

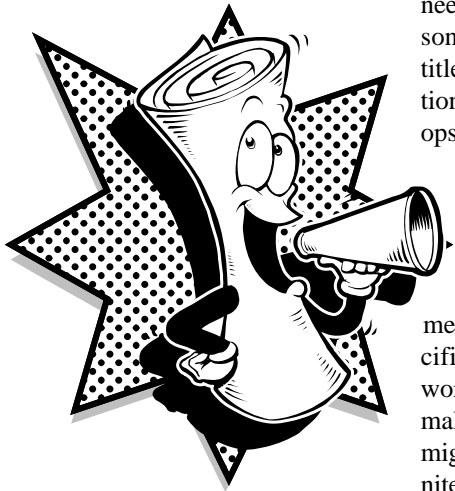
HOW SEPTEMBER 11 IS AFFECTING ARAB AND MUSLIM WRITERS
CIVIL LIBERTIES AND THE SILENCE OF WRITERS
MENTORING: NOW MORE THAN EVER

PLUS...Academic Writers Caucus Convenes • [Marketing Your Wares](#) •
Re-Publishing Opportunities on the Web • Will That Be Visa or Mastercard?

Marketing Your Wares: How to Be Your Own Publicist

Even if you've garnered some national print or broadcast exposure while in your publisher's care, you may acquire more coverage and valuable experience by taking advantage of the opportunities in your own backyard. Now that you're the one handling the booking attempts, starting "small" will allow you to hone your skills and gain more media savvy – increasing both your composure as well as garnering more on-air or print clips for your press kit.

Here, then, are some timelines that will help you in coordinating a



local "media tour." First, select the best bookstore in your area – whether it be a chain or independent. Ask to speak with the individual who oversees the author bookings when you phone. Be aware that bookstores generally book about two months out, which is why this date is the first one you need to secure. Do not short-change yourself by taking some impending filler slot as this will result in your omission from their monthly newsletter/flyer announcing upcoming author events.

The bookstore resource coordinator will tell you exactly what you need to provide. Be certain the person has all ordering data for your title, including distributor information, a brief marketing oriented synopsis of the book, digital file of your cover artwork, and a good color head shot of yourself – 5"x7" color or larger. Ideally, the bookstore will make use of all four in promoting your signing. For all media, be aware that having a specific event date provides a framework and urgency to their decision-making. Without this, your request might languish in their in-box indefinitely.

Re-Publishing Opportunities

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sion of 18 percent on top of the writer's fees, and is developing a process to facilitate payments to overseas writers. Information concerning special rates for NWU members can be obtained by contacting Ian Lubcke in the Paris office.

Internet options are increasingly relevant for both writers and editors. Jeff Kauffman, editor of *The Computer Journal* and *IT Solutions and Strategies* says sites such as SecondRights.com bring him in touch with good material at affordable prices. SecondRights.com head and NWU member Savetz concurs. "In a rocky market, it makes sense for writers to try to get the most from

the work that they do. Editors, often scraping along with slashed budgets, need content but can't pay top dollar to commission first-rights articles. So self-syndication can help everyone."

Sheryl P. Simons first wrote on this topic for Collaboratek's publishing industry portal Pubtown. She has been a contributing editor and writer for a host of business and high-tech publications, including VAR Business Magazine, Faulkner Information Services, Intelligent Enterprise, InfoCommerce Reports and SAP America's portal. Simons has also written more than 100 radio features for "Into Tomorrow with Dave Graveline," which is heard in 140 countries and 600 U.S. markets through TechTV, the Armed Forces Radio Network and the Advanced Radio Network. She earned her MBA from The Wharton School and may be reached at sheryl.simons@wharton.upenn.edu.

Doing your homework is invaluable. Your local library should have a copy of *Bacon's MediaSource* which lists contact data for all media nationwide, and may even direct you to some you weren't aware of. Don't, however, rely on printed resources for contact data. When pitching to TV or radio, phone the station and ask for the producer, "guest contact" or "booker" for the such-and-such show. Obtain the correct spelling (and gender if relevant – *I hate* being sent something addressed to Mr. Jernigan!) of the person's first and last name, phone extension, *best* fax number to use and e-mail address if available. Also, be certain you know the name of the on-air host(s). Better yet, watch or listen to one or two broadcasts to be certain you would be a good fit as a guest.

To make a pitch, be concise and brief. You can always give them more information or material if needed. For a local media event, prepare a one-page bio, a one-page flyer for the book (including cover artwork, quotes and ordering information) and a one-page *customized* pitch cover letter. Put these materials in a colored folder with your book's jacket cover on the front. Mail or hand-deliver to the station. Make certain everything is professionally rendered as, yes, the appearance of your materials *does* count.

In your cover piece, along with introducing yourself as an area writer, indicate that you have an upcoming event at the XYZ bookstore locally and that you would, therefore, be available the week before or week of for an interview. Find a *reason* why their audience would find you of interest. Nonfiction authors generally have an easier time getting bookings because they have information to pass along which is new and noteworthy. Fiction is a much

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BY S. A. "SAM" JERNIGAN



Farm Workers

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unionize this giant would invite these companies to shift their operations south.

A North Carolina sheriff told FLOC organizers that he would continue to arrest anyone growers claim is “trespassing” on their property. When FLOC founder and president Baldemar Velasquez asked a grower how he can treat migrant workers so shamefully, the grower shrugged and replied, “It’s easy. They’re the new niggers.”

In 1999, FLOC called for a national boycott of all Mt. Olive Pickle Company products until the company bargains with the union to improve wages and working conditions. Well over 200 groups have now endorsed the boycott, including dozens of AFL-CIO state organizations and union locals, United Electrical, Radio and Machine Workers of America, 10 Catholic dioceses and the United Church of Christ synod XXII.

Dorothy Gilles, St. Louis organizer for FLOC, notes that area Schnucks stores no longer carry Mt. Olive Pickle Company products, while both Dierbergs and Shop and Save continue to sell them. “To buy Mt. Olive products is to buy into worker exploitation,” she said.

The motto of FLOC is *Hasta la Victoria* – Spanish for, “Until the Victory.” Americans of conscience should resolve that, until the victory of these farm workers in winning a union contract, we will continue to observe the boycott.

For more information, see FLOC’s Web site at www.floc.com.

John J. Dunphy
Chicago local

**Copy and
ad deadline
for spring issue:
February 20**

How to Be Your Own Publicist

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tougher sell unless you can find a local and/or news angle to tie it to.

Be methodical in your pitch follow-ups, but be courteous and patient as well. Understand that you may not receive any response whatsoever to your queries. The media are inundated with pitches daily, so wait at least several days in between follow-up attempts and then use a variety

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of communication methods, such as a phone call, followed by a fax, followed by an e-mail.

It’s also a darned good plan to mail a large list of your own invitations (postcards with your book jacket on the front work well for example) to your personal roster of friends, acquaintances, neighbors, relatives, ex-boyfriends and anyone you want surreptitiously impress to *ensure* good attendance at the book signing. Nothing’s worse than a poorly attended in-store event, so “packing the house” should be part of your overall strategy for success. Also, ask a friend who’s a skilled photographer to snap pictures of you at the event. You can always package the photo with a follow-up profile piece for your local paper, depending on how much coverage they gave you initially.

As the goal is obviously to sell books at the event, offer to autograph all copies of your title that the bookstore orders for the signing. While the books can technically be returned to the publisher if not sold within the allotted contractual time, the store is far less likely to do so. And if they don’t already have a “local authors” section, suggest they add it and feature yours with a placard indicating

“signed by the author.”

Document *everything*. Lay press clippings out neatly on letterhead or legal paper, along with the publication’s masthead and date of article and produce a quality master. Make copies of the store’s newsletter announcing your signing. Acquire tapes of TV and radio interviews as this is what you’ll need to create the caliber of press kit geared toward higher tiered media.

Lastly, when you are out there talking about your title, highlight *why* folks will find your book interesting or of merit – instead of talking about yourself or how “being published has changed my life.” Remember, you’re in marketing now – keep your focus on why someone simply *must* have your book. And, let’s face it, it probably won’t be because you just had one of your fondest personal dreams realized. *Now roll up your sleeves and go get ‘em!*

S.A. “Sam” Jernigan, is a publicist and marketing consultant whose firm, Renaissance Consultations, is located in Santa Rosa, California. A member of NWU’s San Francisco Bay Area Local, Jernigan was previously on staff with Hambleton-Hill Publishing where she coordinated marketing for four imprints including an audio book line. An expanded version of this article is available online at the Renaissance Consultations Web site, www.MarketingAndPR.com/article.pdf.

Travel as Education

Travel Guides by NWU member Harry S. Parisier



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