

Book Publicity 101



Holly Watson PR
literary publicity

Timeline

6 Months To 1 Year Before Pub:

Social Media:

- At least 6 months to 1 year prior to your book's publication, begin to engage on social media.
- Do: Be authentic; Be generous; Be consistent.
- Do: Announce Your Book: With a Cover Reveal, List of Tour Dates, Short Excerpt, etc.
- Do: Spread word of interviews, reviews, etc.
- Don't: Only talk about your book or yourself.

Timeline

3 to 6 Months Before Pub:

- **Blurbs:** If you don't have blurbs/endorsements already, now is the time to get them.
- **Press kits:** should be created.
- **Media Lists:** should start being compiled using your own contacts and/or a paid media database service.
- **Net Galley:** This is when your book should go up on Net Galley or a similar digital galley provider. NetGalley is important because it is one of the best ways for an author to connect directly with bloggers, reviewers and other media.
- **Galley Mailing:** Now is the time to get your physical galleys (also known as ARC's or Advance Review Copies) mailed out to trade reviewers, monthly magazines, major book review editors at print newspapers and websites, as well as any national broadcast media.
- **Good Reads:** If you haven't already done this, make sure your book is on Good Reads. This is a great time to do a give away on Good Reads as well.

Timeline

3 Months to 6 Weeks Before Pub:

- **Media Lists:** Create media list for finished books. This should be a larger list than your galley list and can consist of a very large list to contacts that you will email only to begin with and then follow up with by sending finished books. Examples of media targeted in this list would be producers at podcasts and radio shows; freelance writers, bloggers and more print/online reporters/editors.
- **Galley Follow Ups** Follow up with the media to whom you sent galleys. Remember that many book review editors have a policy of not giving out the review status of a book but following up is still a good idea.
- **Net Galley:** Engage with readers/media on Net Galley and make sure to get reviews posted on sites such as Good Reads, Net Galley and individual blogs.
- **Original Essays/Op-Eds:** This is the perfect time for authors to start placing any original essays or op-eds, even if only peripherally related to the subject of the book.
- **Finished Book Mailing:** 6 weeks to 4 weeks in advance of a books publication is when finished books are traditionally sent to media.

Timeline

6 Weeks Before Pub To On Sale Date and Beyond:

- **Pitch:** This is when most interviews are booked, reviews are confirmed and when any publicist will be the most busy working on a book.
- **Schedule:** interviews/coverage on podcasts, radio shows, blogs, websites, etc for right before or after a book goes on sale.
- **Publicize Events:** Make sure you have a crowd at your events by inviting all your friends and friends of friends wherever you are speaking. Make sure the events venue is also doing their part in spreading word of the event.
- **Amplify:** Spread the word about anything happening on your book via social media, your website, newsletter, etc.

More on Media Lists & Events

Media Lists:

- **Your own contacts are critical:** Whether you are self-published author or being published by a big house, your own media contacts can be critical.
- **Subscription media database:** Anyone can subscribe to a media database such as Cision or MuckRack to pull media lists. These will provide you with journalists contact information as well as their beat and whether or not they are a PR contact.
- **NetGalley:** Connects you directly with the media and bloggers.
- **Social Media:** Following journalists on social media allows you to connect directly if you have a relevant story or angle. You can also add journalists you identify as being important to your media lists.

Events:

- **Scheduling An Event:** Only schedule an event that you can bring an audience to or with a bookseller/venue that is excited to host.
- **How to Reach Out:** Most independent bookstores list information on how to schedule an event on their website. If you do reach out directly, make sure to emphasize the crowd you can bring in, how your book is distributed, etc.
- **Collaborate:** With the events coordinator, and your publicist if you have one, to get out the word about the event to any contacts you have in the area and any media contacts the store may have to ensure you have a great event.

Press Release Basics

Must Haves:

- Publicist or Publisher Contact Information.
- Book Information: Title, Author, On Sale Date, ISBN, Price, Pages.
- Book Jacket and/or Author Photo.

Book Description:

- A short summary of the book. This can be similar to flap copy or catalog copy.
- The whole release should fit on a single piece of paper, double sided.

Author Info:

- Short bio, web address, social media handles.
- Background that is interesting or relevant that is not in the bio.

Why Do We Care:

- Praise-either blurbs or quotes from reviews.
- Information on awards for the author or the book.
- Connections to relevant news stories, the season, or even a place.

Holly Watson PR
310.390.0591 | holly@hollywatsonpr.com
www.hollywatsonpr.com

****Now Available in Paperback from Ecco****

ALL INVOLVED: A Novel by Ryan Gattis

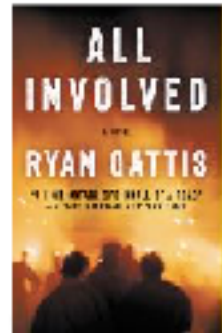
(Ecco / On-sale: January 5, 2010 / ISBN: 9780062078604 / \$16.99)

A propulsive and ambitious novel as electrifying as *The Wire*, from a writer hailed as the West Coast's Richard Price—a mesmerizing epic of crime and opportunity, race, revenge, and loyalty, set in the wake of the Rodney King riots

"A high-octane searchball of a read: gritty, nerve-racking, sometimes excruciating in its violence and at the same time animated by a bone-deep understanding of its characters' daily lives in a gang-ravaged neighborhood in Lynwood, South Central... All's best, *All Involved*, has the verbal andro of a Richard Price novel, the pungent veridicality of Sanyika Shakur's riveting 1993 memoir of gang life (*Monster: The Autobiography of an L.A. Gang Member*) and the choral energy of a Rashomon-style documentary... [Gattis] manages to open out his characters' stories into a larger, kaleidoscopic portrait of the City of Angels, riven by race and class, and tensions between police and civilians. It's a snapshot of society in the early '90s that still has chilling resonance today."

—Michiko Kakutani, *The New York Times*

At 3:15 p.m. on April 29, 1992, a jury acquitted three white Los Angeles Police Department officers charged with using excessive force to subdue a black man named Rodney King, and the city exploded in violence. Fifty-three lives were lost. But there were even more deaths uncounted for: murders that occurred outside active rioting sites, including some committed by those who used the chaos to viciously settle old scores.



A gritty and cinematic work of fiction, *All Involved* vividly re-creates this turbulent and terrifying time through seventeen interconnected first-person narratives. Focusing on a sliver of Los Angeles almost completely ignored by the media during the riots, Ryan Gattis paints a portrait of modern America itself—laying bare our history, our prejudices, and our complexities. Resonant with the voices of gang members, firefighters, graffiti kids, and nurses caught up in these extraordinary circumstances, *ALL INVOLVED* is a literary tour de force.

Ryan Gattis (ryangattis.com) is a writer and educator. His latest work, *All Involved*, is grounded in nearly 2.5 years of research & background spent with former Latino gang members, firefighters, and other L.A. citizens who lived through the 1992 riots. He touched on the turning point in this process in a recent *TED Talk*. Gattis lives in Los Angeles, where he is a member of the street art crew UGLAworks.

Contact: Holly Watson, HWPR
310.390.0591
holly@hollywatsonpr.com

Edward Sorel's life's work will be celebrated in a retrospective at Boston University's Howard Golieb Center Opening on March 19, 2017

MARY ASTOR'S PURPLE DIARY

The Great American Sex Scandal of 1936

Edward Sorel

"Life is so unfair. I tore up the old linoleum in a grungy apartment I rented years ago and found under it only schmutz, hardened chewing gum and a torn dollar stub to 'Morse Murders.' Ed Sorel tears up the old linoleum in his apartment and finds yellowing newspapers with headlines screaming about a scandal that gave him material for a terrific book. Not only does he then write a terrific book, but he illustrates it with his wonderful caricature drawings. Who would figure that Mary Astor's life would provide such entertaining reading, but in Sorel's colloquial, eccentric style, the tale he tells is juicy, funny, and in the end, touching."

—Woody Allen, *The New York Times Book Review* (favorable review)

"Rogues' sharp... With a tip of his pen to Dostoev, the artist evokes the spirit, filmic glamour of Astor's Hollywood, and his affectionate, conversational prose gives Mary and her story a kind of valiant dignity never bestowed while she lived."

—Edward Kosner, *Wall Street Journal*

"Delightful, colorful, and occasionally cheeky."

—Allison Sadler, *Entertainment Weekly*

Back in the early Thirties, Mary Astor was a movie star in the making, gaining notice as a featured player opposite leading men like Clark Gable and William Powell. When it came out that she had been leading an extramarital affair with playwright George S. Kaufman, her notice turned to notoriety. The subsequent divorce and custody trial shocked—and thrilled—the nation.

Evolution of A Press Release Part One:

- **The Galley Letter:** If the book is being made available as a galley then the galley letter will come first and will form the basis of the press release.
- **Galley Letter vs. Press Release:**

What's Different: Format; Blurbs or Quotes; Length

What's the Same: Book Description; Author Info

Contact: Holly Watson, HWPR
310-390-0591
holly@hollywatsonpr.com

Galley Letter

June 6, 2016

Dear Editor/Publisher

Ten years after its original publication, Penguin Books will release a completely revised and expanded edition of Patagonia founder and owner Yvon Chouinard's classic 2003 memoir, **LET MY PEOPLE GO SURFING: The Education of a Reluctant Businessman—Including 10 More Years of Business Unusual** (Penguin; On Sale: September 6, 2016; 272 pages; ISBN 9780143109679), with more than 40 percent new material and now with color photographs throughout, and featuring a new foreword by activist and author Naomi Klein.

In the new edition, Chouinard explains how his business and environmental views have evolved in a decade marked by global recession and intensifying environmental crisis as well as unprecedented success for his company—bringing great opportunities as well as hard challenges for Patagonia along the way. **LET MY PEOPLE GO SURFING** is a blueprint for creating all facets of a truly responsible business, from design to production, to marketing and human resources.

Since it was first published, Patagonia has obtained major growth and now approaches \$1 billion in sales annually. This success springs from Patagonia's original mission, as outlined in the book: *Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.*

In a completely rewritten chapter on environmental philosophy, Chouinard expresses deep concerns about the planet's health in the face of climate change and other threats to the natural world. In response to these new threats, he has added a new element to his philosophy for responsible business: *On Good*. In Chouinard's view, in making business decisions that will lead to long-term success, Patagonia, and other responsible businesses, must account not only for the bottom line, but also *the right thing to do*. And more than just simply attempting to reduce less harm, Chouinard writes about a new vision of agriculture as part of the solution through regenerative practices designed to reduce carbon in the atmosphere and restore the soil that gives our planet life.

Patagonia has begun investing heavily in regenerative agriculture, both to support practitioners on the cutting edge of this movement and to source food and natural fibers in ways that actually begin to reverse the damage humans have caused to our planet. As Chouinard writes, "All the work we do at Patagonia to be a more responsible company is for naught unless we can be part of the solution to this problem."

That philosophy has become embedded in the company's business model in the past decade—leading to plant-based websites, a startup fund business, innovative standards to improve the lives of workers in Patagonia's global supply chain, and a venture fund designed to support like-minded young companies, among many other initiatives.

As Naomi Klein writes in the new foreword to **LET MY PEOPLE GO SURFING**, "This is the story of an attempt to do more than change a single corporation—it is an attempt to challenge the culture of consumption that is at the heart of the global ecological crisis."

When he was a child, Chouinard moved with his French-speaking family from a declining mill town in Maine to Redwood City, Southern California. **LET MY PEOPLE GO SURFING** is the portrait of a young man who discovered his calling on Yosemite's big walls, as an equipment innovator who changed climbing forever, and as an entrepreneur who brought doing good to the heart of his business. Chouinard lives in Ventura, CA where Patagonia is based. More information can be found online at Patagonia.com or Penguin-RandomHouse.com

A galley copy has been enclosed for your review. I look forward to discussing feature, interview or review arrangement with you.

Sincerely,

Holly Watson, HWPR
310.390.0591 or holly@hollywatsonpr.com

The classic—completely revised and updated—featuring a new foreword by Naomi Klein and color photos throughout

LET MY PEOPLE GO SURFING

The Education of a Reluctant Businessman—Including 10 More Years of Business Unusual

YVON CHOUINARD



Praise for **LET MY PEOPLE GO SURFING**:

"Wonderful...a moving autobiography, the story of a unique business, and a detailed blueprint for hope."

—Jared Diamond, Pulitzer Prize-Winning author of *Guns, Germs, and Steel* and *Collapse*

"No matter what you do, you will find essential guidance and inspiration in *Let My People Go Surfing*."

—David Foreman, *The Rewilding Institute*

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Evolution of the Press Release Part Two:

The Pitch Letter: The most standard accompaniment to the press release.

- Similar to the press release but expands on the book description, with more reasons on why the author should be interviewed.
- Often uses bullet points to highlight talking points and/or to detail out features such as photos, recipes or new information within the book.



LIVERIGHT PUBLISHING CORPORATION

A DIVISION OF W. W. NORTON & COMPANY

Dear Editor / Producer:

Americans are so habituated to dining out that home cooked meals now constitute a special occasion. And yet, as Paul Freedman reveals in rich detail in **TEN RESTAURANTS THAT CHANGED AMERICA** (to be published in September 2016), our culinary culture outside the hearth is much younger than the country itself.

Charting ten crucial establishments (not necessarily the “best,” but the most game changing), Freedman (who leads an interdisciplinary food studies program at Yale) shows how the first restaurants on American soil catered to the upper classes in the latter half of the 19th century before crossing over into mainstream life and responding to social trends. Evolving as the nation did, restaurants soon kept pace with a growing consumer base that demanded food not merely as fuel, but as pleasure and entertainment. Immigration from all corners of the world brought variety to the rather pallid American diet; while technology and modern transportation provided greater accessibility to our food choices. In the process we grew farther and farther removed from the agrarian society we once prided ourselves on, until—in a twist Freedman notes in his epilogue—we now speak un-ironically of the “farm-to-table” movement as revolutionary.

Featuring over 90 photographs and illustrations, **TEN RESTAURANTS THAT CHANGED AMERICA** begins in 1831 with the opening of Delmonico’s in New York, the first true establishment (albeit catering exclusively to affluent men) for fine dining. Long disparaged by haughty international connoisseurs, American cuisine—even if in imitation of the French—was soon raised to a new standard. Freedman explains how an emerging middle class with more leisure time and money to spend helped democratize the choices beyond lobster palaces and Gilded Age steakhouses; places that were economical and family friendly. Fast food prevailed (like Howard Johnson’s and Schrafft’s) but so did ethnic and regional specialties (exemplified in New York by Mamma Leone’s and in New Orleans with Antoine’s). Restaurants could be aspirational and a sign of status (Le Pavillon and The Four Seasons), but could also be bold reappraisals of previously underappreciated cuisines (The Mandarin and Sylvia’s).

With actual recipes from these restaurants, Freedman also shares the iconic dishes introduced to the American palette: including Antoine’s Oysters Rockefeller and flambéed coffee, called “Café Diabolique” and Delmonico’s “Lobster Newburg,” “Baked Alaska,” and “Eggs Benedict.”

Introduced by a restaurateur who is himself changing the American dining landscape—Darryl Meyer—**TEN RESTAURANTS THAT CHANGED AMERICA** documents not just how we eat, but the ways in which our dining habits intersect with race and class, immigration, and assimilation.

Sincerely,

Cordelia Calvert
Publicity Assistant
Liveright Publishing Corporation
A Division of W.W. Norton & Company
212-790-7244 / ccalvert@wwnorton.com

Holly Watson
Holly Watson PR
310.390.0591
holly@hollywatsonpr.com

Dear Producer/Editor:

Contemporary humans living in modern societies take much for granted—not just obvious things like running water, electricity and indoor plumbing—but even the fact that we can peacefully co-exist with hundreds of incredibly diverse strangers while going about our daily business. As Pulitzer Prize winning author Jared Diamond, who is also the author of the bestselling books *Guns, Germs, and Steel* and *Collapse*, points out in his groundbreaking new book **THE WORLD UNTIL YESTERDAY: What Can We Learn From Traditional Societies?** (Viking; On Sale: December 31st, 2012; \$36.00; 078-0-870-02481-0) this is a relatively recent phenomenon. For nearly six million years of existence, humans lived in way that is radically different from how most of us live now. Many of the changes are clearly for the better, but not all, asserts Diamond, and there is still much to learn from our own past and from contemporary traditional societies.

His most personal book to date, **THE WORLD UNTIL YESTERDAY** is filled with anecdotes from Diamond’s extensive field work in Papua New Guinea over the last 48 years, as well as relevant stories from his own childhood and parenting years, and provides a mesmerizing first-hand account of the human past. Without romanticizing the past or traditional societies, Diamond suggests lessons we can learn to improve our own modern lives. In an interview, he can discuss:

- Why he, especially now that he’s 75, hopes that more respect and esteem can be placed on elderly people and that we can recognize the important role they play in modern society. It is no coincidence that we use the phrase “tribal elders” when discussing the leaders and wise people of traditional societies, and Diamond advocates that we act likewise and place more value on our own elders.
- How to teach children to be more confident in making choices and to be more socially astute and aware of group dynamics by adopting certain traditional child rearing techniques.
- What we can learn regarding diet, health, and fitness in traditional societies where contemporary blights such as diabetes, obesity, and heart disease are virtually unknown.
- The benefits of being multilingual or bilingual. Diamond states that “if current trends continue, 95% of the languages... will be extinct or moribund by the year 2100,” and he presents a convincing case for why it is essential to preserve our world’s vanishing languages.

Currently a professor of geography at UCLA, Jared Diamond is also known for his academic work in evolutionary biology, ornithology, environmental history and linguistics, to name a few, and **THE WORLD UNTIL YESTERDAY** synthesizes his amazing range of learning together with his own fascinating personal stories in what is his most urgent and enlightening book yet.

Jared Diamond will be on tour in January. Tour dates and cities are on the reverse and we look forward to setting up an interview.

Evolution of the Press Release Part Three:

- **The Interview Alert:** The pitch letter in different clothes. Occasionally useful when creating the pitch email.
- **Q&A:** Sometimes a Q&A with an author can be helpful to have on hand, especially if the book is dense or if the author has an interesting back story.

Interview Alert:

Holly Watson PR
310.390.0591 | holly@hollywatsonpr.com
www.hollywatsonpr.com

LISTENING FOR WHAT MATTERS **Avoiding Contextual Errors in Health Care**

(OXFORD UNIVERSITY PRESS; ON SALE: January 12, 2016)

Saul J. Weiner, M.D. and Alan Schwartz, Ph.D.

Interview Alert

WHAT:

LISTENING FOR WHAT MATTERS: Avoiding Contextual Errors in Health Care is based on groundbreaking research conducted by authors Saul J. Weiner, M.D. and Alan Schwartz, Ph.D. over a period of 10 years and explains how and why doctors commonly fail when diagnosing and treating patients. With federal grants, Weiner and Schwartz conducted studies, which first sent actors, called Unannounced Standardized Patients ("USPs") and then real patients, to hundreds of doctor's visits with hidden audio-recording devices so that the research team could listen and analyze the results of the visits. This is their story.

WHY:

LISTENING FOR WHAT MATTERS is a fascinating and never-before seen look "behind the curtain" in our doctors' offices. In an interview, Weiner and Schwartz can discuss:

- How they conducted their research, from the time they spent creating identities for the actors playing patients (Unannounced Standardized Patients or "USPs") in their first experiment, which involved creating false identities, including health insurance papers, and training actors to become patients
- Some of the most surprising things they learned while conducting these experiments—stories from the trenches revealed by the actors and patients that went into the doctors' offices undetected
- Why doctors so frequently miss patient clues that they are struggling – termed "contextual red flags" – even when these red flags seem obvious to the reader
- What our medical schools can do to better train health care professionals to listen and engage with patients on an individual level so that patients' health care outcomes are better

WHO:

Saul Weiner and Alan Schwartz have worked together for over 10 years, combining their complementary expertise into a unique collaboration.

Saul Weiner, MD, is a board certified internist and pediatrician with practice, leadership, and research experience in a variety of health care settings. He is now Professor of Medicine, Pediatrics, and Medical Education, and Vice Provost for Planning and Programs at the University of Illinois at Chicago, and Deputy Director of VA Center of Innovation for Complex Chronic Healthcare. **Alan Schwartz, Ph.D.**, is a cognitive psychologist with expertise in medical decision making, organizational behavior, and measurement with over a decade of experience evaluating and training health care providers to improve quality. He is now the Michael Reese Endowed Professor of Medical Education and Associate Head of the Department of Medical Education and Research Professor in the Department of Pediatrics at the University of Illinois at Chicago.

For more information about *Listening for What Matters*, please visit: <http://www.contextualizingcare.org/>

Q&A:



A Conversation with

ROBIN MACARTHUR

Author of HALF WILD

Coming On-Sale: August 2, 2016

ISBN: 9780062429933; \$24.99; 224 pages

Q: *Half Wild* has such a strong sense of place; it's an ode to Vermont. Have you always felt this bound to your home state?

As I've always felt inextricably bound to this place, though I didn't always *want* to feel that way. I was born and grew up on the hillside where my dad also grew up in southern Vermont, surrounded by extended family and farms and fields and creeks and farm animals and woods and wildlife and one much else. It's a place defined, for me, by interconnection – with the land (my parents are farmers and sugar-makers), with a network of extended family, and with a small-town community where everyone knows—cliché but true—everyone. Like many of the characters in *Half Wild* I longed, at sixteen, to be anywhere but here. I sought individuality, freedom, bright lights, to be stripped of my ties to this place and define myself anew without them. And yet when I eventually left—for Providence and New York and Mexico and various other places (I had a habit of taking long road trips to the desert), I found myself feeling like Hannah in "The Women Where I'm From," when she says, "There are two worlds I won't ever belong to. Home or any other." The further I got from home, the more I pined for it. This book is my extended grappling with that push and pull towards and away from home.

Q: *Half Wild* is your fiction debut. How long have you been working on these stories, and what was it like putting them together?

As I began working on these stories eight years ago, right at the time I moved back to Vermont into the cabin my husband and I had built a few years earlier. It was also around the time I got pregnant with my daughter, and so on in my life of near-absurd gestation. My husband and I were turning

How the Press Release Is Really Used:

- **It Gets Emailed:** Most pitches are now done via email. People aren't going to read a full length PR in standard PR formatting on their email.
- **And Individualized:** While a few lines from that tried and true PR will remain in its same form through many different pitches, each media contact should be approached individually, based on who they are, where they are and what's going on in the world when you pitch them.
- **And forms the basis of information for some interviewers:** Not all media contacts will read a whole book before covering, so sometimes the press materials are crucial in forming the basis of interview questions. This is especially true of "pitching extras" like interview alerts, pitch letters or Q&A's.

Dear .In,

I'm writing you to see if you received and might be considering coverage of Maryn McKenna's **BIG CHICKEN: The Incredible Story of How Antibiotics Created Modern Agriculture and Changed the Way the World Eats** (National Geographic; September 12, 2017) in which McKenna chronicles how antibiotics transformed chicken from a local delicacy to an industrial commodity and the world's most popular meat. Crucial to its meteoric rise: the routine use of antibiotics, a practice that would transform agriculture, change the world's eating habits, and contribute to the deadly rise of drug-resistant infections around the globe.

We've gotten some great **early endorsements:**

"A must-read for anyone who cares about the quality of food and the welfare of animals."

- *Mark Bittman, author of How To Cook Everything*

"If you think raising farm animals on antibiotics is nothing to worry about, *Big Chicken* will change your mind in a hurry. Maryn McKenna's account of the profit-driven politics that allowed widespread antibiotic resistance should be required reading for anyone who cares about food and health."

- *Marion Nestle, author of Food Politics*

About the Author: Maryn McKenna is an award-winning journalist (*New York Times Magazine*; *Atlantic*; *Wired*; *Scientific American*), critically acclaimed author (*Superbug* and *Beating Back the Devil*) and TED Presenter (her talk "[What do we do when antibiotics don't work anymore](#)" has over a million views).

About the Book:

Antibiotics changed the world.

Then we gave them to the animals we eat.

This is the story of what happened next.

Thanks for considering,

Holly

From: Holly Watson <holly@hollywatsonpr.com>

Subject: **TEN RESTAURANTS THAT CHANGED AMERICA** by Paul Freedman/In Conversation with Paolo Lucchesi (SF Chronicle) at Mechanic's Institute and Cecilia Chiang at Yang Sink on 10/20 & 10/21

Dear Amy,

I'm writing you about Paul Freedman's **TEN RESTAURANTS THAT CHANGED AMERICA** on sale now from Liveright, and featured this week in both [The New York Times](#) and the [New Yorker](#).

Paul Freedman will be coming to the Bay Area on 10/20 & 10/21 and is available on those dates for interviews in person. He's also available ahead of time via phone/email or remote studio. On 10/20 Paul will speak with Paolo Lucchesi of the SF Chronicle at 12:30PM at [The Mechanic's Institute](#) and on 10/21 he will be in conversation with Cecilia Chiang at Yang Sink Restaurant in an event co-hosted by [Omnivore Books](#).

Paul will be coming back to the Bay Area in November to do a special event at Chez Panisse on 11/22 with Alice Waters. Both Cecilia Chiang's former iconic (and now closed) restaurant The Mandarin as well as Alice Waters' Chez Panisse are featured in **TEN RESTAURANTS THAT CHANGED AMERICA**.

In the book, Freedman discusses which ten restaurants have been the most influential--not necessarily the best--in terms of influencing not only what American's eat, but *how* we eat--who we share tables with, how our eating habits reflect such changes in the country as the end of slavery and the African Diaspora, the rise of the middle class, the changing role of women in society and much more. Reflected in the book are also meditations on regional foods and phenomena and, within the chapters on the Chez Panisse in Berkeley and The Mandarin in SF, he discusses such issues as immigration, the rise of "ethnic" cuisine, "California" cuisine and the resurgence of local and seasonal foods that continues today.

You should have received a copy of the book by now. Please let me know if you are interested in speaking with Paul Freedman, or in covering the book or any of Paul's events.

I have pasted more information about the book below.
Sincerely,

Holly

Holly Watson
310.390.0591 | holly@hollywatsonpr.com

Why Hire a Book Publicist

What Can a Book Publicist Do that is Different from What the Author Can Do?

- **Create Media Lists:** based on her own lists as well as those of a paid media database.
- **Pitch:** the book to journalists and get the book in front of book review editors that do not welcome non-PR people contacting them.
- **Schedule Events:** Publicists may have connections with stores and venues that you are not connected with and/or be able to coordinate events with stores that would not ordinarily work directly with authors.
- **Keep Following Up:** Publicists can be persistent with media contacts (even those the author is “friends” with) far beyond the point when the author following up alone would be annoying.
- **Discover:** new opportunities for your book. Publicists are always pitching multiple books at a given time and this can lead to new opportunities for authors.

What to Expect from a Book Publicist

- **Depends on Your Price Range:** Publicists will charge anywhere (in general) from \$3,000.00 to \$20, 000.00 and what you pay largely determines what you get in terms of scope of work, length of commitment, level of service, etc.
- **Depends on Your Book:** Fiction? Non-fiction? Memoir? Biography? Genre? How To? Self-Help? Cookbook? All these books are received by the media in radically different ways and therefore require radically different publicity campaigns. Some kinds of books will definitely benefit more than others from having a publicist involved.
- **Always Expect:** Feedback and updates in a timely manner and remember this is something that can be negotiated ahead of time when you negotiate your contract. Also remember that if your publicist is working with you for several months, there will be times when you are in constant communication and times when you are only in touch once a week or so, just because of the natural timeline of a book's life.
- **Remember:** Unless a paid review is being arranged, a publicist cannot definitively promise guaranteed publicity but can only tell you what she realistically expects in terms of results and based on past experience.
- **How to Get the Best Experience:** Air all of your questions and concerns before officially signing on to work with a publicist. Feel free to ask for references or endorsements from past clients.
- **Collaborate:** You and your publicist are a team. You can decide ahead of time to outsource much (or all) of the publicity work to your publicist OR you can decide to divide and conquer. Whatever you decide, remember that you are both working to the same end.