

WEDNESDAY, October 8, 2014 • 7PM

How to Land Media Appearances and Deliver a Great Interview

WHEN IT COMES TO GETTING PUBLICITY as an author, media interviews have proven to be powerful ways to gain exposure. They can do wonders to spread the word about your topic and your book.

St. Louis radio veteran Ron Elz (aka Johnny Rabbitt) has been in the broadcasting trenches for sixty years. At our October 8 meeting he will share his wit and wisdom on what it takes to land radio interviews, then deliver a good one that will make you a media darling and help you sell more books.

Buckle up, and be prepared to learn:

- What interview show hosts and producers look for in a good guest
- How to get the media's attention so you stand out from all of the other publicity seekers
- What to do to prepare for an interview once you are booked
- How to be the kind of guest that hosts and listeners love
- Creative ways to use your media appearances to sell more books

Ron Elz is a St. Louis institution. He started his radio career in 1954, making 2014 his sixtieth year in the field. His career began on



Ron Elz (aka Johnny Rabbitt)

WTMV in East St. Louis. Over the years, Elz has also worked at stations in Kansas City, Houston, San Antonio, Boston, Cincinnati, and San Francisco.

He's best known for having been with WIL-FM/WRTH and KXOK in St. Louis and for creating the Johnny Rabbitt persona and the Real Rock Radio format of KSHE in 1967. He also reformatted KADI into a rock station and was VP of Programming for a chain of five radio stations.

In 2008 he retired from WIL/WRTH to spend more time serving not-for-profit organizations and writing. In semi-retirement Elz joined KMOX/CBS as host of the Saturday night "Route 66" oldies

show. He was also a daily columnist for the *St. Louis Globe Democrat* for five years and a professor of Communications at Saint Louis University in the nineties.

He was honored to be one of the original inductees in the DJ section of the Cleveland Rock and Roll Hall of Fame. He is also in both the St. Louis Radio Hall of Fame and St. Louis Media Hall of Fame. Friday, March 14, 2014, was decreed Ron (Johnny Rabbitt) Elz Day in St. Louis by a mayoral proclamation and a resolution of the Board of Aldermen. (Read more from Ron, page 2)

Book Marketing Boot Camp

Presented by Sandra Beckwith of BuildBookBuzz.com

There's no way around it: Authors need to promote their books. This is especially important for self-published authors, who receive no marketing support at all unless they purchase a pricey promotion package. "**Book Marketing Boot Camp**" will help you discover the most effective tools and tactics for promoting your fiction or nonfiction book.

Save money on consultants and related services by learning how to:

- Focus on low-cost activities with high value.
- Zero in on your target audience.
- Create and use the most effective publicity tool available for both fiction and nonfiction.
- Generate influential reader reviews
- Rock it on Amazon.

- Reach readers online through virtual book tours.
- Maximize the single technique that will keep your book in the news for years.

Come prepared to work in this half-day, interactive workshop that includes a special author "hot seat" advice session and time for questions and answers with the instructor.

About Our Instructor

Sandra Beckwith is an award-winning former publicist who shares her expertise with others as a book marketing trainer and author. Following the success of her two traditionally published publicity books for small businesses and nonprofits, Sandra focused her efforts on helping authors learn how to market their books.

Her self-published titles include *Get Your Book in the News: How to Write a Press Release That Announces Your Book* and *Build Book Buzz Publicity Forms & Templates*. Get free tips and how-to advice twice a month by subscribing to her free e-newsletter, *Build Book Buzz*, at <http://buildbookbuzz.com>.



Sandra Beckwith

Saturday, October 18, 9 AM until Noon
Westborough Country Club, 631 S. Berry Rd,
\$15 for SLPA members,
\$30 for Non-members

To sign up for this great event, email
Warren Martin, vp@stlouispublishers.org

So, you have a book.

By Ron Elz

In no uncertain terms, it's a big deal—to you and those close to you. You've spent countless months, maybe years, creating it and getting it in print. Now, it's in retail locations, and your goal is to make it a big deal to the public so that they buy it and love it as much as you do.

To accomplish this in the wacky world of media, you will need to combine the skills of a publicist, promotion person, marketing whiz, media-relations expert, sales closer, and hustler.

As I look around my home office, I'm crowded in by over one hundred books that have come my way just in the past few weeks. They're from national publishing houses, regional and local publishers, as well as individuals. Each comes with a pitch in a press release, email, letter, or phone call. Occasionally, an author or his or her

rep will visit, one hopes by appointment and not a cold call.

I just looked, and I have eight book pitches today in my email. Sadly, and more often than not, I'm unable to reply to more than a few of these folks, even though my intentions are good. First, I look over the book and decide if it's of interest to our audience, and in the spirit of full disclosure, if it interests me, personally.

In the talent and producer's office at KMOX, books are stacked on several desks, in cabinets, on credenzas, and ultimately in boxes, all of which go to charities. Most don't make it to the air. It was this way when I was a daily columnist for the *St. Louis Globe-Democrat*, and it's the same for periodicals today.

My goal will be to help you overcome the obstacles I have just described.

THE BOOK CORNER

Sugar Hill: Where The Sun Rose Over Harlem

2012 Independent Publishers Award Winner: First Place Gold Medal for Adult Multicultural Non-Fiction
By Terry Baker Mulligan

Impulse Press/ \$17.99

ISBN: 9780984692903

Available through: Ingram, Amazon.com, Left Bank Books, Subterranean Bookstore, Goodreads.com, St. Louis Community College, Hue-Man Books (in NYC), and terrymul@sbcglobal.net

Using Harlem's cultural institutions and memorable characters as her backdrop, Mulligan writes joyously about weathering adolescence while history unfolds around her. This feel-good story resonates with humor and warmth as she chronicles her life among evangelists, curly-haired doo wop boys, snuff-dippers, Fidel Castro's entourage, interracial marriage, chitlin' parties, and testy interactions between West Indians and Southern blacks.

Terry Baker Mulligan was born and raised on Sugar Hill in Harlem. She now lives in St. Louis, Missouri, where she teaches writing at St. Louis Community College. This is her first book.

News You Can Use

The following is a selection of articles, resources, and information to help you PUBLISH and MARKET your book.

PUBLISH

3 Ways to Get Published: How to Turn Your Manuscript into a Published Book

by Brian A. Klems, January 11th, 2013

"If you self-publish your book, you don't have to share profits from your book with an agent or publisher and all decisions about it run through you."

<http://www.writersdigest.com/online-editor/3-ways-to-get-published-how-to-turn-your-manuscript-into-a-published-book>

MARKET

Does Marketing Your Book Feel Oppressive or Liberating? by Rob Eagar, April 19th, 2012

"If a tree falls in a forest and no one is around to hear it, does it make a sound? Likewise, if you write a book and no one reads it, does it make you an author?"

<http://www.writersdigest.com/editor-blogs/there-are-no-rules/does-marketing-your-book-feel-oppressive-or-liberating>

SLPA Mission The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization offers networking opportunities for people involved in all aspects of the publishing industry.

MEMBERS: Do you have a new book you would like to announce? For more information, email Bobbi Linkemer at communications@stlpublishers.org

SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER
2505 S. Brentwood Blvd., Room 101
(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking until 9pm.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

SLPA NEWS & VIEWS

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