors/week.

Q: How do you measure success?

EL: There's always another show to do. Can't listen to the buzz.

HK: Don't get a lot of feedback. Maybe the network does, but it doesn't trickle down.

Q: Will you do a book that's new in paperback?

HK: Will do paperbacks

EL: The paperback is another chance, so yes.

Q: Are there any subject areas that you're not interested in?

EL: Don't like gimmicky books. It can't feel like a stunt.

HK: Psychology, advice, finance.

APRIL:

Kari Pricher

CNN "Paula Zahn Now"

Paula Zahn is a news-driven show so the books they cover tend to be politically oriented. They rarely do anything involving self-help or health, but may do a segment tied to a charitable cause that Paula is involved with, i.e. breast cancer. Before booking a guest on the show, it's very important for Kari to see previous interviews and she often checks YouTube or Google. The appearance of an author isn't important to her—she cares more that they are well-spoken. Paula Zahn has a big say over the editorial content of the show. Kari keeps files on experts on hand. She likes a phone call if there is breaking news and you have an author that can speak to that topic. Although they would always like to be first, it's not mandatory, but she will not cover an author who has done several shows on the network. Kari is also open to creative pitches during a slow news cycle. Lastly, if Kari says "no" to a pitch, don't bother pitching to another producer—she's the final word.

- * Prefers to be contacted by email. You can follow up with a phone call. Don't fax pitches
- * Wants to see catalogs and galleys as soon as possible. Finished books go to Paula.
- * Wants to see non fiction, political, cultural, historical, health and self help style books
- * Likes to book far in advance
- * Rarely interview author solely on the book. Need a news hook that author can fit into.
- * Other contacts for publishing at Paula Zahn Now is Abigail vacanti abigail.vacanti@turner.com
- * Likes a good pitch letter
- * Tape is important to them. Often they go to YouTube to check someone out
- * They'd like to be first but will go after maybe one or two others
- * Will send pitches to other producers at other shows
- * When contacting her for breaking news, Email Photo, Bio and short paragraph about why this person is a good guest
- * Wants controversy
- * Let her know if author will appear with other experts
- * She keeps an expert file: List many topics the guest can talk about
- * Paula Zahn is very big with Breast Cancer Awareness
- * They do monthly themes and anniversaries
- * 2008: Very politically motivated, but will consider other stories

Gregg Cockrell **MSNBC "Countdown with Keith Olbermann"**

Books and authors are a big part of the show. Gregg is open to creative pitches, especially during a slow news cycle. He also keeps a file of authors as potential guests. Keith Olbermann has a big hand in the editorial content of the show – Olbermann comes from a sports background and also has an interest in politics & history. Though it's never too early to let him know about a book, and he likes looking at catalogs, Gregg prefers receiving finished books instead of galleys. They often hear about books that have a lot of "buzz" – word of mouth is important. Tape is not so important – the pre-interview usually works well enough. Though they always want to be first, it's not mandatory – but they do want to be the first MSNBC program. They also produce packaged stories and share with other MSNBC programs.

- * Countdown is top 5 stories of the day
- * Wants Galley and Catalogs, they want to see all books
- * Wants to be Emailed or Phoned and Afternoons are best
- * Lead time: Does want to be considered for a first interview if possible
- * Two booking Colleagues are: Katy Ramirez katy.ramirez@msnbc.com; Amy Shuster amy.shuster@msnbc.com
- * Wants to be first on the network
- * Will send pitches to other producers at the network when they cannot use the author/subject/guest
- * He keeps an expert file so let him know in bullets what your author can definitely talk about
- * Open to suggestions: Tell them what guest would be good with which host and why - they love that
- * Keith Olberman personally likes: Sports, Politics and History
- * Tape is not important - He'd rather pre-interview the guest
- * Anniversaries/monthly themes - tell them about things. They do lots of packaged segments
- * Health considered when tied to news of the day
- * 2008: we are not 100% politics so they will consider other subjects and guest ideas

Stephanie Kotuby **CNN "The Situation Room"**

The 4pm hour is 99% politics; 5pm hour focuses on the news of the day; 7pm hour is the best of hours 4 & 5. The best way to contact Stephanie about a breaking news story is via email – **don't send attachments** because the clog up her inbox. She likes to see the author's bio, the headline of a book, and what in the book will be breaking news. She keeps files for different subjects and will hang on to our emails if she thinks the author/subject might be a good fit for a future story. She generally doesn't look at tape of an author – she trusts the publicists' judgment on that. She

is willing to sign a confidentiality agreement if necessary. Wolf Blitzer is very involved in the editorial content of the show. They will sometimes cover big, important anniversaries but they don't do a lot of them, unless it ties in to the news of the day. Ideally they want to be first but willing to follow 1 or 2 shows, however, they don't want to be the last show, especially within CNN. Sometimes they will do packaged stories – taped segments using their New York based correspondents – and will share these packages with other CNN shows.

- * Email is the best way to contact her
- * Has an 11am show conference call that lasts about 1/2 hour; definitely don't call during the show: 4-6 pm and 7-8pm
- * Wants to see catalogs, email pitches with follow up call.
- * Prefers finished books with a peg towards politics, security, international issues in the news, books written by current or former world leaders, politicians, celebrities
- * Would like to know about a book as early as possible. So as soon as you know that a former president is writing a book, let me know so I can submit a request for interview
- * Sending books to Wolf directly never hurts. He's very involved in the show production and booking guests. Often goes to the book store himself and pulls books he wants to have on the show
- * Likes Bios with LOTS of info plus a good pitch letter
- * They don't need an exclusive
- * They do anniversary, but must be tied into the news of the day and you must point out why it should be considered
- * Breaking news: email with photo, bio and short info
- * Keeps expert files
- * They do taped interviews. Tell her when author is in town
- * Not interested in Health unless related to news of the day
- * THE BEST PART: SHE THINKS PUBLICISTS ARE BRILLIANT

And she knows what she's talking about!

2006 LUNCHEON and WORKSHOP CALENDAR

Tuesday, June 19th – Luncheon

NEWS & ANNOUNCEMENTS

LITERACY CAMPAIGN

Dear Friends:

I am writing to you about an important initiative started by author David Baldacci. David's foundation, the Wish You Well Foundation, has partnered with America's Second Harvest, which runs food banks throughout the country (feeding some 25 million people annually). The program they have developed is called Feeding Body & Mind. The mission of Feeding Body & Mind is to collect new and used books to be distributed to clients seeking food assistance at charities served by America's Second Harvest. By providing books along side food, Feeding Body & Mind recognizes the direct and substantial link between nutrition and learning and hopes to end the cycle of physical and intellectual undernourishment.

There is an easy way you and your authors can help. Books (new and old) are collected at in-store author events. Once the box is filled, the local bookstore will ship the box directly to a local food bank. The process is amazingly simple (box delivered to store before an author event, with a mailing label, then the store calls Fed Ex for pick up. Period).

In just three months, at David Baldacci's book signings alone, Feeding Body & Mind collected and distributed more than 35,000 books to families across the nation. The need however, is much greater. Our plan is now to roll this out and broaden the effort. So I am reaching out to other publishers to see if we can get your authors who will be touring in the coming months on board.

I hope I have not made this sound complicated – it is amazingly not.

I will be in touch shortly to answer any questions you may have and to solicit your support. In the meantime, please don't hesitate to call or e-mail me. You can also visit www.feedingbodyandmind.com for more information.

Best,

Emi Battaglia
Vice President, Associate Publisher
Grand Central Publishing
Hachette Book Group USA

SHRINKING BOOK COVERAGE

There has been an increased concern among us over the decisions by wire services and major daily newspapers curtailing – or completely doing away with – space that book publicists have traditionally relied on. Associated Press's decision to cut Ron Berthel's reviews; many daily newspapers (such as the Atlanta Journal Constitution) cutting back on pages devoted to book coverage; this appears to be a growing and alarming trend.

We encourage the membership to send letters on company letterhead to media outlets such as these, expressing your concern over, and disappointment in, this trend and their participation in it.

In Atlanta, in association with the *National Book Critics Circle*, an online petition urging the Atlanta Journal Constitution to reconsider their actions has been started. To add your voice to this cause, go to: <http://www.petitiononline.com/atl2007/petition.html>

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 at meg@mcallcom.com

Senior Publicist/Publicity Manager

Simon Spotlight Entertainment (an imprint of Simon & Schuster)

Small imprint at S&S seeks a Publicity Manager to work on a variety of high-profile and pop culture titles. Must have working knowledge of publishing/book media and have prior experience working in the publicity department of a publishing house.

Prior publicity experience at publishing house is required. Candidate should be able to arrange bookstore appearances, book media, set up travel, and write press materials.

Benefits: Health, Dental, 401K
Duration: Full Time
Location: New York, NY

Interested candidates should submit their resume to:
ssjobs3@simonandschuster.com

Please indicate the job title in the subject line of your e-mail.

Junior Account Executive

Krupp Communications, Inc. (K2)

K2, a leading public relations, marketing and branding firm specializing in publishing, entertainment and lifestyle projects, seeks smart, strategic and experienced junior account executive to join our high-performance team in New York City. At least two years of experience in one or more of the following categories required: publishing, entertainment, health/wellness, beauty, apparel, personal finance and non-profit. Bachelor's degree preferred and creativity a must.

Submissions must include resume, salary history and references from prior employers. Any submissions that do not include the above criteria will not be considered. We look forward to meeting you.

Email: careers@kruppnyc.com.

Publicity Assistant/Receptionist

Krupp Communications, Inc. (K2)

K2, a leading public relations, marketing and branding firm specializing in publishing, entertainment, and lifestyle projects, seeks smart, enthusiastic, and polished person to support our high-performance team in New York City. Responsibilities will include creating and distributing press materials, scheduling and planning meetings, coordinating mailings and travel, gathering and organizing press clips, manning our front desk, and general administrative duties. This is without question, a growth position and training for advancement will be provided. Bachelor's degree preferred and creativity a must.

Submissions must include resume and references from prior employers. Any submissions that do not include the above criteria will not be considered. We look forward to meeting you. Email: careers@kruppnyc.com

Publicist

McAllister Communications

Growing media relations firm is seeking “fearless self-starter” to work on publishing, entertainment and corporate accounts. Candidate has to be able to multi-task and work independently. Position requires a college degree and a minimum 1-year of publicity experience; specific experience with radio a plus. Salary commensurate with experience.

Send resumes to Darcie Rowan: darcie@mcallcom.com

Publicist/Sr. Publicist

Atria (an imprint of Simon & Schuster)

Atria Books is seeking a Publicist/Senior Publicist to plan and orchestrate major publicity campaigns for high profile authors with interesting and varied projects.

Atria publishes a wide range of fiction and non-fiction, including *New York Times* bestselling authors Jennifer Weiner, Jodi Picoult, Zane, Vince Flynn, Diane Setterfield, and Rhonda Byrne, author of *The Secret*.

Under moderate supervision, candidate must be able to:

Publicize books and authors; schedule interviews with broadcast, print and online media.

Book local and national publicity in broadcast, print and online media as well as bookstore tours.

Schedule author travel.

Develop and nurture media contacts.

Write press releases; pitch letters and other promotional materials relating to publicity campaign.

Coordinate all publicity activities on assigned titles from the mailing of galleys to the development of proper angles and pitches; schedules and plans bookstore appearances and special events; coordinates publicity updates for imprint and sales force.

Candidate must have 2-3 years prior book publishing experience (including booking experience and thorough familiarity with the media), good interpersonal skills, strong verbal, written and organizational skills. The ability to multi-task and work collaboratively in a fast-paced environment--attention to details is a must. Knowledge of Publicity Assistant, Bacon's online, and excel is helpful.

Please send resumes to Kathleen Schmidt, VP, Director of Publicity:
Kathleen.schmidt@simonandschuster.com

No phone calls, please. We will only respond to qualified candidates

Publicity Manager

Simon & Schuster

Simon & Schuster is looking for a Publicity Manager for their adult trade division who has worked in publishing for at least 5 years and has managerial experience. In this high-visibility position, the Publicity Manager will directly supervise a Senior Publicist and a department assistant. This person will work on both fiction and non-fiction titles, including high-profile authors. He/she will work closely with editorial and marketing and be responsible for all aspects of campaigns, from the early planning stages on through: securing major media, organizing tours, developing press materials, booking events, overseeing mailings and budgets.

Candidates must have strong interpersonal, organizational abilities, as well as polished written and verbal communication skills.

Interested candidates should submit their resume to:

margie.sepulveda@simonandschuster.com

Please indicate the job title in the subject line of your e-mail.

Publicity Manager

Touchstone Fireside (a division of Simon & Schuster)

Simon & Schuster is looking for a Publicity Manager to plan and orchestrate major publicity campaigns for high profile authors and interesting and varied projects. Primary responsibilities include working with authors and editors, developing campaigns, writing press materials, pitching and booking media, arranging author tours and events.

Experience with hardcovers and paperback originals, strong media contacts and creativity; college degree; a minimum of 6 years direct book publishing experience; excellent computer skills, including Word and Excel; good interpersonal skills, strong verbal, written and organizational skills.

Interested candidates should submit their resume to:

margie.sepulveda@simonandschuster.com

Please indicate the job title in the subject line of your e-mail.

Marketing and Publicity Coordinator

Dorchester Publishing

Dorchester Publishing, the oldest independent mass market book publisher in America, seeks a Marketing and Publicity Coordinator. In this position, you will develop and implement publicity plans and promotions for an array of genre fiction books. This includes:

- Working with authors, editors and marketing/sales to formulate consumer promotion plans for individual titles and series.
- Writing creative pitch letters and press releases for various media -- trade and consumer, local and national.
- Coordinating review mailings.
- Monitoring media hits and keeping the staff and authors up to date.
- Planning convention/conference promotions and special events (such as author dinners, bookseller meet and greets, signings, etc.)
- Determining the most effective outlets to place ads for individual books, the book clubs and Web.
- Negotiating ad rates and organizing a budget based on available rates.
- Creating ad copy and reviewing and editing final ads.
- Exploring new ad outlets, markets and creative strategies.
- Creating promo tools for conventions, press and other special functions/outlets.
- Working with authors, editors, marketing/sales to determine marketing strategy

Requirements: 2+ years publicity or marketing experience, preferably in book publishing, is required. Experience writing press releases and pitch letters, and interacting with the media. Ability to work in a collaborative environment and to juggle many projects simultaneously.

Interested candidates should e-mail a cover letter and resume (including your salary requirement) to Tim DeYoung: tdeyoung@dorchesterpub.com

Please DO NOT use attachments. Paste your cover letter and resume into the body of your e-mail. No phone calls. Although we appreciate your interest, we will only respond to those candidates we plan to interview.

Communications Manager (Position in Washington, DC)

KABOOM!

KaBOOM! is a national nonprofit organization that envisions a great place to play within walking distance of every child in America. Celebrating ten years of service in 2006, we rally communities to achieve better public policy, funding and public awareness for increased play opportunities nationwide;

provide resources, including trainings, challenge grants, and publications for communities that wish to plan a new playspace on their own; and bring together children, business and community interests for a select number of community playspace builds each year.

The Communications Manager is responsible for media outreach and public information related to KaBOOM! playspace projects and related activities. S/he is also responsible for ensuring the integrity and maintaining the organization Website, assisting with the creation of organization collateral materials, and responding to relevant news stories and media inquiries as necessary.

Duties and Responsibilities:

- Assist Communications Director with the execution of a communications plan to raise the local, regional and national visibility of KaBOOM! and strengthen the organization's relationships with key constituencies and audiences;
- Coordinate media outreach related to KaBOOM! programs, achievements and other newsworthy occurrences;
- Prepare press releases, media advisories, talking points, letters to the editor, press kits, etc.;
- Work with other teams, staff and partners in order to gather needed data, quotes and photos;
- Update content of organization Website;
- Manage the creation of KaBOOM! communications materials, including newsletters, case studies, invitations, flyers, etc.;
- Ensure that all usage of KaBOOM! brand and logo remains consistent with our mission and guidelines;
- Work with Marketing and Communications Manager with the execution of the KaBOOM! internal communications plan; and
- Perform any other duties deemed necessary by the Marketing and Communications Manager and/or Vice President, Marketing and Development.

Qualifications:

- Bachelors' degree in public relations, journalism, marketing or related field.
- At least three years marketing and communications experience.
- Outstanding written communication skills including experience preparing press releases, news articles, and promotional pieces.
- Demonstrated success pitching and working with members of the news media.
- Experience writing for and/or editing and managing Websites preferred.
- Outstanding verbal communication skills including experience working with the media at events and conducting interviews.
- Ability to plan, originate, organize, and carry out daily, weekly programs.
- Ability to work independently and within a team environment.

- Skilled in computer operations including word processing, database management, and Internet access.
- Ability to proactively manage multiple work tasks in a timely manner.

This position requires quality verbal, written and aural communication skills, as well as excellent interpersonal skills, demonstrated by the ability to establish and maintain relationships with people. The ability to understand and organize information, and to write about or talk extemporaneously on that information, is essential.

The ideal candidate for this position is gregarious, confident and creative. S/he will be able to function in a team-oriented environment. The candidate must also be willing to assist the other members of the team with administrative, programming and development functions.

Send resumes to: Alison Risso: ARisso@kaboom.org

Publicity Manager Touchstone/Fireside

The Touchstone/Fireside imprint of Simon & Schuster is seeking a Publicity Manager to plan and orchestrate major publicity campaigns for high profile authors and interesting and varied projects. Primary responsibilities include: working with authors and editors, developing campaigns, writing press materials & pitching and booking media (including author tours and events)

Required qualifications include: Experience with hardcovers and paperback originals; strong print contacts and creativity; college degree; a minimum of 5 years direct book publishing experience; excellent computer skills, including word and excel; good interpersonal skills, strong verbal, written and organizational skills.

Send resume & cover letter to:
Eric Semel eric.semel@simonandschuster.com

No phone calls please.

Associate Publicist John Wiley & Sons

John Wiley & Sons, Inc., one of Forbes Magazine's "400 Best Big Companies in America," seeks an Associate Publicist, who will work on publicity campaigns for business titles. In this position you will execute publicity campaigns which includes pitching and booking national and local TV, print,

radio and electronic media; writing and editing pitch letters, press releases, publicity activity reports and other press materials; helping to maintain and update publicity database; working with authors, editors, marketers and media; and other day-to-day duties.

1-2 years publicity experience, preferably in publishing, is required. Experience writing press releases and pitch letters, and interacting with the media. Ability to work in a collaborative environment and have a personable enthusiastic manner to interact with authors, the press, and other colleagues. Ability to juggle many projects simultaneously.

We offer a competitive salary, incentive opportunity and a comprehensive benefits package including a company matched 401k and on-site wellness.

Interested candidates please send cover letter and resume with salary requirements to: mcordal@wiley.com

No phone calls, please. Although we appreciate your interest, we will only respond to those candidates we plan to interview.

**Associate Publicist
AMACOM**

AMACOM, the book publishing division of the American Management Association, is seeking an Associate Publicist to join their dynamic publicity team. This person will promote a wide range of books including business, science, parenting, current events, and self-help books to the media including TV, radio, print, and on-line venues.

It is an exciting position that will entail executing publicity campaigns by crafting press material and other promotional materials, arranging radio campaigns and online events such as blog tours. Also responsible for researching new media outlets and pursue on-line publicity opportunities. You must maintain knowledge of current events and publishing trends and attend weekly departmental meetings to offer suggestions on publicity strategies and generate long range plans for upcoming titles.

Candidate must have a minimum of one year of book publicity experience, or closely related marketing experience in book publishing. This is a fast-paced position requires the ability to work well under pressure and meet tight deadlines. Strong organizational skills and attention to detail are an absolute must. College degree required.

Please send cover letter indicating salary requirements along with your resume to:
hrjobs@amanet.org

For additional details, please visit our "Career Opportunities", which is located under "About AMA" on our website: www.amanet.org

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.

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.

Director of Publicity (Position in San Francisco office)

HarperSanFrancisco

The Director of Publicity will:

Oversee the execution of publicity campaigns for Harper San Francisco imprints as well as personally handle key house authors/projects, and managing plans to budget.

Personally implement publicity campaigns for key house authors and titles; maintain high level contacts with national media and book review editors, as well as supervise the publicity staff.

Manage HarperSanFrancisco's participation at BEA, regional trade shows, book fairs, special events, bookseller dinners, etc.

Act as key publicity liaison with marketing, editorial and sales departments as well as with media and authors.

Create (in conjunction with VP, Associate Publisher) overall departmental strategies (as well as individual book publicity plans) for all HarperSanFrancisco's authors, executives and brands.

The candidate must have:

The ability to work well in a team environment, to be able to interact collaboratively with editorial, art, marketing, sales with an understanding of how publicity fits into the larger picture of the HarperSanFrancisco and HarperCollins business.

Excellent relationships with the national media--both broadcast and print--and a thorough knowledge of book industry standards and practices.

Strong management level publicity experience in book publishing, at least 10 years preferred.

Extensive experience with major media placements for authors and titles as well as strong media contacts.

In-depth knowledge of the market/industry.

Excellent management and leadership, organizational, oral and written communication, and English language skills.

The candidate must be self-motivated and possess a keen attention to detail and must possess college degree.

Please email your resume, cover letter, and salary requirements to Jobs@HarperCollins.com with the subject line MM-DPCB.

Publicist (Position in San Francisco office)

HarperSanFrancisco

The Publicist is responsible for implementing publicity plans for specific HarperSanFrancisco titles.

Under moderate supervision:

Publicizes books and authors; schedules interviews with broadcast and print media.

Books local and national publicity in broadcast and print media as well as bookstore tours; schedules author travel.

Briefs authors on how to handle interviews; develops media contacts; accompanies authors on interviews.

Writes press releases; pitches letters and other promotional materials relating to tours.

Coordinates all publicity activities on assigned titles from the mailing of galleys to the development of proper angles and pitches; schedules and plans bookstore appearances and special events; coordinates publicity updates for division and sales force.

Schedules author travel.

Candidate must have 2-3 years prior book publishing experience (including booking experience and thorough familiarity with the media). The ability to multi-task and work collaboratively in a fast-paced environment--attention to details is a must.

Candidate should have a college level understanding of and use of the English language; be detailed-oriented, well-organized and able to set priorities under pressure.

Candidates must possess college degree or equivalent business experience.

Please email your resume, cover letter, and salary requirements to Jobs@HarperCollins.com with the subject line MM-PCB.

Assistant Publicist (Position in San Francisco office)

HarperSanFrancisco

The Assistant Publicist provides support to the publicity department as assigned.

Under moderate supervision:

Prepares press releases, review sheets and publication slips.

Processes review copy mailings; arranges distribution of these copies with Scranton.

Answers telephones and queries; redirects calls as necessary.

Assists with publicity for high profile authors, arranges author travel.

Writes press releases and other publicity materials as needed.

Candidate must be able to work collaboratively in a team environment, be able to multi-task and work well in a fast-paced, high pressure, deadline oriented field. Attention to detail is a must.

Candidates must have a college-level understanding and use of English language, be detail-oriented, well-organized and able to set priorities under pressure.

Candidate must possess college degree or equivalent work experience. Prior office experience preferred.

Please email your resume, cover letter, and salary requirements to Jobs@HarperCollins.com with the subject line MM-APCB.

