

## PT's Publicity Contact Sheet 2012

(Asterisk \* denotes nonfiction only)

Name	Contact Information	Specialties
<b>Andrea Burnett Public Relations*</b>	(650) 207-0917 www.andreaburnett.com andrea@andreaburnett.com	Lifestyle book publicity. Specializing in food, parenting, children's, fashion, beauty, design, mind/body/spirit. Press materials, national media outreach, and more.
<b>Anne Sullivan*</b>	(646) 373-0382 www.miracleworkerpr.com anne.a.sullivan@gmail.com	Strategizes publicity campaigns for non-fiction titles with targeted outreach to national and regional print, broadcast, online, and review media. Coordinates author tours and special events.
<b>Blue Slip Media (Barbara Fisch, Sarah Shealy)</b>	(619) 938-3193 www.blueslipmedia.com barbara@blueslipmedia.com sarah@blueslipmedia.com	All children's; close relationships with SCBWI and teachers/curriculum builders.
<b>The Carriere Company (David Carriere)*</b>	(413) 243-6767 david@davidcarriere.org	Traditional media PR for illustrated, non-fiction, and children's.
<b>Danzig Communications (Jill Danzig)*</b>	(212) 579-5215 www.jilldanzig.com jill.danzig@earthlink.net	Traditional PR for serious NF (including social issues, current events, history, health, science, and more).
<b>Deb Shapiro &amp; Company</b>	(212) 496-5808 www.debshapiroandcompany.com deb@debshapiroandcompany.com	PR, marketing, media services and consulting focusing on authors and books for all ages.
<b>Deborah Sloan &amp; Company</b>	(978) 684-5005 www.deborahsloanandcompany.com sloan@deborahsloanandcompany.com	Traditional PR for juvenile, YA; KidsBuzz marketing service (www.authorbuzz.com/kids)
<b>Eleanor Van Natta Publicity</b>	(360) 608-6409 www.eleanorvannatta.com eleanor@eleanorvannatta.com	Specializing in adult non-fiction and fiction, and would consider children and YA for the right book; primary services include press releases, media pitches, book trailers.
<b>February Partners (Dee Dee DeBartlo, Gretchen Crary, Kimberly Cowser, Sabrina Dax)</b>	(212) 255-2034 www.februarypartners.com debartlo@februarypartners.com	Full media and marketing campaigns; platform/image development, events, tours, speaking engagements.
<b>Gail Leondar Public Relations*</b>	(781) 648-1658 www.glprbooks.com gail@glprbooks.com	Emphasis on progressive social change books; heavily focused on public radio.
<b>Goldberg McDuffie Communications</b>	(212) 705-4211 www.goldbergmcduffie.com bookpr@goldbergmcduffie.com	Consulting services, social media strategy, and ongoing connections to interest group blogs.
<b>Graf-Martin Communications (Tim Underwood)*</b>	(519) 342-3703 www.grafmartin.com info@grafmartin.com	Publicity, social media marketing, and strategic marketing services to publishers, small businesses, nonprofits, and authors.
<b>Gregory Mowrey Public Relations</b>	(503) 477-4832 www.stovetopreadings.com gregorybnyc@yahoo.com	Book publicist, author of cookbook review blog, and specialist in promoting cookbooks.
<b>GT/PR (Gene Taft)*</b>	(301) 593-0766 www.genetaftpr.com genetaftpr@gmail.com	Straightforward publicity, specializing in politics, current events, history, and pop culture.

## PT's Publicity Contact Sheet 2012 (contin.)

(Asterisk \* denotes nonfiction only)

Name	Contact Information	Specialties
<b>Hilsinger-Mendelson (Sandi Mendelson)</b>	(212) 725-7707 www.hilsinger-mendelson.com hmi@hmieast.com	Brand awareness, book awareness campaigns; organizes press kits, book tours, publication parties, annual events/galas, satellite media, internet campaigns, VNRs, product launch, publicity.
<b>Jessica Jonap PR*</b>	(305) 864-5521 www.jessicajonap.com jessica@jessicajonap.com	Creates traditional and viral publicity campaigns that include print, broadcast, and online media.
<b>Kat Purcell</b>	www.pigtailpublicrelations.com kpurcell.pigtailpr@yahoo.com	Book tours, press materials, media escorting.
<b>Kelley and Hall Book Publicity (Jocelyn Kelley)</b>	(617) 680-1976 www.kelleyandhall.com jocelyn@kelleyandhall.com	Largely author-focused promotion, marketing, and media relations
<b>Kimberly Burns Literary Publicity</b>	(212) 226-0981 www.KimberlyBurnsPR.com kb@kimberlyburnspr.com	Targeted national publicity campaigns for authors and publishers of narrative non-fiction, memoir, short story collections and literary fiction. (Please contact 4 to 6 months before publication date.)
<b>Krupp Kkommunications (Heidi Krupp)</b>	(212) 886-6700 www.kruppkommunications.com jgarbowski@kruppnyc.com	Media relations with producers, editors, reporters; consulting and strategic partnerships; high-profile projects.
<b>The Lisa Ekus Group*</b>	(413) 247-9325 www.lisaekus.com lisaekus@lisaekus.com	All culinary; serves as publicist and agent, provides media training, career development, and spokesperson development.
<b>Little Bird (Sarah Burningham)</b>	(917) 546-6866 www.littlebirdpublicity.com sarah@littlebirdpublicity.com	Campaigns with broadcast, print, and online media; branding strategy; sponsorships and corporate partnerships; web platform development; media training; blog and radio tours; national event and speaking tours; press kit development.
<b>Margo Donohue</b>	917-679-6945 margodono@gmail.com	Nonfiction and lifestyle topics; health and fitness. Author tours, national talk shows and regional media. Established health & fitness blogger with strong contacts in social media.
<b>Marian Brown PR</b>	(917) 541-5814 www.marianbrownpr.com mbrownpr@gmail.com	Traditional media campaigns; social media campaigns; blog tours; general publishing consulting; creative event planning; strong networking support; web site consultation. Willing to work with self-published authors if material is strong.
<b>Maryann Palumbo Marketing Concepts</b>	(718) 680-6483 mpmarkcon@aol.com	Traditional publicity campaigns for celebrity, women's issues, politics, health, parenting, children's and YA books, among others. Strategy, press kit preparation, media outreach.
<b>Media Connect</b>	(212) 593-5847 davidh@finnpartners.com	Television, magazine, daily prints, news wires, radio, website development, social media consultation, road tours.

## PT's Publicity Contact Sheet 2012 (contin.)

(Asterisk \* denotes nonfiction only)

Name	Contact Information	Specialties
<b>Michele Karlsberg Marketing and Management</b>	(917) 359-2803 michelekarlsberg@me.com	Straightforward marketing; print and electronic media for the mainstream, lesbian, gay, and feminist market.
<b>Mouth Public Relations (Justin Loeber)</b>	(212) 260-7576 www.mouthpublicrelations.com talk@mouthpublicrelations.com	Traditional media, internet marketing (websites, SEO, iPhone apps, and more), promotional video, media training; publicity boot camp, B2B, brand-building, parties/special events, crisis management, book proposal prep, and agent/publisher introductions.
<b>Newman Communications (David Ratner)</b>	(617) 254-4500 www.newmancom.com david.ratner@newmancom.com	Full service media relations campaigns, branding campaigns, RMT's, SMT's, print and online/social media outreach for publishers and authors covering all genres; strengths in business and general non-fiction.
<b>One Potata Productions, Inc. (Diane Mancher)</b>	(212) 353-3478 www.onepotata.com onepotata@gmail.com	A boutique firm specializing in strategic publicity campaigns for books and authors. National, local and radio, television, print and online media. Primarily handling non-fiction and commercial fiction titles.
<b>Over the River Public Relations (Rachel Tarlow Gul, Jennifer Richards)*</b>	(201) 503-1321 www.overtheriverpr.com info@otrpr.com	Consultations, pre-pub marketing plans, galley letters and press kits, print media campaigns, reading group discussion guides, internet campaigns, social networking, appearances & speaking venues, newsletters, awards nominations, op-ed submission.
<b>PR by the Book</b>	(512) 501-4399, www.prbythebook.com marika@prbythebook.com	PR by the Book is a boutique publicity firm specializing in literary media relations campaigns, publishing consultation, small business publicity, and publicity tours for authors and experts. Books in nearly every genre; major publishing houses and small presses.
<b>The PR Freelancer (Lori Ames)</b>	(631) 539-4558 www.theprfreelancer.com lori@theprfreelancer.com	Publicity, marketing, and public relations; blend of traditional and social/digital media.
<b>rhalee hughes public relations + marketing</b>	(212) 260-2244 www.rhalee.com rhughes@rhalee.com	Campaign strategy and execution, media relations, marketing communications, branding, corporate communications, corporate social responsibility initiatives, press kit development, special events planning, national tours, online strategy.
<b>Scott Manning &amp; Associates</b>	(212) 614-7892 www.scottmanningpr.com scott@scottmanningpr.com	Special events planning and media placement via long-standing contacts with print and online journalists, book reviewers and broadcast producers.

**PT's Publicity Contact Sheet 2012 (contin.)**

(Asterisk \* denotes nonfiction only)

Name	Contact Information	Specialties
<b>Shreve Williams Public Relations</b> <b>(Suzanne Williams, NY;</b> <b>Elizabeth Shreve, DC)</b>	(908) 375-8159 (NY) (202) 362-0770 (DC) www.shrewevilliams.com suzanne@shrewevilliams.com elizabeth@shrewevilliams.com	National, regional, and local broadcast media, review and feature print coverage, author tours, and radio phoner campaigns. Focus on serious non-fiction (current events, history, biography, etc.), health and lifestyle, memoir, and literary fiction.
<b>SoCal Public Relations</b> <b>(Rebecca Grose)</b>	(619) 460-2179 www.socalpr.net socalpublicrelations@yahoo.com	Children's and YA; author tours, online campaigns, media coverage, target special markets, schedules appearances, author coaching, media escorting in Southern California, and consultation services for self-published/print-on-demand books.
<b>Stephanie Barko, Literary Publicist</b>	(512) 291-6188 www.stephaniebarko.com steffercat@austin.rr.com	Nonfiction & historical fiction book endorsement, book reviews, interviews, social networking, literary platform, book promo, virtual tour, press release, book blog optimization, online media kit, book groups, webinar, consulting.
<b>Tandem Literary</b> <b>(Gretchen Koss, Meghan Walker)</b>	(212) 629-1990 www.tandemliterary.com gretchenkoss@tandemliterary.com meg@tandemliterary.com	Press materials, review & feature coverage, national & local broadcast media, radio phoner campaigns, online media, social networking, third party cross-promotion, author tours & events.
<b>To Press and Beyond</b> <b>(Gail Kearns)*</b>	(805) 898-9941 www.topressandbeyond.com info@topressandbeyond.com	For indie authors and publishers: traditional marketing & promotion; blog tours; social media campaigns across a range of networks; national press release campaigns; regional media campaigns, including radio, TV & print.

## Digital-Only Freelance Publicists

Freelance publicists focused on digital strategy and web services.

Name	Contact	Specialities
<b>Author Marketing Experts (Penny Sansevieri)</b>	(866) 713-2318 www.amarketingexpert.com <i>penny@amarketingexpert.com</i>	Full-service marketing and publicity, specializing in online marketing and promotion. Features its own in-house SEO team.
<b>AuthorBuzz</b>	www.authorbuzz.com <i>AuthorBuzzCo@gmail.com</i>	Top online marketing/advertising for authors and publishers at the best prices. Working with top websites, newsletters & blogs to reach the most active readers, booksellers, librarians or bookclub members.
<b>AuthorsOnTheWeb (Carol Fitzgerald, Wiley Saichek)</b>	(212) 246-3100 www.authorsontheweb.com <i>Carol@bookreporter.com</i> <i>Wiley@bookreporter.com</i>	Online marketing/publicity campaigns and blog tours, specializing in women's fiction, mysteries, thrillers, memoirs, historical fiction, fantasy, science fiction, horror, YA and children's books. Now partnered with Deb Shapiro & Company to provide traditional publicity options.
<b>Cindy Ratzlaff</b>	www.cindyratzlaff.com <i>cindy.ratzlaff@gmail.com</i>	Digital social media publicity strategies for authors and publishers; branding and building social online communities.
<b>FSB Associates (Fauzia Burke)</b>	(908) 204-9340 www.fsbassociates.com <i>fsburke@fsbassociates.com</i>	Online book publicity, author branding, ebook marketing, website development, consulting, and speaking.
<b>Shelton Interactive (Rusty Shelton)</b>	(512) 206-0229 www.sheltoninteractive.com <i>rusty@sheltoninteractive.com</i>	Integrated digital marketing: website development, social media, digital PR, graphic design; client list includes numerous bestsellers.
<b>Social Media PR Solutions (Pam Perry)</b>	(248) 426-2300 www.socialmediaprnsolutions.com <i>info@socialmediaprnsolutions.com</i>	Media management, keyword research, SEO copy writing, guest blogging placement services, online press coverage, social media training, blog tours and social media campaigns.
<b>Sonnet Media (Sean Concannon)</b>	www.sonnetmedia.net <i>seanconcannon@sonnetmedia.net</i>	Digital promotion services for authors: web design/development, content strategy, social media, email marketing tools, and more. Web development and maintenance for publishers with connected, SEO optimized platforms with e-commerce.