

## PT's Publicity Contact Sheet 2013

(Asterisk \* denotes nonfiction only)

Name	Contact Information	Specialties
<b>Andrea Burnett Public Relations*</b>	(650) 207-0917 <i>www.andreaburnett.com</i> <i>andrea@andreaburnett.com</i>	Lifestyle book publicity. Specializing in food, parenting, children's, fashion, beauty, design, mind/body/spirit. Press materials, national media outreach, and more.
<b>Author Marketing Experts (Penny Sansevieri)</b>	(866) 713-2318 <i>www.amarketingexpert.com</i> <i>penny@amarketingexpert.com</i>	Specializing in both fiction and nonfiction titles with targeted outreach to broadcast, book reviews, national and regional print, blogger outreach, and online author tours.
<b>Barclay Publicity (Danielle Barclay)</b>	(740) 404-2719 EST <i>www.barclaypublicity.com</i> <i>danielle@barclaypublicity.com</i>	Specializing in Woman's Romantic Fiction, offers consultation and coaching to build author platform, book launch marketing and media strategy, targeted outreach to national and regional industry media, book signing and virtual tour coordination, review procurement, social media solutions, media buying, and graphic design.
<b>Blue Slip Media (Barbara Fisch, Sarah Shealy)</b>	(619) 938-3193 <i>www.blueslipmedia.com</i> <i>barbara@blueslipmedia.com</i> <i>sarah@blueslipmedia.com</i>	Exclusively for children's/YA books. Strong relationships with online and print media, retailers, educational markets. Curriculum guides/activity kits. Blog outreach.
<b>Buxus PR (David Bukszpan)</b>	(646) 770-0328 <i>david@buxuspr.com</i>	Specializes in literary fiction (English and in translation) and academic nonfiction, also trade nonfiction and poetry. Innovative campaigns aiming beyond traditional print reviews for national profiles and features in print, public and commercial radio and TV.
<b>The Carriere Company (David Carriere)*</b>	(413) 243-6767 <i>david@davidcarriere.org</i>	Traditional media PR for illustrated, nonfiction, and children's.
<b>Danzig Communications (Jill Danzig)*</b>	(212) 579-5215 <i>www.jilldanzig.com</i> <i>jill.danzig@earthlink.net</i>	Specializes in customized traditional PR for serious nonfiction books with a message (including social issues, current events, history, health, science and more).
<b>David Ratner Publicity &amp; Publishing Consulting</b>	(617) 320-0556 <i>www.ratnerpr.com</i> <i>david@ratnerpr.com</i>	Publicity, marketing, and strategic consult for authors all genres. Develop customized promotional campaigns based on goals, needs, and budgets. Assist aspiring authors with book development projects and work with corporate entities interested on books as brand equity.
<b>Deb Shapiro &amp; Company</b>	(212) 496-5808 <i>www.debshapiroandcompany.com</i> <i>deb@debshapiroandcompany.com</i>	PR, marketing, media services and consulting focusing on authors and books for all ages.
<b>Ein Communications</b>	(202) 775-0200 <i>www.eincomm.com</i> <i>maein@aol.com</i> or <i>shanna@eincomm.com</i>	Manages publicity and book events for authors in non-fiction categories ranging from biographies, memoir, politics, art and culture, Washington and NYC-centric media and current events. Has secured both regional and national print, broadcast and digital press for authors and has strong relationships with the media in Washington D.C.

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<b>Eleanor Van Natta Publicity</b>	(360) 608-6409 <i>www.eleanorvannatta.com</i> <i>eleanor@eleanorvannatta.com</i>	Specializing in adult nonfiction 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)</b>	(212) 255-2034 <i>www.februarypartners.com</i> <i>debartlo@februarypartners.com</i>	Full media and marketing campaigns; platform/image development, events, tours, speaking engagements.
<b>Franklin Public Relations (Amy Franklin)</b>	(646) 489-0300 <i>www.franklin-PR.com</i> <i>afranklinPR@gmail.com</i>	Targeted publicity campaigns specializing in music, pop-culture, photography, art, high-profile authors and special events. National, local, online, radio, television, print and social media strategy.
<b>Gail Leondar Public Relations*</b>	(781) 648-1658 <i>www.glprbooks.com</i> <i>gail@glprbooks.com</i>	Emphasis on progressive social change books as well as serious academic and non-academic nonfiction; heavily focused on public radio.
<b>Goldberg McDuffie Communications (Lynn Goldberg, Camille McDuffie, Angela Baggetta, Megan Beatie, Kathleen Zrelak, Jeff Umbro)</b>	(212) 705-4226 <i>www.goldbergmcduffie.com</i> <i>bookpr@goldbergmcduffie.com</i>	Strategic publicity campaigns, through traditional and digital media, for business, politics, fiction, pop culture, children's, and YA titles. Coordinates review outreach, off-the-book-page coverage, local market tours, special events, author social media platforms, online advertising, and website development.
<b>Graf-Martin Communications (Tim Underwood)*</b>	(519) 342-3703 <i>www.grafmartin.com</i> <i>info@grafmartin.com</i>	Publicity, social media marketing, and strategic marketing services to publishers, small businesses, nonprofits, and authors.
<b>Greg Mowery Public Relations</b>	(503) 477-4832 <i>www.stovetopreadings.com</i> <i>gregorybnyc@yahoo.com</i>	Book publicist, author of cookbook review blog, and specialist in promoting cookbooks.
<b>GT/PR (Gene Taft)*</b>	(301) 593-0766 <i>www.genetaftpr.com</i> <i>genetaftpr@gmail.com</i>	Straightforward publicity, specializing in politics, current events, history, and pop culture.
<b>The Hendra Agency Inc.</b>	(718) 622-3232 <i>bhendra@thehendraagency.com</i>	A full-service pr and consulting firm in every aspect of national, regional, and local public relations, marketing, publicity and promotion. Emphasis on business, finance, serious nonfiction and literary fiction.
<b>Hilsinger-Mendelson (Sandi Mendelson)</b>	(212) 725-7707 <i>www.hilsinger-mendelson.com</i> <i>hmi@hmiest.com</i>	Brand awareness, book awareness campaigns; organizes press kits, book tours, publication parties, annual events/galas, satellite media, internet campaigns, VNRs, product launch, publicity
<b>Jennifer Prost Public Relations</b>	(973) 746-8723 <i>www.jenniferprost.com</i> <i>jprostpr@comcast.net</i>	Full service publicity agency for traditional, hybrid, and self published authors. Specializes in targeted publicity campaigns: pitching traditional media (national and local radio, tv print) and online media, coordinating events, publishing consulting and more.
<b>Jessica Jonap PR</b>	(305) 864-5521 <i>www.jessicajonap.com</i> <i>jessica@jessicajonap.com</i>	Creates traditional and viral publicity campaigns that include print, broadcast, and online media.

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<b>JSA Kids Marketing (Joyce Stein)</b>	(914) 980-5108 <i>www.jsakidsmarketing.com</i> <i>jsakidsmarketing@gmail.com</i>	Full-service children's and young adult book marketing and public relations firm. We do traditional media outreach, social media outreach, and out-of-the-box marketing.
<b>Kat Purcell</b>	(914) 575-8736 <i>www.pigtailpublicrelations.com</i> <i>kpurcell.pigtailpr@yahoo.com</i>	Book tours, press materials, media escorting, byline articles, media training, content marketing and social media marketing.
<b>Kathryn Hall</b>	(707) 468-8201 <i>www.kathrynhallpublicist.com</i> <i>KHPBooks@gmail.com</i>	Specializes in primarily promoting business books; clients have included Marshall Goldsmith, Peter Block, Margaret Wheatley and Harvey Mackay. Emphasis is on placements in publications and social media.
<b>Kaye Publicity</b>	(773) 878-0722 <i>kayepublicity.com</i> <i>Info@kayepublicity.com</i>	A full-service public relations agency specializing in publishing and entertainment.
<b>Kelley and Hall Book Publicity (Jocelyn Kelley)</b>	(617) 680-1976 <i>www.kelleyandhall.com</i> <i>jocelyn@kelleyandhall.com</i>	Full service publicity and marketing firm that offers publishing consultation, national media outreach, branding strategies, social media campaigns and press kit development. Traditionally published as well as self-published authors. Experienced in all genres: fiction, nonfiction, young adult, and children's.
<b>Kimberly Burns Literary Publicity</b>	(212) 226-0981 <i>www.KimberlyBurnsPR.com</i> <i>kb@kimberlyburnspr.com</i>	Targeted national publicity campaigns for authors and publishers of narrative nonfiction, memoir, short story collections and literary fiction. Contact 4 to 6 months before publication date.
<b>Krupp Kommunications (Heidi Krupp)</b>	(212) 886-6700 <i>www.kruppkommunications.com</i> <i>jgarbowski@kruppnyc.com</i>	Media relations with producers, editors, reporters; consulting and strategic partnerships; high-profile projects.
<b>The Lisa Ekus Group*</b>	(413) 247-9325 <i>www.lisaekus.com</i> <i>lisaekus@lisaekus.com</i>	All culinary; serves as publicist and agent, provides media training, career development, and spokesperson development.
<b>Little Bird (Sarah Burningham)</b>	(917) 546-6866 <i>www.littlebirdpublicity.com</i> <i>sarah@littlebirdpublicity.com</i>	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>Lorna Garano*</b>	(510) 280-5397 <i>www.lornagarano.com</i> <i>lorna@lornagarano.com</i>	Individual authors and with independent and corporate publishing houses nonfiction, including politics, memoir, women's interests, psychology, self-help, health, and history.
<b>Margo Donohue</b>	(917) 679-6945 <i>margodono@gmail.com</i>	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.

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<b>Marian Brown PR</b>	(917) 541-5814 <i>www.marianbrownpr.com</i> <i>mbrownpr@gmail.com</i>	Traditional media campaigns; social media campaigns; blog tours; general publishing consulting; creative event planning; strong networking support; website consultation. Willing to work with self-published authors if material is strong.
<b>Maryann Palumbo Marketing Concepts</b>	(718) 680-6483 <i>mpmarkcon@aol.com</i>	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>McCartin   Daniels PR</b>	(860) 435-6464 <i>sallyannemccartin@gmail.com</i> (702) 450-6464 <i>jdaniels6464@gmail.com</i>	Full-service public relations firm specializing in national media relations, public relations counseling, and strategic planning to provide clients with both short-term coverage and long-term visibility.
<b>Media Connect</b>	(212) 593-5847 <i>davidh@finnpartners.com</i> <i>brian.feinblum@finnpartners.com</i> <i>kristin.clifford@finnpartners.com</i> <i>deborah.kohan@finnpartners.com</i>	Customized service to publishers and authors of all genres. Interviews/reviews with national and local TV, magazines, newspapers, newswires, radio, blogs, and online reviewers. Road tours, website development, press kit writing, media coaching, satellite TV tours, strategic social media consultation, and speaking engagements.
<b>Meghan Phillips Public Relations*</b>	212-932-0688 <i>www.meghanphillips.com</i> <i>meghan.rowe.phillips@me.com</i>	Specializes in nonfiction and lifestyle book publicity. Customized, targeted publicity campaigns. National, local, print, online, radio, television, and social media outreach.
<b>Michele Karlsberg Marketing and Management</b>	(917) 359-2803 <i>michelekarlsberg@me.com</i>	Straightforward marketing; print and electronic media for the mainstream, lesbian, gay, and feminist market.
<b>Miracle Worker PR (Anne Sullivan)*</b>	(646) 373-0382 <i>www.miracleworkerpr.com</i> <i>anne.a.sullivan@gmail.com</i>	Strategizes publicity campaigns for nonfiction titles with targeted outreach to national and regional print, broadcast, online, and review media. Coordinates author tours and special events.
<b>Mouth Public Relations (Justin Loeber)</b>	(212) 260-7576 <i>www.mouthpublicrelations.com</i> <i>talk@mouthpublicrelations.com</i>	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>One Potata Productions, Inc. (Diane Mancher)</b>	(212) 353-3478 <i>www.onepotata.com</i> <i>onepotata@gmail.com</i>	Specializes in targeted and strategic publicity campaigns. National/local radio, television, print and online media campaigns; social media (Facebook & Twitter) content providers; special events/publication parties; consultations with self-published authors. Primarily handle nonfiction and commercial fiction titles.

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Name	Contact Information	Specialties
<b>Over the River Public Relations (Rachel Tarlow Gul, Jennifer Richards)*</b>	(201) 503-1321 <i>www.overtheriverpr.com</i> <i>info@otrpr.com</i>	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>Parsont Publicity Group* (Meg A. Parsont)</b>	917-945-6620 <i>mparsont@earthlink.net</i>	Targeted publicity campaigns concentrating on lifestyle and illustrated books. Specialties include interior design, gardening, art, photography, pop culture, health, fitness, and parenting. Handle press materials, national and regional media appearances, book launches and special events, print and online book coverage, and more.
<b>Peppersoup Media</b>	<i>info@peppersoupmedia.com</i>	Strategic branding, marketing, communications firm specializing in effective outreach including media training, social platforms, media placements, event planning.
<b>PR by the Book</b>	(512) 501-4399 <i>www.prbythebook.com</i> <i>info@prbythebook.com</i>	Specializes in traditional, online & social media campaigns for authors, publishers & experts. Books in nearly every genre; publishers to self-published. Focus is on building a long-term brand.
<b>The PR Freelancer* (Lori Ames)</b>	(631) 539-4558 <i>www.theprfreelancer.com</i> <i>lori@theprfreelancer.com</i>	Full service publicity and public relations agency for adult nonfiction titles, traditional publishers and self-published. Business, leadership, entrepreneurship, workplace, personal finance, health, current affairs, etc. Magazine, newspaper, national and local television, online, ezines, bloggers, radio, podcasts.
<b>Rare Bird Lit (Tyson Cornell)</b>	(213) 623-1773 <i>www.rarebirdlit.com</i> <i>tyson@rarebirdlit.com</i>	Works closely with bestselling and debut authors, major and independent publishers, media and booksellers on all promotional platforms: book tours, events, radio, television, print, sponsorships, B2B, branding, social networking, new media, creative campaigning, and guerrilla marketing.
<b>rhalee hughes public relations + marketing</b>	(212) 260-2244 <i>www.rhalee.com</i> <i>rhughes@rhalee.com</i>	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>Richards Public Relations (Tammy Richards-LeSure)</b>	(817) 453-6166 <i>www.richardspr.com</i> <i>tammy@richardspr.com</i>	Top-tier national, regional, and local media campaigns. Press material development; review coverage and feature interviews; author tours; radio phoners; special events; cross-promotion via social media. Special interest in: Politics & Current Events, Health/Medical/Science, Religion, African-American, Mystery/Suspense, Parenting, Sports, Humor, Food, and Business.

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<b>Sarah Russo Public Relations</b>	(917) 627-5993 <i>www.sarahrusso.com</i> <i>sarah@sarahrusso.com</i>	Publicity, social media, tours and strategic consulting for authors and publishers with a focus on nonfiction and literary fiction.
<b>Scott Manning &amp; Associates</b>	646-517-2825 <i>www.scottmanningpr.com</i> <i>scott@scottmanningpr.com</i>	Publicity and marketing consulting; media placement via long-standing contacts with print and online journalists, book reviewers and broadcast producers; social media strategy and implementation.
<b>Shreve Williams Public Relations (Suzanne Williams, NY; Elizabeth Shreve, DC)</b>	(908) 375-8159 (NY) (202) 362-0770 (DC) <i>www.shrevewilliams.com</i> <i>suzanne@shrevewilliams.com</i> <i>elizabeth@shrevewilliams.com</i>	National, regional, and local broadcast media, review and feature print coverage, author tours, and radio phoner campaigns. Focus on serious nonfiction (current events, history, biography, etc.), health and lifestyle, memoir, and literary fiction.
<b>SoCal Public Relations (Rebecca Grose)</b>	(619) 334-7164 <i>www.socalpr.net</i> <i>socalpublicrelations@yahoo.com</i>	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 <i>www.stephaniebarko.com</i> <i>stephanie@stephaniebarko.com</i>	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 (Gretchen Koss, Meghan Walker)</b>	(212) 629-1990 <i>www.tandemliterary.com</i> <i>gretchenkoss@tandemliterary.com</i> <i>meg@tandemliterary.com</i>	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 (Gail Kearns)</b>	(805) 898-9941 <i>www.topressandbeyond.com</i> <i>info@topressandbeyond.com</i>	Indie authors and publishers: traditional marketing & promotion; blog tours; social media campaigns; national press release campaigns; regional media campaigns, radio, TV & print. Brand development. Consult on all aspects of publishing independently. Specialties include children's picture books and adult fiction and nonfiction. (We work 4-6 months prior to publication date for best results.)
<b>VM / PR (Victoria Meyer)</b>	(212) 242-0866 <i>vmeyer@nyc.rr.com</i>	Book publicity for literary fiction, memoir, and serious nonfiction (history, biography, current events, social issues).
<b>Whitney Peeling Public Relations*</b>	(917) 400-4346 <i>www.whitneypeeling.com</i> <i>wpeeling@gmail.com</i>	Tailored publicity campaigns for authors and publishers, nonfiction only with a focus on science, business, policy, foreign affairs and humanitarian issues as well as mission-driven businesses and nonprofits.



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<b>Wiley Saichek, Marketing &amp; Publicity Consultant</b>	(646) 896-9960 <i><a href="http://publishersmarketplace.com/members/WileySaichek">http://publishersmarketplace.com/members/WileySaichek</a></i> <i><a href="mailto:SaichekPublicity@gmail.com">SaichekPublicity@gmail.com</a></i>	Marketing/publicity outreach and consultation services, specializing in the online promotion of women's fiction, mysteries, thrillers, memoirs, historical fiction, fantasy, science fiction, horror, YA, and children's books.
<b>Your Expert Nation (Bridget Marmion)</b>	<i><a href="http://www.youexpertnation.com">www.youexpertnation.com</a></i> <i><a href="mailto:bridgetmarmion@gmail.com">bridgetmarmion@gmail.com</a></i>	A full service marketing firm. Clients are publishers, agents, and authors of adult and children's books. Provides marketing, publicity (strategic as well as implementation), websites, and social media support at all levels. Offers Social Media Coaching, a Premier Author Plan for bestselling authors trying to finish their next book, and presentations on Food & Branding, Word of Mouth Marketing, and the Common Core Curriculum, and Your List.

## Digital-Only Freelance Publicists

Freelance publicists focused on digital strategy and web services.

Name	Contact	Specialities
<b>Brand New Brand You Inc (Cindy Ratzlaff)</b>	<i>www.cindyratzlaff.com 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>	<i>(908) 204-9340 www.fsbassociates.com fsburke@fsbassociates.com</i>	Online book publicity, author branding, ebook marketing, website development, consulting, and speaking.
<b>Shelton Interactive</b>	<i>(512) 206-0229 www.sheltoninteractive.com howdy@sheltoninteractive.com</i>	Specializes in platform building through publicity, social media & digital marketing, web & print design, and strategic public relations services to publishers, authors, businesses and a broad range of experts.