



Making Waves

Summer 2008

The Voice of the MidAtlantic Book Publishers Association

President's Message

'Tis the season to get those new titles out there!

by Sheila Ruth, President
MidAtlantic Book Publishers Association

Fall is rapidly approaching, and with it, book festival season. This year, MBPA will again be exhibiting at both the Baltimore Book Festival (BBF) and the New Atlantic Independent Booksellers Association (NAIBA). The Baltimore Book Festival is a street festival held each year in downtown Baltimore, and attracts more than 60,000 visitors. The best books to exhibit at the BBF are those with regional interest, strong covers that attract attention, or otherwise have wide consumer appeal. The NAIBA show is a convention for booksellers in the MidAtlantic region. Books that do well at NAIBA are those with strong bookstore appeal.

In addition to displaying books, we'll be providing packets for attendees at both shows, in which exhibiting

continued on page 9

Become More Media Savvy, with Antoinette Kuritz & Joanne McCall: IBPA University Seminar Review

by Carolyn K. Long,
MBPA Scholarship Attendee

Overview: I had the great honor of being this year's recipient of the MBPA scholarship to the 2008 PMA (now IBPA) University. I can honestly say it was one of the most valuable publishing experiences of my life, though I've attended several BEAs and Maui Writers' Conferences. The warmth and supportiveness of members is not to be believed! I cannot encourage members too strongly to attend this marvelous event. While there are many things about which I could write, I felt this program offered a great deal of particularly valuable, universally interesting, immediately applicable information.

Two of the most dynamic presenters at the 2008 PMA/IBPA University were PR mavens Antoinette Kuritz and Joanne McCall. They combined forces for the program "Become More Media Savvy," and attendees were sure to be so when they left!

Speaking from their extensive experience, this dynamic duo shared

some of the most important basic and advanced rules for successful promotion with the audience of authors and publishers. They were quick to add that nothing they do is done with smoke and mirrors. "You can all do what we do. There is nothing we do that you cannot do for yourself."

Of course, they do not discourage authors or publishers from hiring a PR consultant or agent, because, as they added, "Some agents will sell your book; some will help you craft your career."

And there is no better PR for themselves than telling you exactly how much hard work is involved in getting it right!

Notes from their program have been reorganized, occasionally fleshed out, and synopsisized into outline form for ease of reading: (Ed. Note: "Client" can be substituted with "author" or "publisher" in most cases below.)

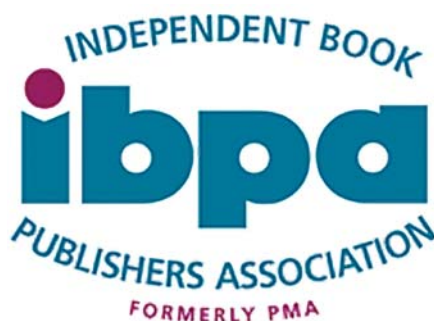
PR & MARKETING

- Do not do PR without a marketing plan in place.
- Marketing and PR must be integrated to be effective.
- Be sure your publicist is marketing savvy.
- PR is a great exercise, but does not in itself accomplish a lot.

POSITIONING vs. BRANDING

"Branding is indelible. The brand you create today may not suit you a year later as you are evolving and

continued on page 2



The Publishers Marketing Association (PMA) announced its updated name and logo at this year's PMA University, reflecting its evolving mission after a quarter-century of service.

In This Issue

President's Message	
Get Those Titles Out There!	1
Member Report: PMA-U	
A Trade Group Grows Up;	
Media Seminar Review	1
Putting the "S" Back In RSS	
Really Simple Syndication	4
Upcoming Events	
Baltimore Book Festival, NAIBA	5
MBPA In Action	
Summer Board Meeting	7
Trend or Spike?	
Bowker Reports POD Explosion	8
What We're Publishing	
Category Trends	8
Tidbits	
Blogs, Awards, Bindery	9
Vendor Profile	
PERx Promotional Specialties	10

growing. If you start out branding yourself, society can grow past your brand. You could be wearing bell bottoms in a 21st century world.”

Antoinette Kuritz believes in positioning yourself as an expert and authority because that gives you more flexibility.

DISTRIBUTION

- Be sure distribution is set up, and stay in touch with your distributor.
- Maintain an ongoing Booking Sheet. With every booking, tell client to tell distributor to send books to the bookstores in that city.

BOOKSTORE NOTIFICATION

- Call bookstores in areas in which you are speaking.
- Ask the bookstores: “Can we mention on air that books will be available in your store?”
- At least tell bookstore staff that the author will be on drive-time radio that morning, and to be prepared for any calls.
- Ask them to put it on the manager’s notes that every bookseller has to read when arriving in the store that morning.

to his/her subjects.

- Read the *NY Times* Online, Google Online, MSNBC, FOX News, etc, to identify topics relevant to author or title, to create topic suggestions, e.g.: If the price of oil goes up again, what are 5 tips to keep the price of oil from ruining your summer vacation? Or: Millions of kids go to college; 25% never make it past the second semester. Here are 5 tips to keep them there.
- Get together with a publishers’ group and brainstorm ideas and “hooks” with them to identify the best. (Start a thread on the Forums area of the MBPA website at midatlanticbookpublishers.com.)
- Press kits should be available electronically as well as in hardcopy format. They can consist of just one sheet. They do not need to include everything: Give publishers a reason to contact you.
- Create Segment Sheets: Select and describe three suggested interview topics to send to producers, who typically produce 18 to 23 segments a week. For example:

- Include a PITCH LETTER, which will include several other topics most likely to appeal to that producer.
- Author Bio: Limit to one or two lines on the bottom. Include only items relevant to the segment on which you are hoping to appear. Think how you would want to be introduced on the show.

PHONE THE PRODUCER

- Identify the producer: Who is best for this client? This subject?
- Tell producer you have a timely topic for his market, e.g. “I have a doctor who can talk for 5-7 minutes about noninvasive techniques that really work to make people look years younger.” Or, “This coach can help anyone get a beach body before summer.”

ONLINE PRESENCE:

If you put your best bits online, you will find them used by someone else online. Never put segment sheets online, as others will use them and pitch producers with your topics.

PREPARING FOR THE INTERVIEW

- Watch TV interview shows and pay attention to interviewers and interviewees; note what works and what does not.
- Learn how the best interviewers operate. Eg. Bill O’Reilly can take most people down pretty fast, but here and there you’ll see someone who can hold their own, and that’s a well-prepared guest.
- Keep two to three outfits, that you feel great in, always clean and ready in your closet. “If you are worried about how you look on air, you will not be able to concentrate on your interview.”

PREPARING THE PRODUCER AND THE INTERVIEWER

From your Segment Topics you create Producer Sheets, which do the producers’ research for them. Include facts, statistics, quotes, etc.



PREPARING TO CREATE PRESS KITS:

- Ask the author(s) which current news topics relate even tangentially

- Five reasons to homeschool your child.
- Five questions to ask when you start dating.
- Five reasons for full disclosure dating.

You'll also create Positioning Sheets. These have a Header on top, contact info on one side, an introduction you'd like them to use when introducing you, and some questions or points you'd like them to cover when interviewing you. For example:

- **HEADER:** "Five tips to keep your child safe from predators"
- **INTRO:** "They're found in schools and churches, on the soccer field and in the classroom. Parent groups talk about them and parents worry about them and they are featured on Dateline. Child predators are everywhere. And with us today is _____, to give us five tips on how to keep your child safe from predators."
- Then list the five points you want to make.
- Short author bio at the bottom.
- Ask producer about lighting and set colors, and plan your wardrobe accordingly.
- Request a copy of every interview from the producer *ahead of time*. If they won't be able to provide it, record your appearance on videotape or digital video.
- Create a Media Montage from your appearances. Regardless of the review, there is always something you can pull from it to put into your Media Montage.

DURING THE INTERVIEW:

- Look at the anchor and converse with the interviewer. Do not look at the camera.
- Whenever you make a media appearance, focus on what you are giving to people. Focus on your audience and the message you want to give them, and not on yourself.
- **EDUCATE:** Teach something they didn't know before.
- **ENTERTAIN:** Be funny, heart-warming; create a visceral response to your message.
- **INFORM:** Give real, useful content. Leave it up to host to plug the book. Give as much as you can of yourself and your information; don't keep referring to your book.
- You create the image of yourself as

an expert by giving the audience such good ideas (at least two to five) that they have an "Aha!" moment.

- Know your audience: Women buy 85% of all books sold – even books for men.
- Be fully present: You want people to empathize with you and feel what you are feeling.
- Hold their attention with voice inflection, gestures, tone and by what you say.
- Have a lot of energy and make your point clearly. "You could have the most compelling message in the world, but lose people if there is no energy in your voice."



- Be pumped up enough to get the audience interested in knowing who you are:
 - Gary Zukav was on Oprah every week for a full season. He is very mellow, and though his message is compelling, his almost monotone presentation doesn't play well.
 - Ann Coulter: Like her or hate he, people pay attention to her.

BOOKSTORE EVENTS

"Selling books the day you are in the bookstore is nice, and can happen if you get a lot of media," says Kuritz. "But the real reason for doing bookstore events is to get free co-op. Co-op is the space at the front of the store or at end caps or some other premium space where books are featured."

Bookstores make as much money on that rental space as on the books they sell. They are usually all rented out to major publishers, and so inaccessible

to small or independent publishers, even if you could pay for it.

When you do a bookstore event, if you choreograph the event properly, the books will be in the store for at least four months in advance, with a promotion for the event going on for at least eight weeks in advance.

You are getting free rental space, and they may keep your books on the "rounders" for another couple of weeks. You are getting publicity whenever your books are in functional media space.

It's important to get the books in the pipeline early enough to take advantage of this opportunity. Call the bookstore to be sure the books arrive early.

"More important than signing the books is your connection with the staff," says Kuritz. "One person who likes you and your book can sell 500 books in a year."

As Community Relations director for a Barnes & Noble store, she would leave a few copies of a favorite book on the front counter, and encourage people to buy them.

Always propose a special event to the bookstore to promote your book, rather than just a book signing. Kuritz created a highly successful interactive mystery game to promote three mystery book authors. If you can't come up with something like this, at least do a writer-s' workshop.

- Offer a seminar on the subject of the book. e.g. real estate, or how to find more time for yourself.
- Try to schedule events at 6:30 in the evening because once parents get home, they won't get out the door again on a weeknight.
- Try to schedule a radio interview or columnist or blogger to cover your book on the day of the event.

BOOKSTORE PR ANYTIME

Always carry a copy of your book with you. Every time you pass a bookstore, stop and make friends with the book manager. Say you'd like to give a complimentary copy of your book to someone on staff who would enjoy it. Often they will order 5-6 copies of your book.

Putting the "S" Back in 'RSS'

by Sheila Ruth
Imaginator Press

If you read blogs or online news, you may have seen links that say, "Subscribe in a Reader" or just "RSS." And maybe you've wondered what this RSS thing is all about and how it can help you. RSS stands for Really Simple Syndication, but to the uninitiated it may seem anything but simple. The truth is, though, that RSS isn't complicated - software takes care of most of the details for you - and understanding a few simple facts about RSS can help you both to gather information productively, and to market your books to an online audience.

What is RSS?

RSS is essentially a method of allowing people to subscribe to content and be notified whenever there is new information available. In some ways, it's similar to electronic newsletters that are delivered through email, but RSS has several advantages:

- You don't need to give out your email address or any personal information to subscribe to an RSS feed, so your privacy is protected and you know that your email address will never be sold to a spammer.
- You don't have to worry about new posts ending up in your junk mailbox accidentally, so you'll never miss important information.
- RSS feeds are usually updated frequently, so you can stay informed with new information as soon as it's available.

And of course, as a publisher creating RSS feeds, these advantages mean your subscribers will always have the latest information, and you never need to worry about your messages getting lost in junk mail.

Getting Started with RSS

All you need to get started receiving RSS feeds is an RSS reader. There are several options available

for reading RSS feeds. If you already have a Yahoo or Google home page, the easiest option is to add RSS feeds directly to your home page. Some sites have a button to "Add to Yahoo," for example. Simply clicking this button will add the feed to your Yahoo page (You may need to log into Yahoo first). However, even if you don't see a Yahoo button, you can still add an RSS feed to your Yahoo page. Here's how:

- On your Yahoo page, click "Add Content."
- Then click on "Add RSS Feed."
- Just paste in the address of the RSS feed into the field that pops up, and you're good to go.

The process is similar to add a feed to your Google home page:

- Click on "Add stuff" at the top of your Google page.
- Then click on "Add feed or gadget" on the left
- Paste in the URL of the feed.

Reading Lots of Feeds

If you subscribe to more than a few feeds, however, your personalized home page is not the most efficient way to read feeds. At that point, you may want to use a dedicated feed reader.

Online readers like Bloglines or

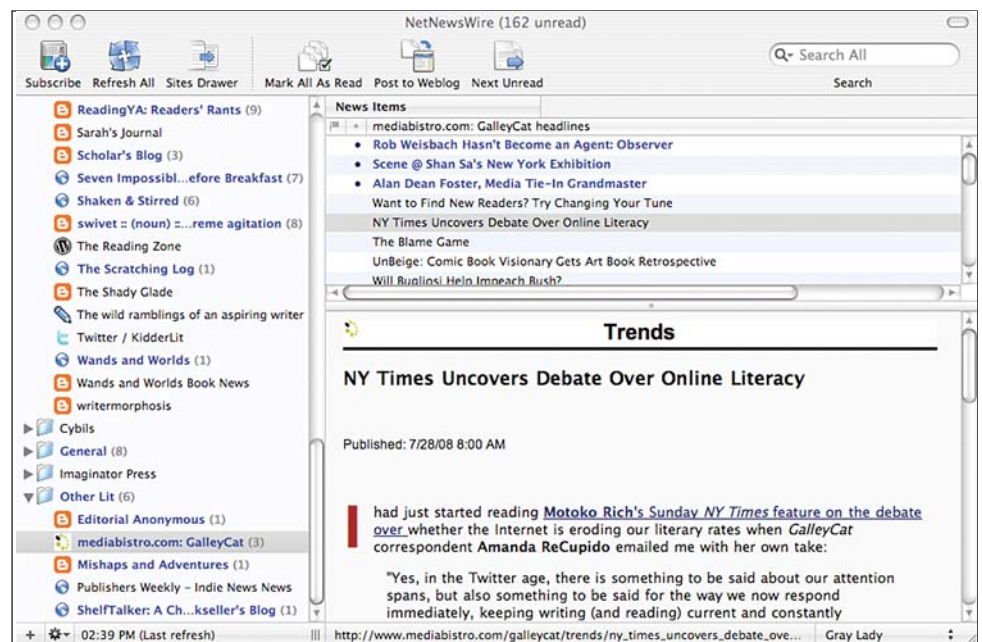
Google Reader let you manage and read your feeds using any web browser, and also have the advantage that you can read them from any computer. Some email programs have feed readers built in, so you may want to check and see if your email program has this capability. Finally, there are dedicated feed reader programs that you can download and install on your computer. Once you have one of these programs installed, usually you can just click on one of those "RSS" or "Subscribe in a Reader" links to automatically add the feed to your program. These links are often indicated by a graphic of an orange square with stylized broadcast wave symbols in it:



I use a program called NetNewsWire on my Mac to read feeds. In many ways, it's similar to an email program. A column on the left displays all the feeds that I'm subscribed to. (Currently I have about 80 different feeds that I follow regularly!)

Clicking on any of these feeds displays all the newest posts in that feed in a pane on the top right. In turn, clicking

continued on page 6



Upcoming Events

Upcoming Opportunities to Promote Your New Titles



Membership has its privileges. Privileges for MBPA members include the following events at which you can market your books, including a few suggestions to make the most of these exhibit opportunities.

Baltimore Book Festival

The Baltimore Book Festival will be held this year from September 26-28. MBPA has again reserved a booth to promote members' books, which will be displayed face-out. Authors of exhibited books are eligible to be scheduled for a time slot where they can sell, promote, and autograph their books at the booth.

We will also be distributing packets of marketing material to visitors. Exhibiting publishers may include one marketing piece per exhibited book for free. Additional marketing materials may be included at a cost of \$20 each (10¢/ea. for 200 pieces). Publishers not exhibiting books may also include marketing materials at this same price.

To register, please download and complete the registration form on our website. Send the form, along with payment, books, and marketing materials for the packet, to the address on the form no later than September 15.

New Atlantic Independent Booksellers Association Conference

The New Atlantic Independent Booksellers Association

Trade Show will take place September 21 and 22 at the Crowne Plaza Hotel in Cherry Hill, New Jersey. The MidAtlantic Book Publishers Association will be displaying member books at the trade show. Authors of exhibited books are encouraged to attend the show to meet and greet booksellers at the booth.

For the second year, the NAIBA conference will focus on helping booksellers move the books they order. NAIBA encourages publishers to provide booksellers with tools and information that can help them sell your books. To this end, MBPA is putting together a packet to give out to booksellers with merchandising ideas, tools, and information for the books on display.

Publishers are encouraged to submit an 8.5 x 11 information sheet containing ideas for merchandising and special offers. Here are some ideas for things you might include:

- Suggestions for table displays related your book's theme, including lists of other books that booksellers might include in such a display.
- Authors available for book-store appearances, along with information on their presentations and where they're willing to travel.
- Reading group/teacher guides
- Event kits
- Bookmarks, posters, or shelf talkers available to booksellers, either free or with a purchase

We encourage you to

include an order form or ordering information on the flyer, but order forms alone will not be accepted unless they also provide some helpful promotion, merchandising or display information for booksellers.

Anyone exhibiting at the NAIBA conference through MBPA is eligible to include one free piece per exhibited book. Publishers not exhibiting books with us at NAIBA can include flyers in the packet at a total cost of \$25 per flyer. We will be distributing 100 packets, which makes the per-piece cost 25¢.

To register, please download and complete the registration form from the MBPA website (see below). Send the form, along with payment, books and merchandising information sheets for the packet, to the address on the form no later than September 15.

How to register

To download the BBF and NAIBA registration forms, go to <http://mbpa.cloverpad.org/Default.aspx?pagelid=172585>. There, you'll find the NAIBA Bookseller Template, which you can fill out to describe what you offer to help booksellers merchandise your books this season. (Our downloadable **Publishers Tip Sheet on Partnering with Booksellers** has many good suggestions to help you.)

You can add, remove or reorder sections to customize it to your books. Send along 100 copies of it, to be given out to booksellers at the conferences. ➡

Really Simple Syndication: Putting the “S” Back Into RSS

continued from page 4

on one of those displays the content of the post in the lower righthand pane (see graphic).

NetNewsWire even recently released an iPhone app that lets me read my feeds on my phone and synchronize them with my computer. There are plenty of other feed readers available for all platforms; the links in the sidebar can help you to find one that works for you.

Making It Easy

As a publisher, the easiest way you can provide content for your readers to subscribe to is through a blog (short for “weblog, a sort of online journal). Most blogging software has RSS capabilities built into it, so if you have a blog, chances are you already have an RSS feed. You may want to make it easier for people to subscribe to your feed by adding an “RSS” or “Subscribe” link to the sidebar of your blog. Some blogging software makes it easy for you by providing RSS links that you can add to your blog.

You may want to consider signing up to use the free services at Feedburner.com; Feedburner allows you to add advanced capabilities to your feed and to view statistics on how many subscribers are reading your feed and what posts they viewed. Just go to www.Feedburner.com and register, then paste the address of your blog into the “Burn a feed right this instant” box. After you add your feed, you can customize it using the “Optimize” tab, and get a “chiclet” (that little orange symbol) to add to your blog on the “Publicize” tab.

If you let software do the work, RSS is a helpful technology that really is, as its name says, simple. I hope these tips will allow you to become a more productive consumer of information, and a more effective marketer.

Check the sidebar for helpful links to can get you up and running using RSS. ☞

PR Seminar Review from PMA University

continued from page 3

“If you just sign the book, it could come back to you as a return,” notes Kuritz. “If they get the book for free, they may read it and return it for the book they wanted. But if it is personalized, ‘To the Staff of the Del Mar Barnes & Noble,’ it will never come back to you. Don’t put black stamps on the edge of the book; just personalize it.”

Include a stamped, self-addressed postcard asking the reader’s opinion of the book. Have questions they can check off, such as:

___ I will make this a staff recommendation.

___ I will not make this a staff recommendation.

Have a line for comments, and then a Check Box:

___ You may use my comment in your press kit.

___ You may not use my comment in your press kit.

Ask what they would say if they were going to make your book a staff recommendation.

ADVERTISING

Never advertise your book. Put your money to better use in direct marketing to independent bookstores.

About the Presenters

Antoinette Kuritz

akuritz@san.rr.com

www.strategiespr.com

President of Strategies Literary Public Relations, a multi-media literary firm focusing on the development, management and promotion of exceptional authors, Antoinette Kuritz is also the founder and director of the La Jolla Writers Conference, and the host of Writers Roundtable Radio Show. Antoinette shepherds writers of all genres from their project’s infancy to the *New York Times* bestseller list. Strategies’ clients have been featured in and on, among others, *The New York Times*, *The Boston Herald*, *The Washington Post*, *People*, The O’Reilly Factor, Fox & Friends, CNN and Larry King Live.

Joanne McCall

Joanne@joannemccall.com

www.joannemccall.com

Joanne McCall is president of McCall Public Relations, specializing in generating national and major market publicity. Clients include best-selling author and international business consultant Brian Tracy, New York Times best-selling author Melody Beattie, Dave Ramsey, author of *The Total Money Makeover* and Dr. David Simon, co-founder of the Chopra Center for Well Being.



Questions and comments about this article may be directed to Carolyn K. Long, Pratt Publishing, Inc., 410-730-2345, BizTalk@aol.com

**HELPFUL
RSS LINKS**

*What Is RSS?
RSS Explained*
www.whatissrss.com

Bloglines
www.bloglines.com

Google Reader
www.google.com/reader

RSS Software
www.rss-specifications.com/rss-software.htm

Feedburner
www.feedburner.com

MBPA Board of Directors Meeting – Summer 2008

By Mary Shafer, Secretary

On July 18, your MBPA Board of Directors once again met in downtown Philadelphia about many issues related to moving our organization forward in its quest to effectively serve our members' interests as independent publishers in the MidAtlantic region.

There will be a call for nominations for the board of directors in January, with an election to be held at the educational event we have planned for March.

Upcoming Events

IBPA's Publishing University will again be held in New York City this year, during the last week in May. To keep from creating conflict with this important event, your board decided to hold our planned regional education event in early March. Along with that, it was decided that MBPA should put together a Member Catalog in time to make it available for the spring event. Watch for further developments on this exciting opportunity.

The board discussed our presence at the upcoming fall consumer and trade shows. Mary Shafer and Shelley Wilkes-Geehr will work the MBPA booth at the New Atlantic Independent Booksellers Association (NAIBA) conference September 21-22 in Cherry Hill, New Jersey. Sheila Ruth and Donna Wessel will be handling our booth at the Baltimore Book Festival on the following weekend, Sept. 26-28. There are several options for participation. See the Upcoming Events section for more information on these fantastic opportunities to get your book titles in front of buyers.

After these two large events, your board will reconvene once again on October 10 in Philly to thoroughly discuss and plan the production of a professional level educational event, focused on members but open to all independent publishers in our region. Your input about any of the activities and events mentioned here is both wel-

come and encouraged, along with your ideas for any other activities you feel we should be part of. Stay tuned to this newsletter and the MBPA website for further developments.

Membership Moves

On the Membership front, President Sheila Ruth reports that the new Wild Apricot web-based membership system is working well. We've moved up from the free version to the lowest-level paid version so we can continue to accept credit cards, making the entire online membership management process easy, secure and convenient. However, those who prefer the old paper-by-mail method are welcome to continue using that process.

Though several of our fellow affiliate organizations now offer dues-free membership to those who serve on the board, your MBPA board members agreed that we would prefer to remain paying members until such time as the organization is on a more robust financial footing. To be able to fulfill our mission of offering member events and activities, the organization does need all the operating capital we can get.

Money Matters

Currently, we have a total paid membership near 40. We lost some members in the transition to a newly active group with Web-based membership management, but also gained a few new ones. Treasurer Donna Wessel reported that MBPA has \$935.00 in its treasury. Considering the new activity in the organization, the board deemed it appropriate that Donna should apply for a debit card in the group's name. Donna will make the application to Provident, so there's no annual fee or application fee.

In order to be able to pay for the production of our planned spring education event and to continue adding benefits for our members, we need to raise more funds. We also want to strengthen our overall membership, so now is the time to do a membership drive. Your board is working on creating new outreach materials and processes to welcome new members.

Based on several sources, we believe there's a universe of about 1,100 potential members in our MidAtlantic

continued on page 8



Your MBPA Board of Directors meets at the office of member Shelley Wilkes Geehr (left) in downtown Philadelphia on July 18. Shelley sits next to Donna Wessel, Treasurer, and Mary Shafer sits at the end of the table. President Sheila Ruth is at right.



Trend or spike? Bowker reports explosion in POD titles

On May 28, R.R. Bowker released U.S. book publishing statistics for 2007, compiled from its Books In Print database. Based on preliminary figures from U.S. publishers, Bowker projects that the nation's 2007 traditional book title output increased slightly to 276,649 new titles and editions, up very slightly from 274,416 published in 2006 (POD titles not included).

While these rather flat figures don't include "print on demand" (POD) titles, Bowker noted that there was a large rise in the reported number of POD and short-run books, which Bowker now counts separately (2007 was the first year). POD titles accounted for another 134,773 titles last year, pushing the total for projected 2007 U.S. book output to 411,422 new titles.

"The most startling development last year is the reporting of 'on demand' titles, leading to a stunning five-fold increase of new titles in the unclassified category, which mostly consists of reprints of public domain titles and other short-run books," said Kelly Gallagher, general manager of business intelligence for New Providence, N.J.-based Bowker. "It will be interesting to monitor this category in 2008 in order to get a sense of whether this is a sustainable trend or a one-year spike."

Bowker's figures are based on year-to-date data from U.S. publishers about traditional print as well as POD titles. Audiobooks and e-books are excluded. Books In Print data represents input from over 72,000 publishers in the U.S.

What We're Publishing

According to R.R. Bowker's Books In Print figures for 2007, among the major publishing categories, the most popular were once again fiction and literature. 50,071 new fiction titles were introduced in the U.S. last year, up 17 percent from 2006. There was a similar 19 percent rise in new literature books last year to 9,796, following a 31 percent increase in 2006.

"Adult fiction continues to be a reliable category in the U.S. book publishing industry and one of the niches that a number of publishers have counted on through the peaks and valleys of the past several years," said Bowker's Kelly Gallagher. "On the other hand, it's noteworthy that juvenile title output, which makes up more than one out of every 10 new books introduced into the U.S. market, was down again slightly last year and has now seen steady erosion in each of the last three years since its Harry Potter-influenced peak in 2004."

Bowker noted significant declines in the business and sociology/economics categories in 2007. New business titles fell to 7,651, down 12% from 2006, and new sociology/economics books dropped to 24,596, an 11% decline. There were also slight dips in the religion (down 5% in 2007) and history (down 3%) categories, both of which had grown by double digits in 2006. ☞

Got an upcoming event? Get it listed!

An important tool in a publicity seeker's arsenal is the Associated Press Daybook, a list of newsworthy events for journalists. Where else can you arrange an interview that might appear in over 1,700 member national and international newspapers, and 3,000 broadcast outlets?

Newsroom managers, assignment editors and reporters check the daybook several times daily for updates on important events happening throughout the regions covered by their news organizations.

How do you make sure your event is included in the AP Daybook?

Board Meeting
continued from page 7

region. For now, we're concentrating on the I-95 corridor, where we can be most effective in offering value to new members. We'll branch out to the farther western regions in Pennsylvania and the Virginias when we feel confident that we can develop and produce events relevant to and convenient for members in those areas. Meanwhile, we hope we're providing enough useful benefits between the website, this newsletter, and regional marketing events to make it worthwhile for our far western compadres to maintain their memberships. Every bit of support really matters at this critical time in our growth, and we thank you for your continued belief in our mission. ☞

Get your new titles listed in Free Directory of New Books

...from the North American Bookdealers Exchange (NABE). You can include your title, ISBN, address, e-mail and brief description. NABE members get the choice slots in the directory and their listings remain active for a year, but any independent publisher is welcome to list. The NABE offers other member benefits, so you may want to check out everything they offer when you visit their latest Free Books Directory on the NABE website at www.bookmarketingprofits.com/NewBooksDirectory2.html

NOTE: This information is passed on solely as a service to our members. The organization is not vetted or recommended by the MBPA board of directors.

Call your local Associated Press bureau (for a directory, go to: www.ap.org/pages/contact/contact.html) to get the name and fax number of the appropriate Daybook editor that covers the region where your event is scheduled.

Fax over your event press release or media advisory at least 24 hours BEFORE the event. Always follow up with a phone call to make sure they received the info. If your event does get in the Daybook, great! But it doesn't replace regular contacts: still work your local and national media lists. ☞

publishers can include information at no additional charge. Whenever possible, we strongly recommend that authors attend either of these shows. Our experience is that the books that benefit most from these exhibits are ones whose authors support their books in person. Information about registering for these two shows is posted on our website at mbpa.cloverpad.org. Click on "Marketing Programs" for more information.

Speaking of our website, if you haven't visited lately, check it out. We've now fully integrated it with our online membership management software, allowing us to seamlessly accept credit card payments for dues. This works for existing member renewals and new membership applications.

Looking beyond fall, MBPA is in the early stages of planning a one-day educational event to be held in the spring of 2009. We're also planning a fall 2009 catalog, to be mailed in June to booksellers in the region and distributed at the 2009 book festivals. We're also hoping to add one spring festival to our lineup of exhibits next year. We're very excited about all these initiatives, and information about them will be forthcoming, so stay tuned to the website and your email notifications.

Your Board of Directors is working hard to make MBPA a dynamic, vital association that will benefit all our members. If there's anything we can do to make your membership more valuable, don't hesitate to email me at sruth@ImaginatorPress.com.

And, as always, the ultimate success of MBPA depends on you: Your Board of Directors can't do it alone. Consider volunteering to help with any of the initiatives above, or suggest and lead a new program of your own. The more participation we have from members, the richer MBPA will be for all of us. ☺

Sun Shines on "Read Street" Blog

The Baltimore Sun has a new book-related blog called "Read Street." Assistant Managing Editor, Dave Rosenthal, and the Sun's Nancy Johnston highlight the social side of reading in the Baltimore area: book clubs, author appearances, festivals, etc. At www.baltimoresun.com/readstreet you'll find:

- Profiles of local book clubs, and what they've liked and disliked. (Mondays and Thursdays)
- Recommended reading from bookstore owners and others. (Wednesdays)
- Highlights of author appearances, readings and other events. (Thursdays)
- A monthly calendar of book-related events
- Profiles of local bookstores. (Fridays)
- And there's always a cool little map of bookstores in the righthand column

Bindery and Finishing

Okay, we're book publishers. We know how our books get made, but what about all the other materials we have printed for internal or promotional use? To be able to make the best decisions about print jobs, we need to understand all steps of the process. Bindery and finishing are the last steps in any print job. The steps after printing taken to convert a basic printed sheet into the final printed product is called bindery and finishing. Depending on the final project, we may require a variety of these options. Bindery options can include, but aren't limited to:

- **Cutting and Trimming:** Removing just page edges or creating a different shape
- **Diecutting:** Specific shapes or styles can be created by using a steel cutting die.
- **Scoring:** Creasing a sheet of paper to help paper fold without cracking
- **Folding:** Z-fold, gatefold, tri-fold; the options are endless.
- **Gathering/Collating:** Single sheets are collated (put in order).
- **Saddle Stitching:** The easiest and most inexpensive binding option. After collating, staples are used in the seam or spine of the pages to bind them together. Most booklets and catalogs are saddle-stitched.
- **Spiral Bind:** A book that is bound with wires in a spiral form that are inserted through punched holes.
- **Padding:** Application of glue to one side of a stack of sheets to create a pad of paper.
- **Hole Punching:** Also called "drilling."
- **Perforating:** Creating a line of holes to allow a section of paper to tear off easily.

Honoring Our Best: Ben Franklin Awards 2008

Throughout this year, you're invited to enter the 21st Annual Benjamin Franklin Awards™ competition for excellence in publishing, and to attend the gala awards ceremony at the Roosevelt Hotel in New York City on May 28th, 2009.

The Benjamin Franklin Awards is an esteemed American book award that includes fifty-plus categories judged for excellence in both editorial and design. The award is administered by our parent organization, the Independent Book Publishers Association, IBPA, (formerly PMA) with the help of industry professionals coming from the library, bookstore, reviewer, designer, publicity and editorial markets.

Publishers of books copyrighted in 2008 may enter the competition. Any books submitted with copyright dates other than 2008 must be accompanied with proof of initial distribution in the year 2008. For more information on entering this competition, visit the IBPA website at <http://www.pma-online.org/custom/benfranklin/benfranklin.aspx>. ♦



Vendor Profile: PERx Promotional Specialties

This is the third article in an ongoing segment profiling regional or other recommended vendors. We hope you will find this information useful, and we encourage you to submit your own profiles of local or regional vendors with whom you have successfully worked. Please send your articles to Sheila Ruth, sruth@imaginatpress.com.

Sooner or later, every publisher gets into exhibit merchandising in one way or the other. It may be trade shows like BEA or other high-profile event. It may be a regional booksellers show like NAIBA or one of the larger city book fairs like the Baltimore or Trenton Book Festivals. Or it may just be a local book fair, street festival or community celebration. Whatever the event, chances are you'll want to have something special to hand out to remind folks about your cool new title. Even if you're not yet into trade booth-type displays, you may be considering a serious new direct marketing or publicity mail campaign or even a special event.

Whatever the need, you'll have to source a vendor for your promotional specialties and handouts. The first consideration is, of course, your budget. Once you know what that is, then you want to figure out what kind of campaign you'll do, and what kind of items you'll want to send or hand out. Decide whether you want something that actually carries the name of your new title or series or other new product, or whether you'd prefer something that's a little less beat-'em-over-the-head direct. Then you've got to decide exactly what that item might be, and where to find it.

If you're like me, you may be long on creativity and imaginative ideas, but short on time to research vendors. Or, you may be stuck at the creative part, but still wish to come up with something fresh and relevant. Do yourself a huge favor: Don't settle for some little tchotchke just because it's cute or it's easily available, or because you can afford it. Instead, put that budget to better use in your niche marketing and call a specialist in imprinted promotional items who has an unbelievably wide range of sources for an even more unbelievable range of promo items. Better yet, choose one that's got a long track record of surpassing expectations while staying in budget and giving excellent, friendly (and fun!) customer service, to boot!

I'm referring to a vendor I've worked with many times over the years, both for our own needs and those of my marketing clients (my day job that supports my publishing habit). I'm talking about the savvy, friendly and oh-so-knowledgeable folks at PERx (www.perx.net). Randy and Amy Peters go out of their way to make you feel comfortable and make the experience enjoyable and convenient. They don't just find items you want, they'll help you brainstorm fresh approaches to relevant items, and keep you laughing while you're doing it. They're fun to work with, know their stuff, and are members in good standing of the association that vets companies in the promo specialties trade.

You'd think, with all of this, that their prices must be out of this world. I thought so, too, but was pleasantly surprised to find out that you pay little if any premium for working with these pros, because their standing with vendors and their relationships in the industry allow them to negotiate impressive discounts and pass those on to their customers. They can even help you package and fulfill mailed campaigns, if you wish.

In the interest of full disclosure: I sometimes freelance for PERx, so you'll see me on their About page. But truly, if I didn't think highly of these folks and their work, I wouldn't recommend them to you. They've gotten me out of some tight jams and made me look good in the process more than once. I just want to share with my publishing colleagues a vendor that I trust implicitly to give me a great deal, with the best turnaround and no excuses.

Contact PERx at 215-794-3030, or email Amy at apeters@peterboro.com. Tell her Mary sent you.
Mary Shafer, Word Forge Books • publisher@wordforgebooks.com



PERx Problem Solvers • 2925 Burnt House Hill Rd. • Doylestown, PA 18901 • 215-794-3030

About Your Association

MBPA Mission Statement



The MidAtlantic Book Publishers Association is a community of independent publishers located in the Mid-Atlantic area. We welcome all independent and self-publishers in Maryland/Washington, DC, Delaware, Pennsylvania, New Jersey, Virginia and West Virginia.

MBPA is a regional affiliate of IBPA, The Independent Book Publishers Association. We offer networking opportunities, education, cooperative marketing programs such as participation in regional book festivals and trade shows, and more. MBPA members can also join IBPA at a discount from the regular price of membership, and are eligible for other benefits from IBPA.

WRITE TO MBPA
c/o Sheila Ruth, President
Imaginator Press
6400 Baltimore Nat'l Pike
#194
Baltimore, MD 21228

Board of Directors
Sheila Ruth, President
Donna Wessel, Treasurer
Jennifer Stein, Secretary
Shelley Wilks Geehr
Mary Shafer