

From: kmortimer@mortimerliterary.com
Sent: Thursday, June 26, 2008 11:58 AM
To: The List
Subject: Newsletter June - D



June 25, 2008

Welcome to My World

I'm Sensitive

No, really. Not *sensitive*; SENSITIVE. Like I know things I shouldn't. I don't normally tell anyone, but, hey, I feel like it. What am I sensitive about? Natural disasters, usually.

There have been a few exceptions. I mean, not disasters (yikes, this story is a disaster!). When I was a kid, I was sittin' with my friend and named the next five songs that were gonna play on the radio. Bingo.

When my hubby, John and I were leaving a strip mall parking lot last year, I panicked and told him to stop. Screamed at him, actually. I yelled at him to hit the brake and buckle his seatbelt. As he did, a Suburban plowed through a red light. It woulda creamed us.

Some of my "feelings" occur while reclining in the Silver Bullet (my mini van). I rest, floating (Not literally-I'm no Chris Angel or David Blane, darn it. They make big bucks.) in that wonderful spot before deep sleep and consciousness. Head lolling; eyes closed.

On one such day, I told my husband to slow down. He asked why. I told him because there was a police officer hidden around the bend. I never opened my eyes, but thirty seconds later I heard, "How do you do that?"

Hmm. Natural disasters. Earthquakes? Both here and abroad, I know the day before or the day of-around 80% of the time. Floods? Yep. Horrid feelings of eminent danger? Check the Drudge Report. Tsunami.

Sunday we were driving home from church and then a movie. We hit Highway 371, signaling our last fifteen minutes on the road.

I eased back with droopy lids. A few moments later I said, "There's a fire."
John said, "No, you're smelling the cooked chicken we just bought at the grocery store."
"I can't smell it, I can see it."
"I don't see a fire. Where?"

I sighed. "My eyes are closed; I don't know where."

Monday rolls around. Time for my quarterly psych test (Which I passed with flying colors. I knew I shoulda kept up my acting.) I'm driving down Hwy 371, about a quarter-mile away from where I made the prediction the day before. Guess what? Smoke billowed. I round the bend. Fire! The firefighters hadn't even arrived yet. The flames licked at the road and flared, sweeping back.

Our fire wasn't the only one. My home state of California erupted like Krakatau. I was right again. Wish I wasn't.

My biggest gripe? Why can't I nap and see the winning lotto numbers?

Welcome to my world.

Going, Going... Gone!

UNDERDOG PRESS announces the acquisition of **Robin Miller** w/a **Robin Carroll's** debut single title inspirational romantic suspense release, ***Torrents of Destruction***.

Raging rapids aren't the only thing causing turbulence in the lives of a river rafting guide and an undercover FBI agent ... catching criminals is as dangerous as the undercurrent of attraction they have for each other.

White water rafting guide Katie Gallagher takes a group of seemingly harmless accountants on a routine Gauley River trip that takes a sharp turn into dangerous. Accidents pile up, and it's clear one of the men is a saboteur. Could it be the rugged Hunter Malone? He didn't act like a desk jockey. Katie wanted to give in to her budding feelings for him, but must determine who she can trust-and who has their own agenda.

FBI Agent Hunter Malone is on an undercover assignment to flush out the culprits in a money-laundering outfit. When the owner of the company arranges a river adventure for key personnel that includes Hunter's suspects, it's his opportunity to bust the scam wide open. But Hunter encounters an unexpected complication-the allure of Katie Gallagher, a woman who's spunky, but at odds with the God he loves.
(Rated E - Edgy: go to our site for information on our innovative rating system!)

UNDERDOG PRESS needs your support to publish great work that needs a home. Please visit us at www.underdogpress.com and pre-order ***Torrents of Destruction*** today ... this minute ... **NOW!** We've scheduled ***Torrent's*** release for September, 2008. We need a lot of orders to leverage a decent price on our first print run. Tell your family and friends, post to your loops and groups. Buy! Buy! Buy! Think of this as December 24th. Whaddaya mean; ya haven't bought your Christmas presents yet? Go to UNDERDOG's Web site and order a copy of ***Torrents*** for everyone on your list. Take a tour of our site. Hope you like our style. Gayle Link and I took a lot of time designing the site (I designed the logo. Woof!).

Special thanks to all those giving me a hand, and a foot, and a...

Gayle Link
Laura Drake
Robin Haseltine

You gals ROCK!

The Dirt

HarperCollins Press Release

NEW YORK, June 18 /PRNewswire/ -- 4th Story Media and HarperCollins Publishers today announced their partnership in The Amanda Project, the first multi-platform series to be written in part by its audience, girls ages 12-14. 4th Story Media, which owns all rights for the property, will produce the content for The Amanda Project with a creative team including web design agency Happy Cog, young adult authors, artists and graphic designers. HarperCollins Publishers, which is a strategic partner in the venture and an investor, has acquired the rights to publish an eight-book The Amanda Project series worldwide.

"It feels like the art and craft of publishing great stories for children is on the brink of revolutionary change," said Lisa Holton, founder and CEO, 4th Story Media. "We are exploring new ways of using the web to tell stories, while also leading kids back to the joys of reading. By combining talented authors with creative web designers we are fusing traditional storytelling with the interactive world of social networking, online games, and user-generated content. We are thrilled to introduce 4th Story Media with the launch of The Amanda Project and are delighted to be partnering with the exceptional team at HarperCollins to bring this series to life."

"HarperCollins is very pleased to join forces with 4th Story Media on its first multi-platform series," said Susan Katz, President and Publisher, HarperCollins Children's Books. "Book publishing is increasingly digital in nature and HarperCollins Children's, as a leader of innovative publishing, understands and embraces initiatives that engage readers in exciting new ways. The traditional book/web connection is evolving every day, and The Amanda Project takes it one step further by allowing readers to not only discuss the story but help create it as well."

Amanda Valentino is the elusive, charismatic, and alluring new girl at Evansville Township High School who arrives mid-year, leaves abruptly, and indelibly changes the lives of everyone around her in the process. Her story will be told across a variety of media in addition to the books -- a social website where readers can interact with and become characters in the mystery, a related series of blogs chronicling the story as it unfolds, clues and seed posts on satellite sites, downloadable music and official and user-generated merchandise. Amanda's fate will begin to unfold across the web during the fall of 2008, through the launch of the T.A.P. website in early 2009, and continue into the publication of the first book in Fall 2009.

The Amanda Project includes:

Book Series: The eight-book series is a mix of stories and theories created by the authors and supplemented by the best of the readers'/writers' theories.

T.A.P. Website: The website is an interactive forum and gallery for all things Amanda. Readers are invited to log in as themselves, or take on the identity of any number of the fictional characters (classmates, teachers, principals, and neighbors) that inhabit Amanda's world. The T.A.P. community will post testimonials, investigate theories, analyze facts, events, clues and artifacts, collect evidence and testimony, and muse on who Amanda was and is.

Games, Uploads, Community: Readers can create their own T.A.P. page and clue closet, discover alliances, customize their avatar, dress the chameleon-like Amanda, upload drawings and character portraits, enter a video clue contest, and join a moderated forum.

Online and Retail Merchandise: Fans can create customized Amanda Valentino gear -- t-shirts, buttons, charms, notebooks, stationery, e-cards -- to show their alliances and suspicions, and character identities.

About 4th Story Media

4th Story Media was founded in 2007 by Lisa Holton, a children's publishing veteran and multimedia entrepreneur, who was most recently President of Scholastic Trade and Book Fairs. It is a privately held company whose lead equity partner is filmmaker and philanthropist Abigail Disney. Disney recently produced the film *Pray the Devil Back to Hell*, which won best feature-length documentary at the Tribeca Film Festival. Holton is also joined by Lorraine Shanley, a principal in Market Partners International, who is an equity advisor to the company. The company's mission is to explore the continuing fusion between online and print media by developing projects -- based on original as well as existing intellectual property -- in which the narrative unfolds across a variety of media formats. There are currently several other projects in development. For more information email info@fourthstorymedia.com.

About HarperCollins Children's Books

HarperCollins Children's Books is one of the leading publishers of children's books. Respected worldwide for its tradition of publishing quality, award-winning books for young readers, HarperCollins is home to many timeless treasures -- *Charlotte's Web*, *The Chronicles of Narnia*, *Goodnight Moon*, *Where the Sidewalk Ends* and *Where the Wild Things Are*; and popular new classics -- *A Series of Unfortunate Events*, *Warriors* and *Fancy Nancy*. HarperCollins Children's Books is a division of HarperCollins Publishers, one of the leading English language publishers in the world and a subsidiary of News Corporation (NYSE: NWS, NWS.A; ASX: NCP, NCPDP). Headquartered in New York, HarperCollins has publishing groups in the U.S., Canada, the U.K. and Australasia. You can visit HarperCollins Children's Books at www.harpercollinschildrens.com and HarperCollins Publishers at www.harpercollins.com.

Macomber Signs with Howard for Nonfiction

By Matthew Thornton -- *Publishers Weekly*

Romance writer Debbie Macomber, who has over 100 million copies of her novels in print, has just inked a deal with Touchstone Fireside's Howard Books for two nonfiction inspirational titles. Howard senior editor Cindy Lambert won world rights in an auction conducted by Wendy Lawton at Books & Such. The first of the two, *Fishes and Loaves: Living in a Spirit of Generosity*, will expound on Macomber's belief that a willingness to live in a spirit of giving will yield unforeseen miracles; in the book, she'll share stories from her own life and from others who commit intentional acts of generosity.

Macomber, who celebrated a career milestone last fall when *74 Seaside Avenue* reached #1 on *The New York Times*, *USA Today* and *PW* bestseller lists, will stay with publisher Mira for her fiction; her current Blossom Street bestseller is *Twenty Wishes*. Howard, the Christian publishing arm of S&S, plans a fall 2009 publication for *Fishes and Loaves*.

S&S Opens Speakers Bureau

By Rachel Deahl -- *Publishers Weekly*

Joining the ranks of publishers that have started speakers bureaus, Simon & Schuster has launched an in-house division dedicated to finding its authors speaking engagements. The **Simon & Schuster Speakers Bureau**, or SSSB, officially opened for business today and will be co-run by the industry company, Greater Talent Network. The handful of house authors already signed up to hit the talking circuit include Philippa Gregory, Mark Bittman, Michael F. Roizen and Mehmet C. Oz, Jennifer Weiner and Chuck Klosterman.

The **speakers bureau trend** has seen Random House, Hachette, HarperCollins and Penguin all start speakers bureaus.

Reading Into the Future

By Eleanor Randolph - *NYT*

My family has an unhealthy love of books. They attach themselves to us like pets, and our apartment has so many volumes that I worry about the entire eccentric library crashing suddenly through the floor and resettling itself on the neighbor downstairs. So, an electronic book makes sense. One small thing that contains a bookcase full of stories and recipes and solutions for world peace would seem to offer a very advanced solution to our family's housekeeping problem.

Although the electronic reader has been around for years, I finally bought one last week - in this case a Kindle from **Amazon.com**. Some computer snobs tend to dismiss the Kindle, or its chief competitor, the Sony Reader, as not being quite there yet. That's fine. Not quite there yet is an almost perfect description of my own technological skills, which, I confess, were stretched to their limits recently by a hotel clock radio.

The kindly Kindle designer had me in mind, though, and the first chapter of a book by Salman Rushdie appeared at the tap of a finger. It was a book about a magical place that seemed an appropriate and worthy read, but, very quickly, I began to wonder if this machine and I would do better on softer fare. I recalibrated in favor of Elizabeth George, and, very shortly, there I was speeding along in Tomorrowland.

There are problems with the thing, of course. It flashes a bit when you turn the page, giving one the feeling that this item, like banks and teenagers with cellphones, keeps taking your picture. Maybe that is part of the experience: wondering whether the e-book is judging the reader as the reader judges the e-book. So, does it know when I yawn? Will it change the ending if I guess? Does the machine simply need fixing?

Not to be too 20th century, but I worry that Amazon knows more about my buying habits than my own family. Now comes the Kindle, which also knows how to use my credit card. It is very easy to buy an e-book. Press a few buttons here and there, and presto, a new tome appears. Obviously, an unskilled thumb (i.e., my thumb) could do real financial damage. I can only hope that my bank, which also knows my every commercial whim, would balk at the purchase of anything by, say, Bill O'Reilly.

There are darker questions about e-books, like whether these innocent-looking things will kill off the book publishing industry. Carolyn Reidy, the chief executive of Simon & Schuster (and the publisher of some of my husband's works), said recently that e-books were only \$1 million of her company's \$1 billion business last year. But, she added, this segment is growing so fast that it is at a tipping point. For somebody who still loves book books, this does not sound terrific.

It is easy to see that the e-book has its place - like on an airplane. There are also times when it doesn't belong. For reading at the beach or in the bathtub. Or for Salman Rushdie, there is still nothing like a good old-fashioned hardback.

Haber Leaves Rodale; Modern Times Imprint to Close

Leigh Haber has resigned from her position as vp/editorial director of Modern Times, the non-fiction imprint she founded last year while at Rodale. Her last day in the office was yesterday, and Rodale will close Modern Times after publishing the remaining titles on its list. "It's been a great four and a half years at Rodale, with eight NYT bestsellers and the creation of a new imprint," Haber said in an email yesterday. "While I will hugely miss the authors and books I leave behind, I felt that it was time to pursue some new ideas and challenges." [PL]

Harlequin Goes Teen

By Kelly Mortimer

Harlequin is jumpin' into the Young Adult market using their MIRA imprint. Set to launch fall, 2009, titles include works written by Gena Showalter and Rachel Vincent.

I had a meeting with editor Natashya Wilson. She's dying to get her hands on some great YA romance fiction. Harlequin's concentrating on female protagonists, but they may consider manuscripts with a young male protagonist if he has a strong female counterpart. Editors are open to contemporary, fantasy, paranormal, and sci-fi. Sorry, this line is only open to agented authors.

Conservative Publisher Says Goodbye to NYT

Encounter Books elicits some attention for itself by declaring on its web site that it will no longer send advance copies of its books for review to the New York Times. "But wait," you might be thinking, 'I don't recall the Times reviewing titles from Encounter Books.' Precisely! By and large, they don't, at least in recent years. That's part of the calculation: why bother to send them books that they studiously ignore?" They add that "Encounter is hardly the only publisher to be treated to such smarmy and uncomprehending trivialization when the book under review is recognizably conservative.... Sure, a positive review in the Times still helps sell books. But it's quite clear that books from Encounter won't be getting those reviews, so it is pointless for us to send copies of our books to the Times-worse than pointless, because by so doing we help to perpetuate the charade that the Book Review is anything like even-handed in its treatment of conservative books." [PL]

Market Moves

EDITORS - [PL]

Emily Carleton has joined McGraw-Hill Professional as an editor in the Consumer group. She was an associate editor at Wiley.

Ann Campbell will be leaving Broadway Books, where she was a Senior Editor, at the end of this week to be at home with her new daughter. She plans to take on freelance editing and writing starting in September and can be reached at annwcampbell08@gmail.com.

Rick Wolff has been promoted to publisher and editor in chief of Hachette Book Group USA's Business Plus, while continuing to serve as executive editor at Grand Central Publishing.

At Princeton University Press, Anne Savarese has been promoted to executive editor, and Rob Tempio and Hanne Winarsky both are moving up to senior editor."

Joy de Menil has been named Executive Editor of Viking, reporting to Clare Ferraro. She joins the company in November from *The Atlantic*, where she is a senior editor, and will work from both Washington and New York.

Genoveva Llosa has joined Ten Speed Press as a senior editor acquiring business, career, mind-body-spirit, and parenting books. She was previously at Collins, Crown, and Harvard Business School Press.

New Additions

WELCOME to the FAMILY!

Welcome, Inspirational Young Adult Author Stephanie Morrill!

Stephanie Morrill is twenty-four years old and resides in suburban Kansas City with her husband and young daughter. Writing has been her passion since age five. Her desire to write for young adults comes from surviving high school, and seeing how decisions she made during her teenage years continue to impact her daily life. She's a member of American Christian Fiction Writers and the Teen Lit writers' group.

Stephanie freelances as a Trip Director, travelling to corporate conferences to manage meetings and events. When she isn't writing, travelling, or changing diapers, she's likely reading or experimenting with new recipes. She also keeps busy with church activities like teaching Sunday school classes for two and three-year-olds, running a book club, performing on stage, and serving in youth ministry.

Writing Opportunities

Lacresha N. Hayes of Christian Consulting Company wants to interview more authors and feature more books via her blogs. Find them at: Writer's Paradise - <http://paradiseforwriters.blogspot.com> and The Book Views at: <http://thebookviews.blogspot.com>.

If you'd like to do an interview, have your book reviewed, or previewed, contact her at lacresha.hayes@gmail.com. For reviews and previews, you must mail your book to P.O. Box 1361, Marion, AR 72364. It takes about two weeks for Lacresha to post the reviews/previews.

Boo-Yahs!

Wow! R.J. Sullivan has the lead story in *IndyStar* with his **Gamer's Guide** article-- See the online version at: <http://www.indystar.com>

Terry Odell has put up an author page at the Red Room, which is a relatively new author site. Terry said additional authors included notables Amy Tan and Susan Wiggs. For Terry's page, go to: <http://www.redroom.com/author/terry-odell>

The Hot Seat

Interview with Ollie Media Publicist Tricia van Dockum

by Kelly Mortimer

Q: How does a publicist differ from an agent or editor?

A: A publicist works with the end product. Once the book is published or close to being published, then I step in and try to obtain media and public exposure for the book.

Q: What can you do for a pre-published author?

A: I can consult them on how they should best go about gaining exposure for their book once published and instruct them in various ways they can spread the word about their book pre-pub in order to get the "buzz"; going. Asking questions such as who their audience is. Are there organizations that might be interested in their book? Is this an appropriate book for book clubs? Would an online/blog promotion benefit this book?

Q: What can you do for a published author?

A: I can help a published author get their finished book into the public eye by using various strategies to gain exposure and find the appropriate readership for their book. I usually recommend that an author sign on for at least a 3 to 4 month campaign as it takes a bit of time to get the momentum going for publicity on a book.

Q: Can you help "brand" a client?

A: Brand a client ... sometimes, but not in the traditional sense. If their objective is to get speaking gigs out of their book, then we shoot for events where the author can speak about their book and eventually get signed on with a lecture agent. If the author wants to be well known in the mystery genre, then we send a book to all the top mystery reviewers ... print and online. There are a number of ways to get your book to a key audience and create awareness of yourself within that audience if that's the author's goal.

Q: Do you promote on a book-by-book basis, or overall for the author?

A: Usually I promote whatever their most recent book is, but I do make a point to mention past titles they've written in the press materials to flesh out to the media and public the

author's writing career and backlist.

Q: What is the best timeframe for an author to hire you? Wait until they have an editor reading their full manuscript? Wait until they have an agent? Wait until they have a contract? Wait until their book hits the shelves?

A: It can work various ways. I usually recommend that an author hire a publicist at least 3 months prior to when their book is going to publish. That way the book has a chance of getting some advance reviews in the industry trade magazines like *Publishers Weekly*, *Library Journal*, *Booklist*, etc. as well as some of the long-lead magazines. If authors hire me after the pub date, then we approach the campaign a little differently and go after more immediate media such as radio, TV, and online. Print media usually takes the longest to get results from just because the process takes longer and there is always the issue of a lack of space for book review pages these days.

Q: Can you name a few of your clients?

A: I've been blessed to work with a lot of very talented writers. Leanne Shapton (*Was She Pretty?*), Abigail Thomas (*A Three Dog Life*), Martha McPhee (*L'America*), Rita Williams (*If the Creek Don't Rise*), etc. I'm also just beginning to work on the publicity for a memoir by writer Joan Wickersham, about the 1991 suicide of her father. It's titled, *The Suicide Index: Putting My Father's Death in Order* (Harcourt, August 08). It's a very unique and moving read ... I'm looking forward to working on it.

Q: How have you helped the clients you mentioned?

A: It's different for each author. *A Three Dog Life* got a lot of great print coverage because the author lived and taught creative writing in NYC, so a lot of NY media already knew of her. We were also able to land an NPR interview on *Weekend All Things Considered*, which really helped push the book along. With *If the Creek Don't Rise*, we went after African American media as the book was the author's story of growing up black in the Rocky Mountains with her aunt who was the last living widow of a black U.S. Civil War Union soldier. With the Joan Wickersham memoir, *The Suicide Index*, we plan to seek out suicide support groups/organizations and make them aware of the book. I'm also going to pitch the book not only to literary Web sites and blogs, but also to health and wellness Web sites for possible coverage and to give the book a strong online presence.

Q: Approximately, how much does it cost to hire you?

A: My fees are based on how large of a publicity campaign the author wants to do, and their budget. Depending if they want a full campaign with advance reviews and an author tour, or maybe just a radio or online campaign, my fees range from \$750 to \$3,500 per month. I usually charge on a monthly retainer basis. If the project is tiny, I'll occasionally charge by the hour.

Q: Do you provide the author with a contract?

A: Yes, I do. I first submit a proposal to the author with my suggestions of how I think I can best help them. If approved by the author, then I submit a written contract that they sign and mail back to me. At any time during the campaign, authors are free to end their contract if they are dissatisfied as long as they cover that specific month's expenses incurred. Fortunately, I haven't had anyone do that yet!

Q: What are ways that authors can help to facilitate their own publicity?

A. Authors can get the ball rolling on their book/project beyond what their publicist does for them.

1. Tell everyone you know about your book coming out, and ask them to spread the word.

2. Research book clubs in your area. Ask your neighborhood independent or nearby chain bookstore if they host a book club night at their store as many of them do now. Ask if you can possibly submit your book for their reading consideration.

3. Find appropriate groups or organizations that might be interested in the topic of your book and send them a copy to create awareness of your book. Also offer yourself up as a possible speaker for one of their monthly meetings or conferences.

Thanks, Tricia!

---Tricia will be handling publicity for my book, ***Welcome to My World: A Bipolar Christian Tells All***. Y'all can reach Tricia at: tricia@olliemedia.com

Yada Yada

See y'all here next week. Well, not literally...

The Dirt

[To unsubscribe select this link.](#)