

Publishing Trends' Publicity Contact Sheet 2017

(Asterisk * denotes nonfiction only)

Name	Contact Information	Specialties
Alyson Sinclair PR	(612) 201-3867 <i>aly@alysonsinclairpr.com</i> <i>www.alysonsinclairpr.com</i>	Literary fiction and nonfiction titles. Also open to working with literary and arts organizations/venues on publicity projects for special anniversaries, festivals, or events. Custom, targeted publicity campaigns and/or communications consulting. Strong, varied connections in the national and local literary, arts & culture, music, and general interest media.
Amplify Partners LLC*	(312) 266-6228 <i>allison@amplifypartnersllc.com</i> <i>www.amplifyPartnersLLC.com</i>	Create custom publicity and marketing strategies and campaigns for mainstream nonfiction titles with a specialty on business and political books.
Andrea Burnett Public Relations*	(650) 207-0917 <i>www.andreaburnett.com</i> <i>andrea@andreaburnett.com</i>	Lifestyle book publicity and PR consulting services for publishers. Specializing in food & spirits, parenting, children's, fashion, beauty, design, sex & relationships, PR strategy, press materials, national media outreach, and more.
Antonia Hall Communications	(310) 728-0739 <i>www.antoniahallcommunications.com</i> <i>AHCassociates@gmail.com</i>	Securing national and regional placements in print, radio and television media outlets; electronic press kits; social media campaigns; video production and book trailers; website design; and creative marketing strategizing.
Auritt Communications Group	(212) 302-6230 <i>www.auritt.com</i> <i>info@auritt.com</i>	Full-service broadcast/digital PR production company. TV satellite, radio, online tours. Video creation for web & social media. Media training all authors. Expert in media-prepping cookbook authors. Audio news releases, Twitter parties, influencer campaigns. Brand-author matchmaking for media tours. All books for all ages.
Author Marketing Experts (Penny Sansevieri)	(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, guaranteed book reviews, national and regional print, blogger outreach, and online author tours.
Barclay Publicity (Danielle Barclay)	(740) 404-2719 EST <i>www.barclaypublicity.com</i> <i>danielle@barclaypublicity.com</i>	Specializing in women's romantic fiction, offers consultation and coaching to build the author brand, book launch marketing and media strategy, book signing and virtual tour coordination, NetGalley listing services, social media solutions, advertising strategies and media buying, and graphic design.
Beth Parker PR	(914) 629-9205 <i>www.bethparkerpr.com</i> <i>Beth@bethparkerpr.com</i>	Full service publicity and consulting, focusing on narrative nonfiction, literary & commercial fiction, quirky pop culture, young adult fiction and nonfiction, and more. Specializes in targeted publicity driven campaigns focusing on traditional (Broadcast, radio, print, online) publicity.

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Blathersweet PR (Katrina Weidknecht)	(718) 869-6906 <i>blathersweetpr@gmail.com</i> <i>kweidknecht@gmail.com</i>	General publicist specializing in illustrated books in the categories of art, photography, interior design, architecture, fashion, pop-culture, comics and graphic novels, and children's books. Services include: campaign overview, planning and execution; media relations; marketing and corporate communication; press materials; event planning and tours.
Blue Slip Media (Barbara Fisch, Sarah Shealy)	(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.
Book Publicity Services	(805) 807-9027 <i>www.bookpublicityservices.com</i> <i>kelsey@bookpublicityservices.com</i>	Provides affordable and effective public relations services for authors worldwide. They specialize in coordinating book reviews, generating media exposure, distributing press releases, organizing book signings, and promoting on social media. Promotes all genres, both fiction and nonfiction.
Broadside: Expert Literary PR	<i>www.BroadsidePR.com</i> <i>ahoy@BroadsidePR.com</i>	A full service literary publicity agency with more than fifty years combined experience working with the finest imprints and authors. Broadside is collaboration between Whitney Peeling, Kimberly Burns and Michael Taeckens. We promote publisher-backed select literary fiction, narrative nonfiction, literary and mission-driven organizations and nonprofits. Please see our individual listings for specific details.
The Carriere Company (David Carriere)	(413) 243-6767 <i>david@davidcarriere.org</i>	Traditional media PR for illustrated, fiction, nonfiction, and cookbooks.
cjPurdy PR (Christian Purdy)*	(646) 787-7890 <i>purdy@cjpurdy.com</i>	Provides tailored publicity in print/online, radio & TV campaigns. Specializes in off-the-book-page coverage via article/op-ed placement, NPR & talk radio interviews, & non-traditional venues for book events. Twenty-five years of experience publicizing science, economics, politics/public policy, religion/philosophy, history, titles etc.
Danzig Communications (Jill Danzig)*	(212) 579-5215 <i>www.jilldanzig.com</i> <i>jill.danzig@earthlink.net</i>	Customized consulting on traditional PR for serious nonfiction books with a message (including science, medicine, health, social issues, current events, history and more).
David Ratner Publicity & Publishing Consulting	(617) 320-0556 <i>www.ratnerpr.com</i> <i>david@ratnerpr.com</i>	Publicity, marketing, and strategic consult for authors all genres, with an emphasis on business, finance, and other nonfiction topics. Develop customized promotional campaigns based on goals, needs, and budgets, primarily consisting of media, relations, and social media. Assist aspiring authors with book development projects and work with corporate entities interested in developing books as brand equity.

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David Ratner Publicity & Publishing Consulting	(617) 320-0556 <i>www.ratnerpr.com</i> <i>david@ratnerpr.com</i>	Publicity, marketing, and strategic consult for authors all genres, with an emphasis on business, finance, and other nonfiction topics. Develop customized promotional campaigns based on goals, needs, and budgets, primarily consisting of media, relations, and social media. Assist aspiring authors with book development projects and work with corporate entities interested in developing books as brand equity.
Deb Shapiro & Company	(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.
DeBartlo & Co. (Dee Dee DeBartlo)	(212) 365-8766 <i>deedee@debartlo.com</i>	Book publicity (nonfiction, literary fiction, business, finance, cooking, health and wellness, memoir, debut fiction), marketing and digital marketing, website design, book trailer/video production, media coaching.
Deborah Broide Publicity	(973) 744-2030 <i>www.deborahbroidepublicity.com</i> <i>DeborahPub@aol.com</i> <i>DeborahPub@gmail.com</i>	Concentration on national media including television, radio and print. Specializes in cookbooks/food, the arts, health and science, parenting, children's books and more.
February Media (Gretchen Cray)	(212) 255-2034 <i>www.februarymedia.net</i> <i>info@februarymedia.net</i>	Offering custom strategic publicity and marketing campaigns to authors of narrative nonfiction, thrillers, business, debut fiction, memoirs, and health and wellness. Outreach to traditional and non-traditional media, social media platform development, website creation, booking tours, advertising, and publishing strategy.
Franklin Public Relations (Amy Franklin)	(646) 489-0300 <i>www.franklin-PR.com</i> <i>amy@franklinpublicrelations.com</i>	Targeted publicity campaigns specializing in music, art, entertainment, pop-culture, lifestyle, high-profile personalities and special events. National, local, online, radio, television, print and social media strategy.
Gail Leondar Public Relations*	(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.
Goldberg McDuffie Communications (Lynn Goldberg, Angela Baggetta, Kathleen Zrelak)	(212) 705-4226 <i>www.goldbergmcduffie.com</i> <i>bookpr@goldbergmcduffie.com</i>	Strategic public relations and marketing campaigns for publishers, authors, and institutions. National launch campaigns for business, politics, literary & commercial fiction, pop culture, YA & children's titles, health & lifestyle books. Speaking engagements, special events, author social media, influencer marketing, analytics, branding, online advertising, and website development.
Graf-Martin Communications (Tim Underwood)*	(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.

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Name	Contact Information	Specialties
The Hendra Agency Inc.	(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.
Hilsinger-Mendelson (Renee Gulotta)	(212) 725-7707 <i>www.hilsinger-mendelson.com</i> <i>hmi@hmi-east.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.
Icon Media Group* (Shanon Stowe)	(931) 307-1988 <i>shanon@iconmediagroup.com</i> <i>www.iconmediagroup.com</i>	Full service media relations firm with decades of experience working with celebrities, sports figures, cookbook & self-help authors, lifestyle brands and much more. Our publishing work includes more than 80 New York Times bestsellers. Services include media pitching, publicity material writing, media training, consulting, satellite TV & radio tours.
Inkslinger PR	<i>www.inkslingerpr.com</i> <i>inkslingerpr@gmail.com</i>	Full service consulting, publicity, and marketing focusing on young adult, new adult and adult commercial fiction, including romance, genre fiction, suspense and more.
Jennifer Prost Public Relations	(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.
Jessica Jonap PR	(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.
JSA Kids Marketing (Joyce Stein)	(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.
Kat Purcell	(914) 575-8736 <i>www.pigtailpublicrelations.com</i> <i>kpurcell.pigtailpr@yahoo.com</i>	Book tours, press materials, media escorting, byline articles, arrange media interviews, media training, content marketing, and social media marketing.
Kathryn Hall, Publicist	(707) 468-8201 <i>www.kathrynhallpublicist.com</i> <i>KHPBooks@gmail.com</i>	This boutique firm, founded in 1980, specializes in promotion of socially responsible projects. Clients have included Marshall Goldsmith, Linda Gratton, Peter Block, Dan Millman, Shakti Gawain and Harvey Mackay. Emphasis is on placements in print journalism, including all social media venues. Broadcast media placement included.
Kathy Daneman	(718) 778-0286 <i>kathy@kathydaneman.com</i> <i>www.kathydanemanpr.com</i>	Specializes in popular science, pop culture, narrative nonfiction, short stories, and literary fiction.

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Kaye Publicity	(773) 878-0722 <i>kayepublicity.com</i> <i>info@kayepublicity.com</i>	A full-service public relations agency specializing in publishing and entertainment.
Kelley and Hall Book Publicity (Jocelyn Kelley)	(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.
Kimberly Burns Literary Publicity	(212) 226-0981 <i>www.KimberlyBurnsPR.com</i> <i>www.BroadsidePR.com</i> <i>KB@broadsidePR.com</i>	Targeted national publicity campaigns for publisher-backed authors and publishers of literary fiction, short story collections, memoir, and narrative nonfiction. Co-founder of Broadside PR. Please contact 4 to 6 months before publication date.
Krupp Kcommunications (Heidi Krupp)	(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.
The Lisa Ekus Group*	(413) 247-9325 <i>www.lisaekus.com</i> <i>lisaekus@lisaekus.com</i>	All culinary: Offers literary and talent representation, media training, public relations and career development consulting, and a la carte services.
Little Bird (Sarah Burningham)	(917) 546-6866 <i>www.littlebirdpublicity.com</i> <i>sarah@littlebirdpublicity.com</i>	Campaigns with broadcast, print, and online media; social media outreach and strategy; branding; sponsorships and corporate partnerships; web platform development; media training; blog and radio tours; national event and speaking tours; press kit development.
Lorna Garano*	(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.
Margo Donohue*	(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.
Maryann Palumbo Marketing Concepts	(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.
McCartin Daniels PR	(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.

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Media Connect	(212) 593-5847 <i>david.hahn@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.
Meghan Phillips Public Relations*	(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.
Michael Taeckens Marketing & PR	919-699-2879 <i>www.michaeltaeckenspr.com</i> <i>michael@broadsidepr.com</i>	Literary fiction and narrative nonfiction + select work with literary organizations. National publicity campaigns, communications consulting, and marketing campaigns including website/social media development. Contact 6 months ahead of publication date is strongly encouraged. Co-founder of Broadside PR.
Michele Karlsberg Marketing and Management	(917) 359-2803 <i>michelekarlsberg@me.com</i>	Straightforward marketing and publicity campaigns: print and electronic media for the mainstream, lesbian, gay, and feminist market.
Miracle Worker PR (Anne Sullivan)*	(646) 373-0382 <i>www.miracleworkerpr.com</i> <i>anne@MiracleWorkerPR.com</i>	Media relations specialist with sixteen years of publishing experience. Strategic and tailored publicity for publisher-backed nonfiction (progressive politics and history, social issues, environment, health/wellness/lifestyle titles and plant-based cookbooks). Creates innovative promotional campaigns that include book launches/panel discussions, topical press materials, targeted media outreach, social media strategy, and influencer marketing to amplify and build awareness.
Mouth Public Relations (Justin Loeber)	(212) 260-7576 <i>www.mouthpublicrelations.com</i> <i>talk@mouthpublicrelations.com</i>	Celebrating eleven years in business, Mouth reps nonfiction/fiction, celebrity/entertainment, cookbook, children's, hard news, non-profit, wellness, and first-time authors. Specializes in traditional & social media (Internet mktg/adv., websites, SEO), branding, management, digital promo, media training, events, crisis mgmt, book proposal prep, and agent/publisher intros.
One Potata Productions, Inc. (Diane Mancher)	(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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Over the River Public Relations (Rachel Tarlow Gul, Jennifer Richards)	(201) 503-1321 www.overtheriverpr.com info@otrpr.com	Consultations, pre-pub marketing plans, press materials and website copy, print and broadcast media campaigns, reading group discussion guides, internet campaigns, blog tours, social media campaigns, appearances & speaking venues, newsletters, awards nominations, and op-ed submission.
Parsont Publicity Group* (Meg A. Parsont)	917-945-6620 mparsont@earthlink.net	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.
PR by the Book	(512) 501-4399 www.prbythebook.com info@prbythebook.com	Specializes in traditional, online & social media campaigns, and consulting services for authors, publishers & experts. Books in nearly every genre; publishers to self-published. Focus is on building a long-term brand.
The PR Freelancer* (Lori Ames)	(631) 539-4558 www.theprfreelancer.com lori@theprfreelancer.com	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.
Rare Bird Lit (Tyson Cornell)	(213) 623-1773 www.rarebirdlit.com tyson@rarebirdlit.com	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.
rhalee hughes public relations + marketing (Rhalee Hughes Perry)	(212) 260-2244 www.rhalee.com rhughes@rhalee.com	Specialty: children's properties (publishing, consumer products, services); authors and illustrators; Ages: picture-book to YA. Campaign planning and execution, A-level media outreach, complex tour logistics, servicing top artistic and breakout talent. Prior to founding her firm, Hughes was the Director of Publicity at Penguin Young Readers Group.
Richards Public Relations (Tammy Richards-LeSure)	(817) 453-6166 www.richardspr.com tammy@richardspr.com	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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RMT PR Management* (RoseMarie Terenzio)	(917) 913-7226 <i>rterenzio@rmtpr.com</i>	Non-fiction customized strategic national, digital and local media campaigns with strong relationships across all media platforms. Proven track record with several New York Times bestsellers in memoirs, lifestyle, politics and health & wellness.
Roger Charlie (Samantha Lien)	(720) 425-3933 <i>www.RogerCharlie.com</i> <i>sam@rogercharlie.com</i>	A publicity and management firm for creative professionals and drives interest and excitement to your brand so you can stay focused on your passion. Some specialties include special promotions, press materials, online promotions, event planning, web design and brand strategy.
Saichek Publicity (Wiley Saichek)	(646) 896-9960 <i>http://www.saichekpublicity.com</i> <i>SaichekPublicity@gmail.com</i>	Marketing/publicity outreach and consultation services, specializing in the online promotion of mysteries, thrillers, historical fiction, fantasy, science fiction, horror, romance, women's fiction, general fiction, and select nonfiction for adult, YA, and children's audiences.
Scott Manning & Associates	(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.
SERVE Literary & Media	615-258-5581 <i>www.serveliterary.com/</i> <i>jason@serveliterary.com</i>	Specializes in broadcast and online media campaigns and consulting services for Christian authors, publishers, ministries. Long history working with major Christian and secular media.
Shreve Williams Public Relations (Suzanne Williams, NY; Elizabeth Shreve, DC)	(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.
SoCal Public Relations (Rebecca Grose)	(619) 334-7164 <i>www.socalpr.net</i> <i>socalpublicrelations@yahoo.com</i>	Literary publicist specializing in children's/YA books, and select nonfiction/fiction adult titles. Services include author appearances/tours (conferences, bookstores, libraries), targeted media campaigns, e-blasts, blog tours, media coaching, niche market outreach, media escorting in Southern California, and consultation services for self-published/print-on-demand books.
Stephanie Barko, Literary Publicist	(512) 291-6188 <i>www.stephaniebarko.com</i> <i>stephanie@stephaniebarko.com</i>	Nonfiction & historical fiction book shepherding, including platform creation, pre-pub endorsement acquisition, book reviews, radio interviews, social networking, book promo, virtual tour, press release, online media kit, book groups, webinars, consulting.

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Tandem Literary (Gretchen Koss, Meghan Walker)	(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.
Teszler PR* (Barbara Teszler)	(310) 395-0757 www.TeszlerPR.com barbara@teszlerpr.com	HarperCollins alumna results-driven publicist with 10 years of experience and a solid track record consistently booking national TV, radio, magazines newspapers and online media for non-fiction authors. Have landed national media for clients in every genre. Leverages news hooks into national media segments and book sales for clients.
Your Expert Nation (Bridget Marmion)	www.youexpertonation.com bridgetmarmion@gmail.com	A full service marketing firm. Clients are publishers of all sizes and authors of adult and YA books. Provides marketing, publicity, social media coaching and social media support at all levels, online ads (creative and monitoring), Author videos, website design/development. We also work directly with authors, those published by large and small houses and those self-published.

Digital-Only Freelance Publicists

Freelance publicists focused on digital strategy and web services.

Name	Contact	Specialities
FSB Associates (Fauzia Burke)	(760) 585-2252 www.fsbassociates.com fsburke@fsbassociates.com	Online book publicity, author branding, website development, consulting, social media marketing author assistance and speaking.
Shelton Interactive	(512) 206-0229 www.sheltoninteractive.com howdy@sheltoninteractive.com	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.