

***(PURPOSE: This is a sample of what we'd like publishers to send us on a regular basis (no more than once a week), after we have received your tip sheet, to keep us posted about your ongoing publicity efforts. We forward these updates to our buyers and reps. Be as concise and forward-focused as possible, and keep it to one page. Keep in mind who your audience is: national retail and wholesale book buyers and commission sales reps—all of whom see 100s of new books each week.)***

[Insert publisher logo/name here]

## PUBLICITY UPDATE

**Date (of update):** January 15, 2005

**Publisher:** Doe Publications

**Title:** *A Distributor's Guide to Publicity: The Basics*

**Author:** Jane Doe

**ISBN:** 1-234567-89-0

**Price/Format:** \$15.95 paper

**Pub Date:** November 2004

---

The following is our publicity campaign. Starred (\*) comments are new since the last update on 12/5/04.

***(NOTE: Do not keep information that's older than 30 days on your update. It should be deleted to make room for the new information—to keep the update to one page. New items should come first.)***

**Direct Mail Campaign (This includes review copies sent and mailings to target audience.)**

**PMA Mailings**

**Booksense**

### **BOOKSIGNINGS / SPEAKING ENGAGEMENTS**

***(Note: You should list cities and dates. Please include name of group that you are speaking to, but not the specific names of the bookstores. You don't want to offend a competing account.)***

\*2/1/05 Birmingham, AL

\*2/25/05 Botanical Gardens; Atlanta, GA

\*3/8/05 New Orleans, LA

### **TV & RADIO**

***(Note: You may not know these until after the fact. Any major national coverage can be sent to us quickly in an email, but you should still add it to your publicity update as well.)***

\*3/1/05—*Larry King Live* (National)

\*3/20/05—*DC Chat* (Regional-Metro DC, MD, VA)

\*4/1/05—*Wake Up, NewYork!* (Regional—NYC, Long Island, CT, RI)

1/5/05—*All Things Considered*, NPR (National)

1/10/05—WJFK, WRQX, WMIX Morning Shows (Regional-Metro DC, MD, VA)

### **ADVERTISING**

***(NOTE: You should know about your advertising plans in advance, so when you list them, they should be future dates. Amazon Specific Advertising doesn't need to be noted here but Davida needs to be notified by email (dbreier@bibliodistribution.com.)***

\**Esquire* (June '05)

\**The Washington Post* (2-5-05 Book Section)

*Publisher's Weekly* (1-1-05 Announcement Issue)

### **PRINT (Advance Reviews and Planned Features)**

***(NOTE: Please include just a few words from the review. Not the whole thing. And only for new reviews.)***

\**Publishers Weekly* (1/6/05)—Starred review calls it “an exceptional debut” with “razor sharp insight.”

\**Philadelphia Inquirer* (1/7/05)—Cover of Arts section praises it as a “must read for every publisher.”

\**Washington Post* (1/10/05)—Included in the Winter Non-Fiction Reading list of *Book World*.

*Writers Digest* (January '05)—Feature Article on independent publishing as the wave of the future.

*Library Journal* (December '04)—Calls the book “hauntingly written, true to the point, a masterpiece...”

### **RIGHTS SALES**

***(NOTE: Rights sales add outside validation to your book, however, you have to be careful not to alienate your audience. For example, if Random House is publishing the book in the next few months then there's no motivation to buy it now. So, be specific, or leave it off, if it's sensitive.)***

For more information, contact John Doe, Publicist and Publisher, at [jdoe@publish.com](mailto:jdoe@publish.com) or (800) 555-5555.

Distributed to the Trade by Biblio Distribution, Inc — an NBN Sister Company (800) 462-6420