

Publishing Trends

News and opinion on the changing world of book publishing

September 2010

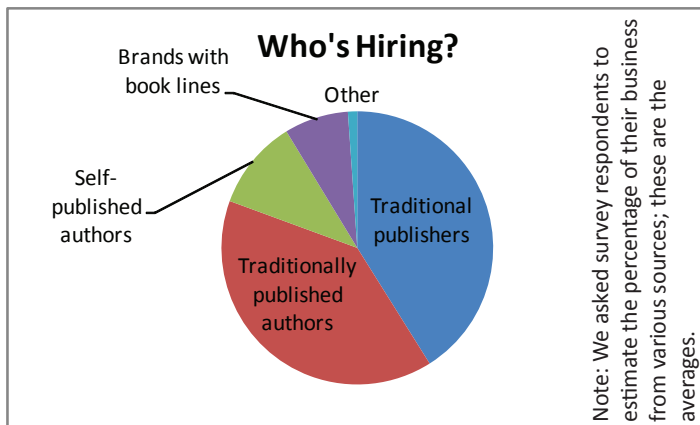
Volume XVIII, Number IX

Freelance Publicists 2010

Do dollars follow the Facebook campaign?

MORE WORK IS A GOOD THING, RIGHT? A TRIFECTA OF opportunities is presenting itself to independent publicists—online publicity options are increasing exponentially, in-house publicity departments are ever more crunched, and self-published authors are everywhere (and have some money to spend). It seems like a good time to be a freelance publicist, and those we spoke with for this piece painted a fairly rosy picture of effective collaborations with in-house publicists and authors and endless online niche audiences. However, our anonymous mini-survey of freelance publicists also revealed anxiety about the business and concerns about (with equal amounts of praise for) the effectiveness of social media. And so while there may be more than enough work to go around, it's not yet clear where attention should be focused.

There may be a lot of work for freelance publicists to take on (see chart below), but that doesn't mean they're raking in the money. In our anonymous survey, 39% of respondents bullishly claimed that their fees have increased over the past three years. However, 39% said their fees have stayed the same and 17% said they have dropped by 30%. The number-one factor they attribute to a reduction in fees is the recession, followed by authors being required to pay for publicity themselves, and flat sales in publishing. "Business has rebounded from the horrible lows of 2009, but the fees have not," says one survey respondent. "Publishers and authors still expect a lot of work for much smaller fees than we commanded pre-9/11, which is when I noticed an abrupt sea change in what publishers were willing to pay."



continued on p. 5

Visit our website for updates throughout the month: www.publishingtrends.com

September 2010 Roundup

So much for the dog days of August. . . .

Jim King, SVP and General Manager at **Nielsen BookScan**, has left the company to become a consultant to the industry. He may be reached at jim.king.j@gmail.com or (914) 216-5332.

Simon & Schuster Publisher **Jon Karp** has announced several more changes over the last few weeks: EIC **Priscilla Painton** will take the new position of VP, Executive Editor, focused on nonfiction. She joined S&S from *Time Magazine* at the beginning of 2008. **Victoria Meyer** is leaving in October after 20 years at the company. She has been Executive Director of Publicity. Editor **Sarah Hochman** has left the company and may be reached at sahochman@gmail.com.

Meanwhile, **Anne Rogers** is joining S&S as Director, Specialty Wholesale and Mail Order, reporting to **Frank Fochetta**, VP, Director, Field And Special Sales. She was in charge of special sales at **Sterling**.

Dee Dee De Bartlo is leaving **HarperCollins** after almost 13 years to join her former colleague, **Gretchen Crary**, at **February Partners**, a PR and marketing firm, as a partner. **Kimberly Cowser** has joined the company as Online Marketing Manager. She was a Senior Publicist at S&S.

Barnes & Noble announced that **John Foley** has joined the company as president of Barnes & Noble eCommerce. Foley will manage the BN.com online retail business. Foley had been at **Barry Diller's IAC**, where he was most recently CEO of the **Pronto Network**. **Jamie Iannone** has been named president of Barnes & Noble Digital Products, responsible for all things **NOOK**, plus e-books and digital content; and third-party partnerships. Iannone joined B&N a year ago as EVP; previously he was at **eBay**, and **Booz Allen & Hamilton**. Foley and Iannone both report to **William Lynch**, B&N CEO.

Borders Group has announced that CFO **Mark Bierley**, who had recently been promoted to COO, has resigned "to pursue another employment opportunity." VP **Glen Tomaszewski**

continued on p. 2

Also in this issue:

- Who's Scouting Whom 2010, p. 3
- Freelance Publicist Contact Sheet 2010, pp. 4-5
- Join the Club, Have a Drink, p. 7

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continued from p. 1

has been named interim CFO, while Borders searches for a new CFO. Meanwhile, Borders has hired **Michele Delahunty-Cloutier** as EVP, Chief Merchandising Officer, reporting to President and CEO **Mike Edwards**. Most recently, she was brand president at **Chico's**.

Paul Olsewski, former Publicity Director at **Collins** and **ReganBooks**, has been named VP, Director of Publicity at **Atria**, reporting to EVP, Publisher **Judith Curr**.

Ari Lewen, Senior Editor at **Disney/Hyperion**, has left to join **Jen Besser**, who moved to **Penguin** last spring to become Publisher of **Putnam**. Lewen, who joins September 20, will be Executive Editor. . . . HarperCollins Children's announced that VP, Director of Inventory Management **David Toberisky** will retire, effective January 1. **Sheryl Moore-Anderson** has returned to HC as Director of Children's Inventory and will succeed him. She was most recently at **Avon Products**.

Jane Comins has left **Yale University Press**, where she was Associate Publisher, Publishing & Marketing Director. She may be reached at jane.comins@gmail.com.

Brigitte Weeks is leaving **Direct-Brands**, where she headed the **Crossings Book Club**, to become a volunteer with the **Visiting Nurse Association's Hospice Care**.

Diane Salvatore, who left magazines briefly to become Publisher of **Broadway Books**, is now EIC of **Rodale's Prevention Magazine**.

Michael Burkin, who was at S&S and was then Chief Sales Officer at **OUP**, before moving out of publishing, is joining **IDEO**, a global design consultancy. He will help expand the NYC office. He may be reached at mburkin@gmail.com.

Leah Hultenschmidt and **Don D'Auria**, **Dorchester** editors, have left the company following its decision to focus on e-books. **Dorchester** said it will release all titles signed through 2011 and will continue to acquire new titles.

Irv Myers, former EVP/COO of **Rowman & Littlefield** and President of **NBN International**, has joined **New Leaf Distributing** as EVP/COO, reporting to CEO **Alim Thompson**.

Basic Books Executive Editor **Tim Sullivan** is leaving the company and will

join **Harvard Business Review Press** as Executive Editor in September.

Jonathan Sainsbury has been named Art Director at **Da Capo** and **Perseus**. He had been art director at **Pantheon** and **Knopf**.

Lucy Del Priore has joined **Macmillan Children's** as Director of School and Library Marketing. She was most recently a publishing consultant and freelancer; prior to that, she spent most of her career at **Penguin Children's**.

Kelli Chipponeri has been named Executive Editor of the children's division at **Chronicle**. She was previously the children's Editorial Director at **Running Press**. In other moves at **Chronicle**, **Leigh Saffold** was named Associate Managing Editor of Custom Publishing, and **Kim Romero** and **Laura Lee Mattingly** have both been promoted to Associate Editor.

FSG is launching an imprint under the **Scientific American** name, with **Hill & Wang** Publisher **Thomas LeBien** overseeing. **Amanda Johnson Moon** has joined **FSG** as Senior Editor to oversee acquisitions for the new imprint. She had previously been an editor at **Basic Books**.

PROMOTIONS AND INTERNAL CHANGES

Peter Hubbard has been promoted to Senior Editor at **William Morrow**.

Crown Publishing Group's Subsidiary Rights department announced two promotions: **Rachel Berkowitz** has been promoted to Manager, Foreign Rights, continuing to report to **Linda Kaplan**, VP, Director, Subsidiary/Foreign Rights. **Nidhi Berry** has been promoted to Subsidiary Rights Associate, also reporting to **Kaplan**.

At **Penguin**, **Jacqueline Fischetti** has been appointed to the new position of Director of Content Development, International. She has been Director of the **Penguin Speakers Bureau** since 2006.

Judith Rosen, *PW's* New England correspondent, has been named the magazine's new bookselling editor, beginning September 1.

DULY NOTED

The **National Book Foundation** has moved to 90 Broad St., Suite 604, New York, NY, 10004. Same phone: (212) 685-0261. www.nationalbook.org.

Bowker has released its latest annual report on book consumer behavior and demographics, which also explores retail channels and the explosion of the e-book market. Some stats: More than 40% of Americans over the age of 13 purchased a book in 2009; women lead men in overall purchases, contributing 64% of sales. As in the past, boomers constitute the largest group of buyers, with 30% of sales. Their elders—matures—contribute 16%. Interestingly, 32% of the books purchased in 2009 were from households earning less than \$35,000 annually, and 20% of those sales were children's books. Visit www.bookconsumer.com.

UPCOMING EVENTS

The **Brooklyn Book Festival** takes place September 10–12. Writers include **Dennis Lehane**, **Mona Simpson**, and **Gary Shteyngart**. www.brooklynbookfestival.org.

The 24th annual **Goddard Riverside Gala** takes place on October 19 at 583 Park Ave. (rather than the past venue of Tavern on the Green), and honors **Clyde Anderson**, Chairman, President and CEO, **Books-A-Million**. www.goddard.org/bookfairgala

CLMP's annual Spelling Bee takes place on Tuesday, October 26 at 7 PM at **Diane von Furstenberg's** studio. Spellers include **Jonathan Burnham**, crown defender **Ben Greenman**, **Nancy Franklin**, and **Francine Prose**. For details and tickets, visit www.clmp.org.

From November 7–11, the **NYU Center for Publishing** is joining up with **KITAB** and the **Abu Dhabi International Book Fair** to present a four-day series of seminars. Speakers, drawn from the faculty of the Center for Publishing, will speak to book publishing executives from 22 Arab countries. www.kitab.ae/en/publishers-training-2010/

IN MEMORIAM

Elaine Koster, literary agent and former Publisher of **NAL**, died on August 17 in New York, at the age of 69. An agent since 1998, **Koster's** clients included **Khaled Hosseini**.

Who's Scouting Whom 2010: The Publishing Trends Annual Guide to Literary Scouts

	UK/Australia	Germany	France	Italy	Spain (S), Portugal (P), Latin America (LA)	Brazil	The Netherlands	Scandinavia	Asia	Other Countries; FILM/TV LITERARY SCOUTING IN THE U.S.
*=Includes children's/YA. Ital=children's only										
Maria B. Campbell 212 679-4700 skaplan@mbcbooks.com	Little, Brown Book Group (UK)	S. Fischer Verlag*	Univers Poche*	Mondadori*	RH Mondadori* (S)	Companhia das Letras*	Veen Bosch & Keuning*	Bonniers (S), Otava* (F)	Kodansha (J), Minuska* (K), Locus (T), Shanghai 99 (C)	Psichogios* (Greece), AST* (Russia); WARNER BROTHERS PICTURES AND TV
Linda Clark (212) 348-5515 linda@lindaclark.net	Quercus Books UK*				Roca* (S)	Editora Gente			Shinshosha (J)	ABC ENTERTAINMENT GROUP/ TOUCHSTONE TV
Del Commune (212) 226-6664 mail@ldcent.com	Penguin Group (UK, A)	Rowohlt	Calmann-Lévy, Le Livre de Poche	Mauri Spagnol	Salamandra (S)	Jorge Zahar				POLSKY FILMS
Ariane Fink (646) 536-2309 ariane@arianefinkscouting.com	Scrollmotion (US)		Grasset et Fasquelle			Globo				Har'kusa (Israel)
Aram Fox (212) 563-7365 aram@aramfox.com	Fourth Estate, HarperCollins (UK)	Piper-Pendo	Belfond	Neri Pozza	RBA (S)	Sextante, Intrinseca	Ambo/Anthos, Artermis			HAPPY MADISON
DW Gibson 917-319-6452 dwmgbison@yahoo.com	Eichborn, mare						BBNC			
Franklin & Siegal (212) 868-6311 toadd@franklinandsegal.com	Hodder & Stoughton/Sceptre (UK), Hachette (A)	Heyne*, Karl Blessing, Bertelsmann Jugendbuch	Flammation, J'ai Lu, Nathan	Sperling & Kupfer/ Frassinelli*	Urano* (S)	Campus-Elsevier	Unieboek-Spectrum, Van Goor, Prometheus/Bert Bakker	Forum (S), Lindhardt & Ringhof (D), WSOY* (F)	Havakawa (J), China Times (T), Sigongsa* (K)	Modan* (Israel); UNIVERSAL
Simone Garzella (646) 238 3782 agency.bookscouting@gmail.com	Constable & Robinson (UK), Murdoch (A)					Pensamento				Arab Scientific (Lebanon), Centropolygraph (Russia); AID + ABET FILMS
Sanford Greenburger (212) 206-5600 akrup@siga.com		Hoffmann und Campe, dtv	Buchet/Chastel, Phebus, Noir sur Blanc		Norma/Belaqva (LA, S)	Record, BestSeller, Galera*	Mistral, Paradigma, Pimento*		Tuttle Mori (J, Th), Eric Yang (K), Andrew Nurnberg (T, C)	Literackie (Poland)
Jutta Klein (516) 279-6871 jutta@kascout.com	Bertelsmann (club)		XO, Oh!, France Loisirs (club)	Newton Compton		Leya	The House of Books		Chungrim (K)	Euromedia Group, Ikar, Odeon, Knizni Club (Czech Rep.); Ikar Slovakia
Bettina Schrewe 212-414-2515 bschrewe@bschrewe.com	Random House/ Transworld* (UK)	Random House	Laffont	Rizzoli*	Planeta* (S, P, LA)	Objetiva	De Bezige Bij/ Cargo	Wahlström & Widstrand (S), Gyldenfal (D), Capellen Dammi* (N), Tammi* (F)	Gimm-Young (K)	Matar* (Israel), Patakis* (Greece), WAB* (Poland), Fraktura (Croatia); RIVER ROAD
Jane Starr (212) 421-0777 jane@janestarr.com	Allen and Unwin* (A)	Bastei Lübbe, <i>Baumhaus, Boje</i>	Michel Lafont*		Espasa (S)	Planeta*	Meulenhoff Boekeri Group*	Bra Bocker (S), Gyldenfal (N), Versal (N)	Japan Uni Agency (J)	
Thompson Associates (212) 254-1502 mta@mathompson.com	Pan Macmillan/ Picador*	Droemer-Knaur*, Kiepenheuer & Witsch, Weitbild	Presses de la Cité, <i>Albin Michel Jeunesse</i>	Piemme, Fazi	Objetiva (P), Santillana, <i>Alfaguara Juvenil</i> (S), Santillana, SUMA, Taurus, Aguilair, Alfaguara (S)	Ediouro, Agir, Nova Fronteira	Bruna, Signatuur, Orlando, Moon	Damm (S), Forma (S), <i>Wahlstroms</i> (S), Jentas (D), Schibsted (N)	Kado kawa Shoten (J), Munkhakdongne (K), Crown (T)	Oceanida (Greece), Kimeret-Zmora* (Israel), Znanje* (Croatia)
Barbara Tolley Jayne Pliner (212) 647-1800 bt@btoolley.com jpliner@aol.com	Scribe (A)	Ullstein*, Econ, Graf List, Propylaea, <i>Arena</i>	JC Lattès*, Le Masque, Misk Junior	Bompiani	Ediciones B*, Vergara, infantil (S/LA); Presenya* (P)	Rocco*, Prumo, Manole*/Amaryllis	Arbeiderspers, AP360, Balans	Gummerus* (F)	Woonjin* (K)	Livanis* (Greece), IMAGINE, PAINT BRUSH, WALDEN MEDIA

PT's Publicity Contact Sheet 2010

In addition to the specialties listed in the third column, publicists with one asterisk (*) promote general fiction and nonfiction.
Two asterisks (**) denote general nonfiction only.

Author Marketing Experts (Penny Sansevieri) (Internet marketing and publicity)	(866) 713-2318; www.amarketingexpert.com; penny@amarketingexpert.com	Women's fiction, historical fiction, mystery, thriller, business, self-help, environment, children's/YA
AuthorsOnTheWeb (Carol Fitzgerald, Wiley Saichek) (Internet marketing and publicity)*	(212) 246-3100; www.authorsontheweb.com; carol@bookreporter.com; wiley@bookreporter.com	Women's fiction, mystery/suspense/thriller, historical fiction, fantasy, SF, horror, children's/YA
Nancy Berland Public Relations	(800) 308-3169; www.nancyberland.com; nancy@nancyberland.com	General/women's/Christian/YA fiction, romance, thrillers, mysteries, suspense, paranormal
Stephanie Barko	(512) 291-6188, steffercat@austin.rr.com; www.stephaniebarko.com	Nonfiction, historical fiction, history, biography, memoir, business, Western settings, debut authors
Blue Slip Media (Sarah Shealy, Barbara Fisch)*	(619) 938-3193; sarah@blueslipmedia.com; barbara@blueslipmedia.com; www.blueslipmedia.com	All children's (picture books, fiction, nonfiction, middle-grade, YA)
Marian Brown PR*	(917) 541-5814; www.marianbrownpr.com; mbrownpr@gmail.com	Current affairs, business, memoir, parenting, pop culture, psychology, cookbooks
Andrea Burnett Public Relations**	(650) 207-0917; www.andreaburnett.com; andrea@andreaburnett.com	Cookbooks, cocktails/wine, green/eco-friendly lifestyle, parenting/parenting humor, travel, children's
Rose Carrano Public Relations**	(646) 638-2181; www.rosecarranopr.com; rosecarrano@earthlink.net	Parenting, current affairs, sports, military, history, religion, health, pop culture, memoir, cookbooks, juv.
The Carriere Company (David Carriere)**	(413) 243-6767; www.davidcarriere.org; david@davidcarriere.org	Large-format illustrated books, pop culture, cookbooks, children's books
Cultural Communications	(212) 505-1253; www.culturalcommunications.info; contact@culturalcommunications.info	Art, architecture, food, lifestyle, photography, political/military history
Danzig Communications (Jill Danzig)**	(212) 579-5215; jill.danzig@earthlink.net	Serious NF: Current events, politics, social issues, science, health, history, parenting, education
The Lisa Ekus Group	(413) 247-9325; www.LisaEkus.com; LisaEkus@LisaEkus.com	Cookbooks, culinary nonfiction
Carol Fass Publicity and Public Relations*	(212) 691-9707; www.fasspr.com; cfass@fasspr.com	Health/fitness, fiction, pop culture, women's issues, parenting, lifestyle, art/photo, Jewish int., SF/fantasy
February Partners (Dee Dee De Bartlo, Gretchen Crary, Kimberly Cowser)	(917) 378-8689; http://februarypartners.com; gretchen@februarypartners.com	Full media and marketing campaigns; platform/image development; events, tours, speaking engagements
GT/PR* (Gene Taft)	(301) 593-0766, (917) 701-4072 (c); www.genetaftpr.com; GeneTaftPR@aol.com	Politics, current events, history, popular culture
Goldberg McDuffie Communications	(212) 446-5100; www.goldbergmcduffie.com; bookpr@goldbergmcduffie.com	Literary/commercial fiction, politics/current affairs, business, lifestyle, pop culture; online media and consulting
Graf-Martin Communications (Tim Underwood)	(519) 342-3703; www.grafmartin.com; tim@grafmartin.com	Business, religion/Christianity, pop culture, gardening, counseling, youth/teen, self-help
The Hendra Agency (Barbara Hendra)*	(718) 622-3232; bhendra@thehendraagency.com	Literary fiction; economics, business, finance
Hilsinger-Mendelson*	(212) 725-7707 (east), (323) 931-5335 (west); www.hilsingermendelson.com	Fiction, lifestyle, health, politics, food, social issues; brand development
rhalee hughes public relations + marketing	(212) 260-2244; www.rhalee.com	Top authors, celebrities, famous figures, favorite characters, classic brands
Jessica Jonap Public Relations**	(305) 864-5521; www.jessicajonap.com; jessica@jessicajonap.com	Parenting/family, lifestyle, health/wellness, pop culture, psychology, art/photography
Michele Karlsberg Marketing and Management*	(718) 351-9599; karlsbergm@aol.com	Gay/lesbian/bisexual/transgender, memoir, mystery, celebrity, women's, juvenile
Kelley and Hall Book Publicity* (Jocelyn Kelley)	(617) 680-1976; www.kelleyandhall.com; jocelyn@kelleyandhall.com	Literary/women's fiction, children's/YA, mystery, thriller, romance, paranormal, business, memoir, lifestyle, health, debut and self-published authors
Krupp Communications* (Jennifer Garbowski)	(212) 265-4704; www.kruppkommunications.com; jgarbowski@kruppnyc.com	Wellness, health, diet, self-improvement, human interest, women, beauty, lifestyle
Gail Leondar Public Relations	(781) 648-1658; www.glprbooks.com; glpr@aol.com	Progressive politics and social issues, feminist, gay and lesbian
Little Bird (Sarah Burningham)*	(917) 546-6866; www.littlebirdpublicity.com; sarah.burningham@gmail.com	Lifestyle, pop culture, parenting, health/diet, food, women's int., current events; brand dev.; events
Scott Manning & Associates*	(212) 614-7892; www.scottmanningpr.com; scott@scottmanningpr.com	Current events/journalism, politics, pop culture, gay and lesbian, military, history, science, humor
Mouth Public Relations (Justin Loeber)	(212) 260-7576; www.mouthpublicrelations.com; talk@mouthpublicrelations.com	News, politics, celebrity, health, sports, business, food; internet marketing, brand building, media prepping; digital video, app/website design; events
Meryl L. Moss Media Relations*	(203) 226-0199; www.mediamuscle.com; www.booktrib.com; meryl@mediamuscle.com	Health/fitness, pop culture, lifestyle, beauty, self-help, business, leadership, psychology, memoir, politics, parenting, women's/teen issues, decoration
Greg Mowery Public Relations	(503) 477-4832; www.stovetopreadings.com; gregorynyc@yahoo.com	Cookbooks and food lit, current affairs, biography, history, how-to, politics, travel, reference, pop culture
Newman Communications (David Ratner)*	(617) 202-4130; www.newmancom.com; david.ratner@newmancom.com	Business, current events, health, lifestyle, social issues, politics
One Potata Productions, Inc.* (Diane Mancher)	(212) 353-3478; www.onepotata.com; onepotata@gmail.com	Current events, pop culture, cookbooks, health/diet, relationships, commercial fiction
Over the River PR (Rachel Tarlow Gul, Jennifer Richards)	(201) 503-1321; www.overtheriverpr.com; info@otrpr.com	Parenting, health, multicultural, business, biography, mystery, women/Jewish interest; social media

PT's Publicity Contact Sheet 2010

In addition to the specialties listed in the third column, publicists with one asterisk (*) promote general fiction and nonfiction. Two asterisks (**) denote general nonfiction only.

Maryann Palumbo Marketing Concepts*	(718) 680-6483; mpmarkcon@aol.com	Celebrity, women's issues, political issues, health, mystery, parenting, illustrated/art, sports, juvenile, YA
Parsont Publicity Group (Meg Parsont)**	(212) 787-5704; mparsont@earthlink.net	Home design, gardening, food, wine, travel, health/fitness, parenting, fine art, pop culture
Pigtail Public Relations (Kimberly Bouchard)	(201) 329-9636; www.pigtailpr.com; pigtailpr@msn.com	Picture books, middle grade, YA, parenting, special needs
Planned Television Arts/PTA Satellite (David Hahn)*	(212) 593-5847; www.plannedtvarts.com; hahnd@plannedtvarts.com	Business/personal finance, health/wellness/lifestyle; politics, celebrity, social issues, parenting/juv./YA, sports, Christian, romance
Press Secretariat (Ricky Lee)*	(347) 385-2424; ricky@pressesecretariat.org; www.pressesecretariat.org	Art, photography, fashion, design
Raab Associates (Susan Salzman Raab)	(914) 241-2117; www.raabassociates.com; info@raabassociates.com	Family products including parenting, teen, and juvenile books in all genres
Shreve Williams Public Relations (Elizabeth Shreve: DC, Suzanne Williams: NYC)*	(908) 955-4060 (NYC), (202) 362-0770 (DC); www.shrevewilliams.com; elizabeth@shrevewilliams.com; susanne@shrevewilliams.com	Current events/politics, history, biography, graphic novels, science, health, lifestyle
Deborah Sloan & Company	(978) 684-5005; www.deborahsloanandcompany.com; sloan@deborahsloanandcompany.com	Juvenile, YA; KidsBuzz marketing service (http://www.authorbuzz.com/kids/)
SoCal Public Relations (Rebecca Grose)	(619) 460-2179; www.socalpr.net; socalpublicrelations@yahoo.com;	Picture books, middle grade fiction, YA fiction; author tours and appearances
Tandem Literary (Gretchen Koss and Meghan Walker)*	(212) 629-1990; www.tandemliterary.com; meg@tandemliterary.com; gretchenkoss@tandemliterary.com	Memoir, parenting, politics, current events, mystery
To Press and Beyond (Gail Kearns)*	(805) 898-2263; www.topressandbeyond.com; gail@topressandbeyond.com	Children's
Skye Wentworth*	(978) 462-4453; www.skyewentworth.org; skyewentworth@gmail.com	Health and wellness, cookbooks
Jane Wesman Public Relations*	(212) 620-4080; www.wesmanpr.com; jane@wesmanpr.com	Business, politics, social issues, health, women's issues, parenting, diet, exercise, art, architecture

continued from p. 1

Another said, "The last year has been one of the most difficult in the business as a freelance publicist."

Some freelancers have responded to tough times by launching alternative services. **Deborah Sloan of Deborah Sloan & Company** launched **Kidsbuzz** (www.authorbuzz.com/kids/) a year ago. "Authors have told me they'd like to have just a minute to sit with a bookseller or a librarian or a reviewer or a consumer and tell them about their book," she says; Kidsbuzz distributes author notes to these groups via e-newsletters—"It gives the author access to the readers they're trying to reach affordably." **Meryl Moss**, founder of **Meryl L. Moss Media Relations**, launched **BookTrib** (www.booktrib.com), which combines week-long promotions consisting of book giveaways and their authors' information and guest blog posts with book blog content aggregated from across the web, as an affordable publicity vehicle. And **Justin Loeber**, founder of **Mouth Public Relations** and formerly a publicity director at **HarperCollins** and **Simon & Schuster**, has added offline services, including facilitation of author-agent relationships. Authors can hire Mouth to pitch agents and send their proposals. "We work on a monthly retainer for this service, not a commission or royalty," he says. "We ask for a minimum three-month commitment to work on editing the book proposal and pitching the agents or publishers, and we escort the author to the first meeting. In good faith, we also ask to be hired to spearhead the PR campaign once the book is published."

Though in-house publicists are not likely to admit to needing freelancers, most freelance publicists we spoke with said that in-

house publicity departments are overloaded and that freelancers can pick up the slack and help out with things that publishers won't do—particularly, author building. "It's most effective [to hire a freelance publicist] when there is a difference between the author's agenda and that of the publisher," says **Scott Manning of Scott Manning Associates**. "Usually, the publisher wants to sell books. Obviously, so does the author, but they can also see further benefits in establishing themselves as a credible expert in their field, which could lead to more business beyond books—like a movie sale or speaking engagements that bring in fees."

"Publicity departments are incredibly stressed these days," says **Marly Rusoff**, a literary agent who represents, among others, **Pat Conroy** and **Arthur Phillips**, and who was previously a publicity director herself. "We try to evaluate for our clients what they might expect from their in-house publicity team. Many are very good, and some are so good that I don't feel the need to suggest outside publicity help. But many good publicists are called into meetings so frequently that they don't have the time needed for follow-up." In those cases, she recommends hiring a freelancer. A couple of literary agencies, such as **Trident** and **Inkwell**, have hired in-house people to oversee the marketing and publicity efforts of the publisher, though the practice is not yet widespread. And this past April, the **Scott Waxman Agency** launched **Diversion Books**, which partners with self-published authors to provide services including publicity and marketing. The company is currently working with freelance publicists but will add one in a full-time position later this year.

Fast Facts:
 *72% of the freelance publicists we surveyed have been asked to handle online publicity.
 *56% have been told by publishers that online publicity overlaps with online marketing, which is handled by a separate department.

continued on p. 7

International Bestsellers

United Kingdom Small Publishers

1. THE VERY THOUGHT OF YOU, **Rose Alison** (*Alma*)
2. NEMESIS, **James Swallow** (*Black Library*)
3. THE ELEGANCE OF THE HEDGEHOG, **Muriel Barbery** (*Gallie*)
4. WE NEED TO TALK ABOUT KEVIN, **Lionel Shriver** (*Serpent's Tail*)
5. TRAVELLING LIGHT, **Tove Jansson** (*Sort Of*)
6. BLACK WATER RISING, **Attica Locke** (*Serpent's Tail*)
7. THE IMPORTANCE OF BEING SEVEN, **Alexander McCall Smith** (*Polygon*)
8. LORD OF MISRULE, **Rachel Caine** (*Allison & Busby*)
9. WALKING DEAD #12: LIFE AMONG THEM [graphic novel], **Robert Kirkman** (*Image*)
10. WORLD WAR Z, **Max Brooks** (*Duckworth*)

Source: *The Bookseller*, 8/9/2010

Brazil

1. DEAR JOHN, **Nicholas Sparks** (*Novo Conceito*)
2. THE SHACK, **William Young** (*Sextante*)
3. THE ALEPH, **Paulo Coelho** (*Sextante*)
4. THE LAST SONG, **Nicholas Sparks** (*Novo Conceito*)
5. THE BRIEF SECOND LIFE OF BREE TANNER, **Stephenie Meyer** (*Intrinseca*)
6. THE LOST SYMBOL, **Dan Brown** (*Sextante*)
7. VAMPIRE DIARIES 4: DARK MEETING, **L. J. Smith** (*Record*)
8. BLUE MOON, **Alyson Noël** (*Intrinseca*)
9. BREAKING DAWN, **Stephenie Meyer** (*Intrinseca*)
10. THE BATTLE OF THE APOCALYPSE, **Eduardo Spohr** (*Verus*)¹

Source: *Editora Abril*, 8/9/2010

Germany

1. CHOSEN, **PC Cast, Kristen Cast** (*Fischer*)
2. DEBT, **Ferdinand von Schirach** (*Piper*)
3. HUMMELDUMM, **Tommy Jaud** (*Scherz*)
4. THE SHORT SECOND LIFE OF BREE TANNER, **Stephenie Meyer** (*Carlsen*)
5. SUMMER LIES, **Bernhard Schlink** (*Diogenes*)
6. MERCY, **Jussi Adler-Olsen** (*dtv premium*)
7. GIRL CATCHER, **Jilliane Hoffman** (*Wunderlich*)
8. GAROU, **Leonie Swann** (*Goldmann*)
9. BREAKING DAWN, **Stephenie Meyer** (*Carlsen*)
10. I'LL WRITE AGAIN TOMORROW, **Cecelia Ahern** (*Kruger*)

Source: *Der Spiegel*, 8/23/2010

¹**Eduardo Spohr** couldn't get a book contract for his *BATTLE OF THE APOCALYPSE*, an end-of-the-world angel warfare epic. Luckily, the owners of the site www.Nerdstore.br offered to put the book up for sale and publicize it on their podcast. After 4,500 copies sold, **Verus** picked up the book, and it has since sold out of its 10,000-copy first print run. Fittingly, many of the book's fans have attached a "#nerdpower" hashtag to their tweets about the book. U.S. rights are still available; contact Raissa Castro at raissa@veruseditora.com.br.

²**Karl Ove Knausgård's** six-part *MIN KAMP* (MY STRUGGLE) has drawn protests because of the title's similarity to *MEIN KAMPF*. Though *MIN KAMP* is a "sex, drugs, and rock n' roll" memoir, some say it has stirred up anti-Semitic sentiment in Norway, where the memoirs are so popular that a new verb, "to knaus," has been coined to describe the act of reading them. In response, the book's German publisher decided to change the book's title to *Death. Archipelago* has acquired U.S. rights; no word yet on the English title.

³After a strong start in its home country, Italian criminologist and first-time author **Donato Carrisi's** thriller *THE WHISPERER* has hit the French bestseller list. *THE WHISPERER* is a densely plotted novel set in a deliberately vague Everytown, with a serial murderer of young girls who leaves grisly, taunting clues for the detectives and a devastating final plot twist. Contact **Marie-Louise Zarmanian** at marielouise.zarmanian@marispagnol.it.

France

1. SHADOW THIEF, **Marc Lévy** (*Robert Laffont*)
2. THE SQUIRRELS IN CENTRAL PARK ARE SAD ON MONDAYS, **Katherine Pancol** (*Albin Michel*)
3. THE TASTE OF APPLE SEEDS, **Katharine Hagen** (*Anne Carriere*)
4. THE WHISPERER, **Donato Carrisi** (*Calmann-Levy*)³
5. THE BIRD OF ILL OMEN, **Camilla Läckberg** (*Actes Sud*)
6. KATIBA, **Jean-Christophe Rufin** (*Flammarion*)
7. THE PAPER GIRL, **Guillaume Musso** (*XO*)
8. BREAKING DAWN, **Stephenie Meyer** (*Hachette Jeunesse*)
9. THE DAY BEFORE HAPPINESS, **Erri De Luca** (*Gallimard*)
10. THE ENTERPRISE OF THE INDIES, **Erik Orsenna** (*Stock/Fayard*)

Source: *L'Express*, 8/9/2010

Norway

1. HOMECOMING, **Victoria Hislop** (*Schibsted*)
2. ARMORED HEART, **Jo Nesbø** (*Aschehoug*)
3. SALVADORENA, **Cecilia Samartin** (*Juritzen*)
4. MORNINGS IN JENIN, **Susan Abulhawa** (*Aschehoug*)
5. DEEP, **Tom Kristensen** (*Aschehoug*)
6. THE FORGOTTEN GARDEN, **Kate Morton** (*Schibsted*)
7. BREAKING DAWN, **Stephenie Meyer** (*Gyldendal*)
8. MY STRUGGLE: PART ONE, **Karl Ove Knausgård** (*Oktober*)²
9. MY STRUGGLE: PART TWO, **Karl Ove Knausgård** (*Oktober*)²
10. THE LOST SYMBOL, **Dan Brown** (*Bazar*)

Source: *Bokogsamfunn*, 8/9/10

Spain

1. THE TIME BETWEEN SEAMS, **Maria Dueñas** (*Temas De Hoy*)
2. THE SHORT SECOND LIFE OF BREE TANNER, **Stephenie Meyer** (*Alfaguara*)
3. I KNOW WHAT YOU'RE THINKING, **John Verdon** (*Roca*)
4. THE SIEGE, **Arturo Pérez-Reverte** (*Alfaguara*)
5. THE YELLOW EYES OF THE CROCODILES, **Katherine Pancol** (*Esfera de los Libros*)
6. LIBRARY OF THE DEAD, **Glenn Cooper** (*Grijalva*)
7. TELL ME WHO I AM, **Julia Navarro** (*Plaza & Janes*)
8. CRIME LIVE, **Camilla Läckberg** (*Maeva*)
9. DAMN KARMA, **David Safier** (*Seix Barral*)
10. THE SOUL OF THE STONES, **Paloma Sánchez-Garnica** (*Planeta*)

Source: *El Cultural*, 8/9/2010

continued from p. 5

Several freelance publicists mentioned that they can delve deeper into online opportunities than in-house publicists can. “We built a digital division because we have heard from more and more publishers and authors that this is still a hole,” says **Suzanne Williams**, President of **Shreve Williams Public Relations**.

“All of the online work takes up a lot of time and that is such an important part of a campaign these days that authors have been hiring us to handle that outreach,” says **Gretchen Koss**, President and Director of Publicity at **Tandem Literary**. **Wiley Saichek**, Marketing Director at **The Book Report Network**, said the company’s internet marketing and publicity division, Authors on the Web, is usually hired to supplement the work of in-house publicists and that, for instance, “if the author feels the publisher has covered book blogs but has no time to dig deeper, we can construct a campaign to hit [topic-specific websites and blogs].”

50% of the freelance publicists surveyed said **Facebook** is the most effective form of social media from a publicity standpoint. “Facebook allows the author to have a stable presence, which is sometimes helpful. Others take immense amounts of work, frequently with little payback, according to my experience and the kinds of books I work on,” said one respondent. 22% found **Twitter** most useful: it’s a “good way to connect with journal-

ists,” said one respondent, while another likes it because it’s “less friend-oriented than Facebook; more serious and issue-oriented as opposed to social.”

Yet the expansion of publicity into the online abyss (with some freelance publicists even hiring additional freelancers to handle online publicity separately) makes calculating a publicity campaign’s success difficult. “It’s pretty easy to put together a long list of media hits, but the important question to ask is, ‘Did they really drive people to the bookstore and move books?’” says **Sarah Burningham**, founder of **Little Bird Publicity**. “Big, flashy media is great, but it’s only worthwhile if books are actually selling.” “We gauge success in terms of requests for books, requests for author participation [in guest blogs or interviews], and actual posted coverage,” says Saichek.

Meanwhile, in a world where self-publishing is on the rise and print book reviews are decreasing, the concept of “prestige” in the world of book publicity has morphed. “I don’t hear that word often these days,” says Sloan. “The authors and publishers I work with think more about relationship-building and community building in the hopes of gaining lifelong fans.” Saichek defines prestige as “authority and popularity.” “The reality,” says **Kimberly Bouchard** of **Pigtail PR**, “is popularity trumps prestige.” ☺

Join the Club

The internet has made it easier for book-minded folks to meet up in person. Looking for an extracurricular (or a happy hour)?

Name of Organization	Contact Details	Membership; Application Process; Cost	Notes
Publishers Lunch Club . Based in NYC; founded in 1915 by Henry Holt.	Amy Rhodes , arhodes@nyc.rr.com	Meets monthly at the Yale Club for lunch and a guest speaker. Membership is \$400/season, which includes cost of 8-9 lunches annually. Top executives at trade publishers are invited to join.	Sift through their old records at http://diglib.princeton.edu/ead/getEad?id=ark:/88435/w9505047w and you’ll see that the 1957 Christmas Party menu included “Little Brown & Greystone Clams” and “Harcourt-Vert.”
Publishers Advertising and Marketing Association . Based in NYC; started as lunch club in 1921 for	http://pama-ny.org/	Anyone involved in publishing advertising, promotion, or marketing can join. Dues are \$275/year.	Lunches and parties are often open to non-members. Speakers have included Gary Vaynerchuk and Arianna Huffington .
The Publishing Point : “The point where publishing meets the future...” Hosted by Susan Danziger (CEO) and Maggie Hilliard (Marketing Manager) of DailyLit .	http://publishingpoint.ning.com (main page; videos of events, etc.); www.meetup.com/Publishing-Point (sign up for events; NY-based)	Anyone can join online for free, and events are free. Over 1,000 members (Ning and Meetup combined).	Events are held around NYC and have included talks by Macmillan CEO John Sargent , Vook founder and CEO Brad Inman , and Twitter co-founder Jack Dorsey .
Women’s Media Group	www.womensmediagroup.org	Over 260 members in publishing, journalism, TV, film. Membership by invitation only; members must have 5 years of experience in field. Initiation fees and annual dues.	Monthly meetings, seminars, luncheons. Internship program matches younger women with mentors.
Women’s National Book Association , New York City chapter (10 chapters nationwide)	www.wnba-nyc.org	It’s actually open to both men and women. Join as Executive (\$85/year), regular (\$50/year), or student (\$20/year).	Past events included “Query Roulette” for authors and a discussion about book marketing online.
Young to Publishing Group . Initiative of the AAP’s Diversity, Recruit & Retain Committee; started about a decade ago for entry-level and junior employees. Small chapters in Boston and Philadelphia, but most events take place in NYC.	www.youngtopublishing.com ; youngtopublishing@gmail.com	Free to join; over 1500 members on listserv. Summer interns are also invited to attend events.	Monthly brownbag lunches with publishing professionals including Geoff Kloske , Julie Grau , Sara Nelson ; biweekly happy hours; annual BEA party.

Calendar of Book Fairs, Conventions, and Conferences

September 12, 2010

BROOKLYN BOOK FESTIVAL

Brooklyn Borough Hall and Plaza, Brooklyn, NY.
www.brooklynbookfestival.org

September 12–13, 2010

CIANA REMAINDER AND PROMOTIONAL BOOK FAIR

Business Design Centre, Islington Green
London, UK. www.ciana.co.uk

September 22–23, 2010

TOY, GAME, AND TECHNOLOGY SUMMIT

Santa Clara Convention Center, Santa Clara, CA.
<http://toysgamestech.com/>

September 23–25, 2010

INDEPENDENT BOOK FESTIVAL

First annual conference for self-published authors
Sportsmen's Lodge, Studio City, CA
www.independentbookfestival.com

September 23–26, 2010

GÖTEBORG BOOK FAIR

Guest of Honor: Africa
Swedish Exhibition Center, Göteborg, Sweden
www.afrika2010.se/english

September 25, 2010

10TH ANNUAL NATIONAL BOOK FESTIVAL

National Mall, Washington, D.C.
www.loc.gov/bookfest

September 29–October 1, 2010

LIBER INTERNATIONAL BOOK FAIR

Guest of Honor: Puerto Rico
The Gran Via Exhibition Centre, Barcelona, Spain
www.liberbcn.com

October 2, 2010

SELF-PUBLISHING BOOK EXPO (SPBE)

Sheraton NY Hotel & Towers, New York, NY
www.selfpubbookexpo.com

October 6–10, 2010

FRANKFURT BOOK FAIR

Guest of Honor: Argentina
MesseGelände, Frankfurt, Germany.
www.frankfurt-book-fair.com

October 5, 8:30 a.m.–6:00 p.m., 2010

O'REILLY TOOLS OF CHANGE FOR PUBLISHING AT FRANKFURT

Frankfurt Marriott Hotel, tocfrankfurt.com

October 9–10, 2010

THE LATINO BOOK & FAMILY FESTIVAL

CSULA at Greenlee Plaza, Los Angeles, CA
www.lbff.us

October 9–14, 2010

DIRECT MARKETING ASSOCIATION (DMA) CONFERENCE

Moscone Center, San Francisco, CA
www.dma2010.org

October 14–17, 2010

BOUCHERCON 2010 WORLD MYSTERY FESTIVAL

Guest of Honor: Laurie R. King
Hyatt Regency, San Francisco, CA www.bcon2010.com

October 16, 2010

BOSTON BOOK FESTIVAL

Copley Square, Boston, MA
www.bostonbookfest.org

October 16–17, 2010

TEXAS BOOK FESTIVAL

State Capitol Building, Austin, TX
www.texasbookfestival.org

October 26–November 6, 2010

SHARJAH INTERNATIONAL BOOK FAIR

Expo Centre Sharjah, Sharjah, United Arab Emirates
www.sharjahbookfair.com

October 28–31, 2010

WORLD FANTASY CONVENTION

Hyatt Regency Hotel, Columbus, OH
www.contextsf.org/WFC

October 30–November 2, 2010

ISTANBUL INTERNATIONAL BOOK FAIR

TÜYAP Fair and Convention Center,
Beylikdüzü, Istanbul, Turkey
www.istanbulbookfair.com

November 6–8, 2010

EIGHTH INTERNATIONAL CONFERENCE OF THE BOOK

University of St. Gallen, St. Gallen, Switzerland
www.booksandpublishing.com/conference-2010

November 14–21, 2010

MIAMI INTERNATIONAL BOOK FAIR

Miami Dade College, Miami, FL
www.miamibookfair.com

November 16–17, 2010

DIGITAL PUBLISHING ASIA PACIFIC SUMMIT

InterContinental Financial Street Hotel
Beijing, China
www.epublishasia.com

November 17, 2010

61ST ANNUAL NATIONAL BOOK AWARDS

Judges announce this year's finalists October 13.
Cipriani Wall Street, New York, NY
www.nationalbook.org

November 18–23, 2010

SALON DU LIVRE DE MONTREAL

Place Bonaventure, Montreal, Quebec, Canada.
www.salondulivremonreal.com

November 27–December 5, 2010

GUADALAJARA INTERNATIONAL BOOK FAIR

Trade-only days: November 29–December 1
Guest of Honor: Castilla y León
Expo Guadalajara, Guadalajara, Jalisco, Mexico
www.fil.com.mx

Booksellers' Regional Trade Shows

September 21–22, 2010

NEW ATLANTIC (NAIBA)

Trump Marina, Atlantic City, NJ
www.newatlanticbooks.com/fall_conference

September 23–25, 2010

MOUNTAINS & PLAINS (MPIBA)

Marriott Denver Tech Center, Denver, CO
www.mountainsplains.org/tradeshow

September 24–26, 2010

SOUTHERN (SIBA)

The Plazas, Daytona, FL
www.sibaweb.com

September 30–October 2, 2010

NEW ENGLAND (NEIBA)

Rhode Island Convention Center
Providence, RI. www.newenglandbooks.org

October 1–2, 2010

MIDWEST (MBA)

Rivercentre, St. Paul, MN
www.midwestbooksellers.org/trade-show

October 7–9, 2010

PACIFIC NORTHWEST (PNBA)

Airport Holiday Inn, Portland, OR
www.pnba.org/show

October 8–10, 2010

GREAT LAKES (GLIBA)

Hyatt Regency Dearborn, Dearborn, MI
www.gliba.org/tradeshow

October 14–16, 2010

NORTHERN CALIFORNIA (NCIBA)

Oakland Convention Center/City Center
Marriott
Oakland, CA. www.nciba.com

October 23, 2010

SOUTHERN CALIFORNIA (SCIBA)

Renaissance Hollywood Hotel and Spa,
Hollywood, CA. www.scibabooks.org/afats

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