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"Careers that are not fed soon die as readily as any living organism given no sustenance."

Carolyn Howard-Johnson, author the How To Do It Frugally series

April 2, 2007

To Whom It May Concern:

I am a retail consultant, with nearly three decades experience as founder and operator of several of my own stores. I am also a publicist and award-winning author and I love to speak. An instructor for UCLA's world-renowned Writers' Program, I receive consistently near-perfect student ratings. I have been a presenter at some of the nation's premier gift shows, writers' conferences and expositions including the California Gift Show, and shows at the LA Mart and California Mart. I also speak on writing and promotion at writers' conferences like the Erma Bombeck Writers' Workshop at Dayton University, San Diego State University's Writers' Conference, the Las Vegas Writers' Conference and Call to Arts! EXPO.

My fourth book, THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T, was named USA Book News' "Best Professional Book 2004" and was given the Book Publicists of Southern California's Irwin Award. It includes many promotion techniques I learned as a retailer and I include information from it when I speak about promotion to retailers. It is part of the HowToDoItFrugally Series of books which includes THE FRUGAL EDITOR: PUT YOUR BEST BOOK FORWARD TO AVOID HUMILIATION AND ENSURE SUCCESS. It is niche-marketed to writers but will help anyone who must write, and that includes, of course, retailers.

In addition to conferences and teaching I moderate panels, and speak to large crowds; my favorite keynote was when I spoke on the subject of tolerance in partnership with a Nobel Prize nominee. In this kit you will see that my subject range is broad.

I would like to help with the education program Debra Gold is planning for you, perhaps a seminar in which we give the promotion book as extra value to participants at only about \$10 extra per participant. It is full of nitty-gritty details of how to get free ink (like a list of free media release disseminators), something all retailers can use. Given time, this book could also be rewritten with a retail slant utilizing new publishing alternatives, many of them quite inexpensive. (My next book will be a book on how to publish for credibility.)

Very best,

Carolyn Howard-Johnson

**OUTSTANDING WOMAN AWARD FROM AMERICAN BUSINESS WOMEN'S ASSOCIATION (ABWA)
CALIFORNIA LEGISLATURE'S WOMAN OF THE YEAR IN ARTS AND ENTERTAINMENT
WINNER USA BOOK NEWS "BEST BOOKS OF 2004"
WINNER BOOK PUBLICISTS OF SOUTHERN CALIFORNIA'S IRWIN AWARD
WINNER GLENDALE, CA'S ETHICS AWARD**

"Careers that are not fed soon die as readily as any living organism given no sustenance."

Carolyn Howard-Johnson, author the How To Do It Frugally series

About The Author/Speaker



As a college freshman, Carolyn Howard-Johnson was the youngest person ever hired as a staff writer for the *Salt Lake Tribune*--"A Great Pulitzer Prize Winning Newspaper"-- where she wrote features for the society page and a column under the name of Debra Paige.

Later, in New York, she was an editorial assistant at *Good Housekeeping Magazine*. She also handled accounts for famous fashion publicist Eleanor Lambert where she wrote releases for celebrity designers of the time including Pauline Trigere, Rudy Gernreich and Christian Dior. She was also a consultant for the Oak Park Press in the Chicago area.

Her nonfiction and humor have been seen in national magazines and her fiction and poetry appear regularly in anthologies and review journals. She has been a columnist for *The Pasadena Star News* and the trade magazine, *Home Décor Buyer*. She writes movie and theatre reviews for the *Glendale News-Press*, a subsidiary of the LA Times.

She studied at the University of Utah, graduated from the University of Southern California and has done postgraduate work in writing at UCLA. She also studied writing at Cambridge University, United Kingdom; Herzen University in St. Petersburg, Russia; and Charles University in Prague.

The author's first novel, *This Is the Place*, and her book of creative nonfiction are award-winners. She also wrote a screenplay, *The Killing Ground*. *The Frugal Book Promoter: How to Do What Your Publisher Won't* was named USA Book News' Best Professional Book of 2004 and was honored with the Irwin Award by the Book Publicists of Southern California. Her newest book in the HowToDoItFrugally Series of books for writers is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*.

Howard-Johnson's stories have appeared in anthologies like: *Pass/Fail*, edited by Professor Emeritus Rose A. O. Kleidon, PhD; *Calliope's Mousepad*, *Feminine Writes*, and *Freedom Isn't Free*. Her stories have appeared in review journals like California State University at Stanislaus's *Penumbra* and the *Mochila Review*.

She has been honored as Woman of the Year in Arts and Entertainment Award by California Legislature members, Carol Liu, Dario Frommer and Jack Scott. She is the recipient her community's Character and Ethics award for her work promoting tolerance and was named to Pasadena Weekly's list of "San Gabriel Valley Women Who Make Life Happen."

The author is founder of Authors' Coalition (<http://authorscoalitionandredenginepress.com>) and editor of its newsletter, "Sharing with Writers." She co-produces audios independently and for Double Dragon Publishing.

Born and raised in Utah, Howard-Johnson raised her own family in sunny Southern California. Learn more at <http://http://CarolynHoward-Johnson.com>

"Careers that are not fed soon die as readily as any living organism given no sustenance."

Carolyn Howard-Johnson, author the How To Do It Frugally series

Retail History/Resume:

Retailing Experience:

- **Founder and owner of five gift shops including Gallery Décor (28 years), Carlan's Fine Gifts (25 years) and Santa Anita Park Gift Shop (10 years). One was carriage trade, one souvenir, one home decor, two gifts.**
I built these retail businesses from scratch. Each financed the one that came after. In 1973, the first year's gross for a 700 square foot store in the Eagle Rock Plaza, was \$40,000. (not adjusted for inflation). Each of the locations grew in double digit increments for the next few years and eventually each grossed well over one million a year. Several of them won awards for sales and service. One mall conducted a survey and found Gallery Décor beat two of the three anchors as a destination store.
- **Vice President and Secretary of Carlan's Gifts, a California corporation. Allied Activities**
 - Officer of two mall advisory boards
 - Member of the advisory board for the California Gifts Show for ten years
 - Served on merchandise selection panels for several catalog groups including Retail Resources and Gift Creations Concepts as well as several advisory panels for my vendors.
 - Contributed articles to several industry publications including *LA Mart Beat*, *Home Décor Buyer* and *Giftbeat*.
 - Member of the *Giftbeat* advisory board for two years.
 - Instructed/presented seminars at several gift-business oriented tradeshows.
 - "Inside Retailing" columnist for *Home Décor Buyer*.

Retail Awards: Santa Anita Fashion Park, Arcadia, CA: Awards for highest sales per square foot, highest sales for independent stores, customer service and others: The Fashion Show, Las Vegas, NV: Several similar awards.

Published four award-winning books and a screenplay and am now working on a series of how-to handbooks for gift retailers. *The Frugal Book Promoter: How to Do What Your Publisher Won't* has been used by professionals in many walks of life as a guide for building credibility within an industry by publishing and promoting.

Other Experience:

- Consultant to retailers and authors.
- Consultant to the Oak Park Press, Oak Park, Ill. Helped them set up a Sunday publication.
- Editorial, *Good Housekeeping Magazine*, Hearst Publications, NY, NY
- Assistant Account Executive at Eleanor Lambert Publicity, New York, N.Y. Wrote publicity releases for American and French couture accounts.
- Staff Writer for the *Salt Lake Tribune*. Full staff duties plus occasional public speaking to promote the paper.
- Columnist for *The Pasadena Star News*.
- Reviewer for *The Glendale News-Press*.
- Widely published in professional and literary journals as well as anthologies. Appeared on over 300 radio and TV programs, including a national TV ad for Time-Life.
- Speaks widely at professional conferences and trade shows.
- Produce and instruct MP3 and CD ROM audio classes for Double Dragon Press.
- Speaks widely at conferences of all kinds including university career panels (the most recent at UCLA in April 2007.)

Education:

- BA University of Southern California, English Literature.
- Post Graduate Work, University of California at Los Angeles
- UCLA Writer's Conferences, San Diego State Writers' Conference
- Writing courses at Arizona State University, Charles University in Prague, Trinity College at Cambridge University in the UK, and Herzen University in St. Petersburg, RU.
- Certificate of Completion for UCLA Extension's instructor's program.

"Careers that are not fed soon die as readily as any living organism given no sustenance."

Carolyn Howard-Johnson, author the How To Do It Frugally series

Speaking/Acting/Radio/TV

Carolyn

1. has been interviewed on more than 300 radio and TV stations (see the Publicity and Appearances page).
2. has appeared in national commercials for Time-Life Music of the Ages.
3. is a frequent speaker at
 - Writers' conferences (see Publicity and Appearances)
 - Trade shows including The California Gift Show, California Market Center and the LA Mart
 - Professional organizations like Small Publishers of North America (SPAN), American Board of Hypnotherapy and Book Publicists of Southern California (BPSC)
 - Book clubs, community clubs and libraries (see Publicity and Appearances)
 - Finalist on Norwegian Cruise Lines Star Search (poetry reading).



Presentation and Teacher Training:

Carolyn earned

UCLA's Certificate of Completion Of the Instructor Development Program, 2005

She has been an instructor for the Writers' Program there since 2003. She has also presented at many writing conferences sponsored by US universities.



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"Careers that are not fed soon die as readily as any living organism given no sustenance."

Carolyn Howard-Johnson, author the How To Do It Frugally series

Praise for Carolyn's Seminars/Speaking

"(I) was so glad I got to sit in on your session...It was simply the most informative workshop I've ever been to. And your book is going to be, as Gordon Kirkland promised, tattered in short order. "

~ Jennifer Brown, attendee Erma Bombeck Writers' Workshop at Dayton University

~ ~ ~

"I thought you might like to see a portion of an e-mail I received this morning from a writer I met at the Workshop. You were a hit with her, too:

'I found the session with Carolyn Howard-Johnson to be the single most useful seminar I've ever attended. The last time I went to a how to publicize your writing seminar, it was an hour-and-a half of name-dropping from some guy from LA. When someone finally asked what they could do to promote their novel, he said unless it had a tie-in to someone famous, nothing. It was good to hear there are things you can do -- maybe not media blitzes, but at least something to get a little press.'

~ Anonymously from an attendee at the Erma Bombeck Writers' Workshop at Dayton University

~ ~ ~

"You were a big success - everyone loved you today! They were most complimentary. You should be feeling terrific if the vibes are working..."

~ Margie Whelker, Program Director, P.E.O.

~ ~ ~

"Thank you for such a rich and fast-paced class."

~ Chris Meeks, author and student UCLA Seminar

~ ~ ~

"I come away with inspiration and knowledge I never expected to glean (not to mention the extensive handout information)."

~ Michael J. Wallach, student and author, UCLA Seminar

~ ~ ~

"Your audio class awoke a spark in me that had simmered to a mere sizzle. Your audio, listening to your voice, made me feel a part of your own promotional gang and for this it is I who would like to thank you.

~Lea Schizas, reviewer for The Muse Book Reviews and editor of Apollon Lyre.com

~ ~ ~

"You provided step-by-step information that I can use right away to advance my career. Your workshop was AWESOME!"

~Dorothea Helms, The Writing Fairy and attendee Erma Bombeck Writers' Workshop

~ ~ ~

It was a delight to attend your workshop at the Erma Bombeck Conference this past weekend. I'm just about to launch my Web site and e-newsletter, so your branding information came just in the nick of time. I'll be making some changes to my site with the information you shared.

~Karen Bryant, author and workshop attendee

~ ~ ~

"You are what I describe as an energy-giver. So many people today are energy-drainers."

~Dorothea Helms, Dayton University workshop attendee

"...enjoyable and informative marketing workshop last Sunday! You packed a lot of information and advice into six hours"

~Laurie Dea Dwyang, PENUSA Fellow

Attendee Praise:



April 7, 2006

Ms. Carolyn Howard-Johnson
3324 Emerald Isle Dr.
Glendale, CA 91206

Dear Carolyn,

Thank you so much for speaking at the 2006 Erma Bombeck Writers' Workshop! It was wonderful to have you on campus to share your advice with attendees.

Attendees enjoyed your presentation very much. Here are a few of their comments:

"AMAZING! The most informative session of the convention!"

"Carolyn is enthusiastic and knowledgeable and seemed very open to the people in her class both during the workshop and after."

Great presentation! The information was clear and well-presented. I came away from her session with a solid understanding of how to effectively market myself as a writer, how to create a media kit and how to build on the information as resources grow."

"Ms. Howard is an exceptional teacher with superior organizational skills who conveys tons of information in an easily digestible way and in a short time."

"I learned more from this single session than any other workshop I've ever taken in my life."

"The woman really knows her stuff."

"This was by far the best session I attended. Jam packed with incredibly useful information on how to build a media packet."

I've enclosed a copy of the workshop attendee survey results. Once again, we received rave reviews. Seventy-two percent of attendees gave the "workshop as a whole" a rating of 9 or 10. I've also enclosed an MP3 CD of the recorded workshop sessions.

Thanks again for coming to the workshop! If there's ever anything I can do for you, feel free to contact me.

Best regards,

A handwritten signature in black ink that appears to read "Tim Bete".

Tim Bete

P.S. If you have any other expenses, please mail them to me and I'll have a check sent out to you. Thanks!

Erma Bombeck Writers' Workshop
UNIVERSITY OF DAYTON
300 College Park Dayton, Ohio 45469-1679
(937) 229-3241 (937) 229-3063 Fax
www.HumorWriters.org

Recommendations from Conference and Tradeshow Directors:

"Carolyn Howard-Johnson is every seminar planner's dream speaker. A long-time successful retailer and former owner of multiple stores, Carolyn's no-nonsense information and easy-to-follow tips make her one of the retail industry's most knowledgeable and helpful resources--on subjects ranging from promotions to inventory control, how to hold a successful sale to empowering in-store personnel. In front of an audience, she is poised yet approachable, articulate yet down-to-earth; she offers in-depth advice which may be immediately put to use in retail stores large and small. "

Debra Gold

Founder/Director,

Sales, Marketing and Retail Training Program, AMC Trade Shows

Media/Buyer Education Director, California Market Center



"Carolyn Howard-Johnson is a wonderful addition to any writers' workshop. Her knowledge and enthusiasm make her an attendee favorite!"

Tim Bete, Director, Erma Bombeck Writers' Workshop, University of Dayton



"Carolyn Howard-Johnson was invited faculty for our recent writers' conference. While it's small and intensive, the Las Vegas Writer's Conference attracts authors, agents, publishers, and editors from all over the country. While we were confident that Carolyn's sessions would be good, I'm delighted to report that they were really superb! As a forty-year veteran of book and magazine editing (and myriad writer's conferences), I wondered what I would take away from her "Writing Sparkling Dialog" session. What a pleasure to hear the authors, both published and aspiring, madly absorbing and responding to some truly excellent advice. Her two-part session on frugal book promotion was wonderfully informative on an instantly practical level, with very useful handouts. Here in Southern Nevada I am editing a number of brave self-publishing authors, and this information is invaluable to them. Given the staffing and budget cuts of commercial publishers these days, this knowledge is also essential for those with good book contracts and advances.

Carolyn is also generous with her non-session time, willing to participate on panels and speak at length with participants. She will most certainly be invited back to our conference."

Trudy McMurrin

Editor and Co-planner, Las Vegas Writer's Conference

Conference sponsored by Henderson Writers' Group



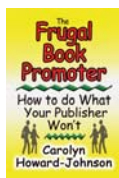
"You were a hit!"

Leslie Schwartz, director of PEN USA's Emerging Voices Program

Mini Synopses or Loglines for Books

For: *The Frugal Book Promoter: How to Do What Your Publisher Won't*

ISBN: 193299310X Publisher: Star Publish



For only a few cents a day THE FRUGAL BOOK PROMOTER assures your book the best possible start in life. It is full of nitty gritty how-tos for getting nearly-free publicity. The author is an instructor for UCLA's Writers' Program, shares her professional experience as well as practical tips gleaned from the successes of her own book campaigns. She tells authors how to do what their publishers can't or won't and why authors can often do their own promotion better than a PR professional.

A recommendation from BarnesandNobel.com: Feather Schwartz Foster, an author

Packed With Wonderful Information! ★★★★★

For anyone who writes in his business - this is a must-have, and must-keep guide! Every chapter is filled with insights and how-tos and a whole bunch of where to finds!

For: *This is the Place*

ISBN: 1588513521 Publisher: AmErica House



“When you live amid beauty sometimes you don't recognize discrimination and, if you do, you prefer not to acknowledge it.”

A young journalist realizes that because she is half Mormon and half Protestant she is not suitable material for love. She delves into her Mormon heritage and journals her way through prejudice into redemption. She learns to mend her own life when she finds she cannot mend her world. This novel, set in Salt Lake City in the 50s, reveals not only complexities of the heart but the secrets of what some consider a mysterious place and culture.

For: *Harkening: A Collection of Stories Remembered*

ISBN: 1591295505 Publisher: AmErica House

Harkening explores the little white lies and the truths that one charming, idiosyncratic family loves to repeat. Each story is stitched to the next to become a saga of their sojourn from Michigan through a vanishing railroad town in New Mexico, then into Utah and finally (and happily), to a place where individuality can thrive.



For: *Tracings, A Chapbook of Poetry*

ISBN: 1-59924-017-3 Publisher: Finishing Line Press

Tracings touches chords--both major and minor--for readers interested in nostalgia, tolerance, culture and aging. The author traces her life's experiences and for her it feels like "a movie reel running backwards."



Coming: *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success*

ISBN: 978-0-9785158-7-4

Publisher: Red Engine Press

There are gremlins out there determined to keep your work from being published, your book from being promoted. They -- resolved to embarrass you before the gatekeepers who can turn the key of success for you -- lurk in your subconscious and the depths of your computer programs. Whether you are a new or experienced author, BEST BOOK FORWARD: HOW TO EDIT FOR A SPOTLESS PRESENTATION will help you present whistle-clean copy (whether it's a one-page cover letter or your entire manuscript) to those who have the power to say "Yea" or "Nay."

Carolyn Howard-Johnson, 3324 Emerald Isle Dr., Glendale, CA 91206

Website: <http://carolynhoward-johnson.com>

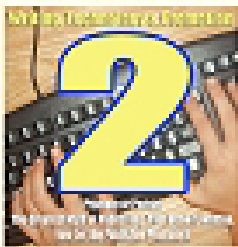
E-mail: HoJoNews@aol.com

Phone: 818-790-0502

Audio Class Series for Writers:

Note: Carolyn is a producer, writer and instructor for this series on a full range of subjects recorded on CDs or MP3. All subjects are available as workshops, panels or one-hour seminars. Subjects can also be combined for one-day seminars.

Audio Classes for Writers



Allyn Evans, Joyce Faulkner, Kathe Gogolewski, Carolyn Howard-Johnson & Marilyn Peake

Learn While You Drive:

📖 Allyn Evans, Joyce Faulkner, Kathe Gogolewski, Carolyn Howard-Johnson and Marilyn Peake have produced "Audio Classes for Writers," a series of 30 classes covering the craft of writing, promotion and technology related to writing. Access new audio classes regularly in MP3 or CD Rom at <http://www.double-dragon-ebooks.com/podcasts.asp> .

Learn more about the instructors and find a list of the coming classes at our Authors* Coalition site at:

<http://tri-studio.com/AUDIOCLASSESALL.html>

"Radio: A Do-It-Yourself Guide to Promoting Easy and Cheap!" is a sample available at no cost on the Double Dragon Publishing (DDP) website: <http://www.double-dragon-ebooks.com/imprintlist.asp?imprint=PODRADIO>

Learn more about the instructors and find a list of the coming classes at <http://tri-studio.com/kathegogolewskiAUDIOCLASSES.html> or go to the Authors' Coalition site at http://authorscoalition.redenginepress.com/ddp_teleclasses.htm.

Allyn Evans, Joyce Faulkner, Marilyn Peake,
Kathe Gogolewski & Carolyn Howard-Johnson

Audio Classes for Writers

Carolyn Howard-Johnson, 3324 Emerald Isle Dr., Glendale, CA 91206

Website: <http://carolynhoward-johnson.com>

E-mail: HoJoNews@aol.com

Phone: 818-790-0502

Praise for THE FRUGAL BOOK PROMOTER

"If you're going to read only one book to get other people to read your book, it should be *The Frugal Book Promoter*."

Tim Bete, director of the Erma Bombeck Writers' Workshop and author of *IN THE BEGINNING THERE WERE NO DIAPERS*

At last—a solid, sensible, systematic guide to the ins and outs of promotion and publicity. Written by a writer, *for* writers—Carolyn Howard-Johnson proves that she's not only an accomplished poet, essayist, and novelist, but also a marketing maestro!

JayCe Crawford, *CUP OF COMFORT* author, music copyright professional

The whole promotion or lack of promotion from publishers is something that I find confusing. They print, distribute, ship and then let the majority of their books just die! It's a nutty business model. Hence I'm very interested in your e-book!

Eric Dinyer, author/photographer of *EFFORT AND SURRENDER*

{Carolyn Howard-Johnson is} an incessant promoter who develops and shares new approaches for book promotion.

Marilyn Ross, Founder, Small Publishers N. America and author *THE COMPLETE GUIDE TO SELF PUBLISHING*

THE FRUGAL BOOK PROMOTER. I love it. Most authors don't have "deep pockets" for publicity, promotion and marketing; this is the kind of information we need! The chapter on the perks available on Amazon is a perfect example of the kind of practical advice offered—the kind that took me months to discover.

Rolf Gompertz, author, veteran publicist for NBC and 30 year UCLA Extension instructor in marketing

The Frugal Book Promoter offers practical advice the author has gleaned from personal experience. Unlike other books and articles on the subject, this one is detailed—and it's chock full of ideas that even seasoned book promoters will not have tried.

Dallas Hodder Franklin, author and editor of www.SellWritingOnline.com

Wow. What more can I say? Interesting, informative, readable and more. Easy to follow, quotes and technique mixed in together wonderfully. This is an A-one job. Watch out world! I'm going to have to put it under my pillow.

Leora G. Krygier, author of *FIRST THE RAVEN* and *WHEN SHE SLEEPS*

I thought I knew all there is to know about promotion but you have taught me so much.

Mary Anne Raphael, author of *HOW TO SURVIVE AS A FREELANCER*

I've long recommended John Kremer's *1001 Ways to Market Your Books*, but until now, I didn't have many other "staples" to recommend to new authors looking for publicity.

Jenna Glatzer, author of *MAKE A REAL LIVING AS A FREELANCE AUTHOR*

Publicity & Appearances

Carolyn appears on hundreds of TV and radio programs—both national and local—expos, book fairs, panels and more:

Print Media: NEWSPAPERS: Glendale News-Press (LA Times Affiliate): Front Page, color picture, theme tolerance. March 16, 2001. **Community Forum**, March 19, Featured article with picture. Subject: Letters-to the editor response. **LA Daily News:** January 29, 2001. With Picture. Subject: Quasi Memoir—never too late to follow a dream; **Pasadena Star News & Associated Papers:** Arts and Entertainment, Sunday Dec. 2, "Author revisits 'The Place.'" **The Desert Woman. MAGAZINES: Nevada Woman**, monthly magazine, Interview by Jon Bastian with picture. May 2001. **UCLA Writers Quarterly**, several issues.

TV: "Coffee Break" WLTZ-NBC, interviewed by Kathy Anderson; Tape Available. **"Gateways,"** Glendale Cable, Interviewed by Ann Ransford, tape Available. Nationally syndicated **"Connie Martinson Talks Books;" "Edna Talks,"** Local Cable. Interviewed by Peter Kulevich, **CBS2 Nightly News**, Palm Springs, CA. **TV "Gateways,"** Glendale Channel 15, ½ hour interview, 2004": **National Armenian TV**, poetry reading.

Radio: "Joe Mazza Show" Syndicated 430 stations, 1 hour interview, return invitation to discuss my cookbook. **"Jane Prince-Jones Show,"** KFZO, Lubbock, TX and several return engagements. **"The Don Russell Show,"** WSTC/WNLK, Norwalk, CT. **"Book Crazy,"** KCTK960, Phoenix, AZ, Debbie Neckle Reviewer. **KDSL Talk Radio**, Salt Lake City, UT., Lyle Morris, interviewer, tapes Available. **"Chuck Baker Show,"** hottalk1460, Colorado Springs, CO. **"The John Taylor and Jay Bailey Early Morning Show,"** WORC1310, Worcester, MA. **"The Nick D and Garry Lee Show,"** WGN, Chicago, IL. **"The Jim Robey Show,"** WCBC, Cumberland, MD. **"The Evie Ybarra Show,"** KVTA Ventura, Ca. 3 appearances. **"The Demetri Vassilaras Show,"** WWVA, West VA. **"Prime Time Drive,"** hosted by Steve Bowers, News-Talk 101.5 FM, Jackson, TN. **"Talk with John Quintaine,"** WJCW 910AM, Jonesborough, TN. **Lee Mirabal Show, WSRadio. "News/Talk" with Harrell Carter,** WNWs 101.5 FM, Jackson, TN, and more. **The Maxine Thompson Show**, streamed on ArtistsFirst.com, **VoiceofAmerica**, archived at VoiceAmerica.com. **"Lubbock in the AM,"** KFYO, multiple appearances, **Business Dialogue**, with Barry Allen, **KFNX 1100; Beyond Words** with Fran Halpern at NPR affiliated NPR affiliate, 88.3 in Ventura County & 102.3 in Santa Barbara County.

Reviews: Library Journal, Midwest Review, The Book Reporter, USA Book News, Foreword, Sormag, The Jamaican Review. Web: Sime-Gen.com, luniverse.com, Terrashare.com, Themestream.com, Wordthunder.com and at least 100 other review sites.

Interviews: Nevada Woman, TheWritersLife.com, National Assoc. of Women Writers and more than 50 others.

Trade Shows and Expos: Featured Author, SPAN booth; **Book Expo**, Chicago; Featured Speaker, **Great Salt Lake Book Fair;** and **San Bernardino Book Fair; LA Times/UCLA Book Festival;** Panel Moderator at **Call to Arts Expo, 2004, Pasadena Convention Center;** Panelist at **UCLA's Fall Book Faire.**

Small Publishers of North America College (SPAN), Atlanta, GA; **Romance Writers of America,** Orange County Chapter, 2001, San Diego Chapter, 2007; **Authors and Arts Series,** Glendale City Public Library; **The Monrovia City Library Speaker Series, American Women in Business,** and numerous book discussion groups. Retail Seminars, **The California Gift Show, The LA Mart, California Marketing Center, Book Publicists of Southern California, American Board of Hypnotists Conference, Nevada's Writer's Conference, Dayton University's Erma Bombeck Writers' Conference, San Diego State University's Writers' Conference, West Hollywood Book Fair, 2005, 2007, Duarte Book Fair, Diamond Bar Book Fair, American Board of Hypnotists, Sinclair Lewis Writers' Conference, Vroman's Bookstore (Panel); Publishers and Writers of San Diego; Pen & Paper Symposium, Dayton, OH; Southern Book Fair, Memphis, TN**

Signings: Book Expo America, Chicago, Ill, June, 2001; Waldenbooks: Los Angeles (Macy's Plaza), CA; Burbank, CA.; Thousand Oaks, CA; Brea, CA; Downey, CA; Lakewood, CA; Montebello, CA; Palmdale, CA.; Orange, CA; Baldwin Hills, CA; Provo, UT; Murray, UT; Columbus, GA; Norcross, GA; Atlanta, GA; Duluth, GA; San Bernardino, CA; Palm Desert, CA; Moreno Valley, CA; Brentano's: Sherman Oaks, CA; Atlanta, GA; Glendale Community College Bookstore and more.

Featured Readings: Autry Museum of Western Heritage, Griffith Park, LA; **The Great Salt Lake Book Festival,** SLC, UT; **Vroman's Bookstore,** Pasadena, CA, **Frugal Frigate,** Redlands, CA, **Penelope's Book Café Gallery,** LaCanada-Flintridge, CA, **Inland Empire Bookfest,** San Bernardino, CA. **The Desert Woman Newspaper** Annual Book Lovers Luncheon, Palm Desert and return visits, **Wal-Mart and Sam's Club** Reading for Literacy Day, Palm Springs and Cathedral City, CA; "Three Faces of Tolerance" presented by The **Glendale Coalition for Human Equality** and The Friends of the Glendale Library;

Teaching: UCLA Extension's Writers' Program Instructor; Awarded UCLA Extension's **Instructor Development Program** certificate March, 2005; founder/facilitator of **Glendale Library Critique Group. Workshops, Panels** at bookstores like Vroman's in Pasadena; **Audioclass Series** for Double Dragon Press. **Amazon to Your Advantage Audios** for Authors' Coalition, **Pen USA Fellows,** Antioch University, two years.

Recognition and Awards

California State Legislature's Woman of the Year in Arts and Entertainment Award, 2004
First Author Ever Given this Award

Reviewers' Choice Award: *This Is the Place* named first place, Sime-Gen's mainstream category, spring 2001.
Red Sky Press Award: 2001, judged by Rose A. O. Kleidon, Prof. Emeritus of English at University of Akron.
Masters Literary Award: Finalist 2000.
New Millennium Literary Award: Semifinalist, 1400 entries, June, 2001.
Mille Club: Honored by AmErica House, Baltimore, Md. for sales and promotion.
Preditors and Editors Readers Poll: *This Is the Place*, Top 10 Novels for 200, 2002. *Harkening*, Top 10 Literary books for 2003.
NUW's Award of Excellence: Editor: Kristie Leigh Maguire.
MyShelf.com: Ten Best Reads: *This Is the Place*, 2002. Also *The Frugal Book Promoter* in 2005.
Women WritingOnLine Award: Honorable Mention, first person essay "Life Begins at 60."
Zino.com: Award for outstanding article, May, 2003: "Taking a Dose of What's Good for You."
Book Crazy Radio Network: Award celebrating 100 reviews.
Long Story Short: Poem of the Month, "Shelf Life," March 2004.
#1 Best Sellers: EBookAd.com, *The Frugal Book Promoter*, 2004 and at Starbooks.com for 2005, 2006, 2007
Reviewer's Choice Masterpiece: selected by reviewer Lori Soard for WordMuseum.com.
Readers' Award: For The Pedestal Magazine for poem, "Olvera Street Tutorial." Editor, John Amen.
Glendale's Character and Ethics Committee: Recognition for work promoting tolerance.
Book Publicists of Southern California: The Irwin Award for best cost-effective publicity campaign.
Pasadena Weekly's List of San Gabriel Valley's Women Who Make It Happen, 2005
The Compulsive Reader, The Year's 10 Best Reads of 2004, for *Tracings*
The Military Writers' Society of America, Silver Award of Excellence, 2006, for *Tracings*.
Publishers and Writers of San Diego, honorary member, 2007-2008
American Business Women's Association (ABWA), outstanding woman, 2007

AUTHOR-OF-THE-MONTH, FEATURED AUTHOR AND BOOK-OF-THE-MONTH

Tomrbooks: Calley Moore, editor.
Aspiring Authors: Diana Redman, editor.
Word Thunder: Sarah Mankowski, editor.
My Shelf: Brenda Weeaks, editor.
Authors' Cove: First featured Writer of the Month. Erika Michell, editor.
Queen Jaw Jaw: Featured author, Georgia Richardson, aditor
MichelleDunn.com: *The Frugal Book Promoter* is her Writers' Resource Book-of-the-Month for June 2005.
Writing News: "Sharing with Writers" newsletter honored. editor Belinda Hughes.
Tri-Studio, First Featured Poet. editor Kathe Gogolewski.
Speechless The Magazine, Featured poet, with poems from *Tracings*
Poems for You: Featured book of poetry, Kristin Johnson, editor.

USA Book News "Best Professional Book 2004" Award —THE FRUGAL BOOK PROMOTER

Publications (Partial)

ANTHOLOGIES:

- **Pass Fail:** Ed: Rose A. O. Kleidon. Kleidon Publishing. An anthology of stories about experiences in education.
- **Calliope's Mousepad:** "Humane Society." By invitation. Ed: Sarah Mankowski.
- **Mothers of Writers:** By invitation. Publish America, Fredericksburg, MD.
- **The Joy of Cancer:** By invitation. Edited by Brenda Avakian, M.A. Published i2003.
- **Feminine Writes:** By invitation. Edited by Sheri' L. McConnell: founder, National Assoc. of Women Writers.
- **Artists for a Better World:** Poem. "Peril."
- **Paws and Whiskers:** Short story, "Humane Society."

PUBLICATIONS:

- **Copperfield Review:** Excerpt TITP summer, 2002; Poem "Peril," 2003.
- **Penumbra, Calif. State Univ. Stanislaus'** literary journal: Short story, "Helper," 2003.
- **The Banyan Review:** Short story "Grandfather Rock," July, 2003.
- **Sparks Magazine, Subtle Tea: The Feminist Journal:** Poem "Woman's Day:" 2003.
- **Yarrow Brook Review: Poem** "Where I Am," 2002; Flash fiction, "Remembering Joe," 2003.
- **Poetic Voices:** Villanelle "Adaptation" Sept. 2003.
- **Lunarosity:** Poem, "Pleading for Sylvia", March 2004.
- **Mochila Review:** Poem "Big Screen Snack," May, 2004.
- **Long Story Short:** Poems "Bon Sai," Jan. 2004; "Woman's Day," March 2004; Short story "A Not-So-Stupid-Crook Story," March, 2004; "Shopping on Robertson," June 2004; Poem, "Children Today Don't Have Enough Leisure Time," Nov. 2004, "Musing Over a New Calendar," and "New Year," Jan. 2005.
- **Apollo's Lyre:** Poem "Deciphering Sound." May, 2004.
- **The Pedestal Magazine:** Poem "Olvera Street Tutorial." April, 2004.
- **The Literary Mama:** Short story "'Finding the Way." May, 2004.
- **The Journal of the Image Warehouse:** Poems, "The Dangerous Lizard of Gabon," "Poetry by Damned," and "Perfectly Flawed."
- **Re)verb:** Poem "Faith in LA," spring, 2005.
- **Mindprints:** Allan Hancock College, Santa Maria, CA., Poem "Bon Sai," Annual 2005.
- **Edifice Wrecked:** Literary Journal, fall 2004, poem "Shelf Life."
- **Top 7 Business,** Edited by Christopher M. Knight:
- **Sunspinner Magazine:** Poem, "Olvera Street Tutorial," 2005
- **The Beat** (Literary Magazine): Harkening Excerpt, "Neighbors," Spring, 2005.
- **Mary, Mt. St. Mary's College Journal,** Spring 2005.
- **Niederngasse,** an international journal "Eavesdropping at the "Writers' Faire," July, 2005, www.neiderngasse.com.
- **Penwomanship,** Poem, "Antigua's Hope," Aug. 2005.
- **Barricade,** Edited by John Newmark, "Upon Safety, Illusion and a New Way to Think, December, 2005
- **Travelers' Tales,** Excerpt "Every Heard of Terezin?" 2006
- **A-pos-tro-phe:** Poem "The Lecture: Incomplete and Considerately Abridged," <http://www.a-pos-tro-phe.com/v2n3/thelecture.html>

- **Riley Dog:** Excerpt from a poem "The Lecture: Incomplete and Considerately Abridged." June, 2006.
- **Subtle Tea,** edited by D. Herrle, Poems, "Learning About Sex When All Else Fails" and "Another Day." Aug. 2006
- **Under the Roc,** Poem, "Shelf-Life," 2007
- **Lunarosity,** Short short story, "Artemis," February, 2007

COLUMNIST:

- **Home Décor Buyer**
- **MyShelf.com**
- **Book Review Café.com**
- **Sell Writing Online.com**
- **Formerly:**
- **Pasadena Star News**
- **Salt Lake Tribune**
- **Authors Almanac**

CONTRIBUTOR:

- **Effort and Surrender** by Eric Dinyer, Andrews McMeel Publishers: wrote the introduction.
- **Cooking by the Book:** intended to feed readers' appetites for books as well as their tummies.
- **Musings: Authors Do It Write!:** A Collection of essays from twelve international writers.

BOOK CLUBS:

- **NUW's Selection:** *This Is the Place*, October, 2002; *Harkening* January, 2003

PROFESSIONAL:

- **UCLA Writer's Program,** instructor
- **Founder, Facilitator Critique Group,** Glendale Library System
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P.,** publisher, advisory board
- **Maguire-Gisby Associates,** publicists, advisory board
- **Poets & Writers:** Listed in Directory of American Poets and Fiction Writers.

OTHER:

- **Book, Movie and Theater Reviews:**
- Contributor, **Glendale News-Press**
- **ApplosLyre.com,**
- **SellWritingOnline.com**
- **MyShelf.com**
- **WordMuseum.com**
- **Blether.com**
- **RebeccasReads.com**
- **BookReviewCafe.com.**

RETAIL:

- **Giftbeat**
- **Home Décor Buyer**
- **Gift and Decorative Accessories**
- **CBC insert**

PROFESSIONAL:

- **UCLA Writer's Program** Instructor
- **Glendale Library System:** Leader, Founder Critique Group,
- **Yarrow Brook Literary Review:** Editorial
- **G.A.P. Publishers:** Advisory Board
- **Maguire Gisby Associates,** Publicists for Authors and the Publishing Industry: Advisory Board.

Available Seminars/Workshops

Carolyn Howard-Johnson has nearly three decades' experience planning and implementing trade show seminars. She has appeared on more than 300 radio and TV programs. She has written a book on promotion and marketing. And she eschews pie-in-the-sky advice for nitty-gritty suggestions for making a retail business work.

Savvy Marketing for Retailers: It's Never Too Late—or Early—to Hone Your Promotion Skills Because they don't face the realities of today's world, even retailers with long records of success may find themselves facing unpleasant marketing surprises. This seminar will help retailers brand themselves and their stores rather than "sell merchandise." Carolyn Howard-Johnson shares her experience as a former public relations professional and as the primary promoter of her own five stores and five books. You'll learn to constructing the marketing framework for your success. New and seasoned retailers will learn practical approaches to promotion they never knew existed.

Jump-start Your Retail/Professional Credibility: Publish a Book! Entrepreneurs and professionals are finding it harder to get the exposure they need to grow their businesses. Ta Da!! Enter the world of publishing. It is easier and more important than ever before to use the prestige that accompanies "Being an Author" as an entree to FREE print space and air time. Carolyn Howard-Johnson will convince you that you must publish, put you on the road to making intelligent choices for your book and help you assure its success and that of your practice/business with new approaches to FRUGAL promotion

Other Possibilities:

- **Solve the Mysteries of the Media I: Publicity**
- **Solving the Mysteries of the Media II: Advertising**
- **Empowering Employees: Leadership Means Letting Go**
- **Roller Coaster Retailing: Anticipate and Prepare for the Ups and Downs of Business**
- **Secrets for Buying What Sells**
- **Location, Location, Help!**
- **Security Means Profitability**
- **Remedy Unprofitable Habits**
- **Shipping and Receiving: Rooting Out Hidden Costs**
- **Display and Sales: Turn the Ordinary into the Extraordinary**
- **Survival Skills for Millennium Retailers: The Challenges**
- **Survival Tips for Young Businesses**
- **Survival Tips for the Seasoned Retailer**

****Media Kit and Advertising Campaign Workshops for small groups are also available.**

Website: <http://www.tlt.com/authors/carolynhowardjohnson.htm>

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Founder Authors' Coalition

Carolyn Howard-Johnson founded Authors' Coalition, the *Sharing with Writers* newsletter and an associated blog designed to help both members and nonmembers make book fairs more effective.

Go to <http://authorscoalitionandredenginepress.com> for more information on the coalition.

The blog may be found at <http://redenginepress.com/chjohnson> .



www.authorscoalitionandredenginepress.com

Tip Sheet

**Permission is given to print this tip sheet in its entirety, including byline and tagline.
No charge will be incurred by the publisher.**

One Dozen Publicity No-Nos or How to Avoid Being a PR Numbskull

By Carolyn Howard-Johnson, author of
THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T

1. Don't assume your mall or franchise will publicize for you.
2. Don't publicize your store; instead brand yourself.
3. Don't ask an editor or producer for "publicity." They are not in business to do favors for you.
4. Don't send a publicity or a news release. It's a "media release."
5. Don't send material to media professionals who have been dead for over a year or were fired for showing preferential treatment to friends.
6. Don't avoid all controversy. It may be your prescription for getting noticed.
7. Don't discard the word *ethics* from your campaign.
8. Don't pretend those who visit your website are only there to purchase merchandise from you.
9. Don't depend only on e-mails and faxes to get the word out to editors and customers.
10. Don't toss your books on marketing into your circular file once your store has been launched.
11. Don't treat your business like a hobby.
12. Don't believe everything about marketing and retailing that you read on the Web. Consider the source. Check credentials.

Hint: In THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T you will find more on each no-no, accompanied by a recommendation for how to correct each faux pas. When you are done, you'll be able to identify publicity curbs you might trip over and have new publicity tools to maneuver through the book marketing maze. Watch for the release of a book on promotion by Howard-Johnson specifically for retailers.

Carolyn Howard-Johnson is the award-winning author of *This is the Place*, *Harkening: A Collection of Stories Remembered*, and *Tracings*. She is also the author of THE FRUGAL BOOK PROMOTER: HOW TO DO WHAT YOUR PUBLISHER WON'T. This tip sheet is one of many she uses to share her publicity secrets with fellow retailers and authors. Learn more about her at <http://carolynhoward-johnson.com> and <http://HowToDollFrugally.com>.

Fellow Experts/Panel List

*On the Subject of **Retailing**:*

- **Debra Gold**, President of Gold and Co.
- **Randy Eller**, Eller Enterprises, www.ellerent.com.

*On the Subject of **Publishing for Professional Credibility**:*

These authors appeared variously on a panels I moderated at the Call to Arts Expo and West Hollywood Bookfair.

- **Michael J. Wallach**, Film Industry Manager who has published with a subsidy press.
- **Robert Stone**: Nonfiction author, small traditional press: mr.rego@gte.net.
- **Carolyn Howard-Johnson**, author who has published e-book, traditionally, subsidy and POD: hojonews@aol.com.
- **June Casagrande**, Nonfiction author of *Grammar Snobs Are Great Big Meanies* (Penguin) and grammar columnist.

*"After reading *The Frugal Book Promoter*, you may know more about book publicity than your publisher."* Tim Bete, Director of the Erma Bombeck Writers' Workshop, Dayton University

Sample Interview

Permission to reprint at no charge is granted by Jon Bastian. Please credit the reviewer and Nevada Woman.

By Jon Bastian for Nevada Woman

Where are you from/born: I was born and raised in Utah. My father was a Mormon, my mother Protestant, much like the heroine of my first novel.

Where did you get your education: I started at the University of Utah and about 15 years finished at the University of Southern California (USC). My mother said I was a slow learner.

What was your first, second job: My first good job was as a staff writer for *The Salt Lake Tribune*. I was the youngest person ever hired as a staff writer. Before that I worked at anything I could get. Baby-sitting at 25 cents an hour. Retail at 75 cents an hour. I even operated one of those old-fashioned elevators with the folding-accordion doors and the brass-trimmed interiors. All contributed to my ability to run a retail business and to write.

Who were your mentors; business, personal: My husband who encouraged me to go into business for myself. He has an MBA from Columbia and I trusted him. Later he joined me and we were an ideal retailing team.

Who has had the most influence over your life: I don't know that I am very easily influenced. I even chose a man to marry who was probably the first male women's libber. He doesn't even make an attempt to influence.

Who do you admire today: I admire my daughter who has a great deal of courage, my son who overcame dyslexia to become an attorney and a partner in a large firm. I admire people who have the gentle skill of drawing others into their circle.

What & Who do you credit your success to; I read. I read a lot. What I don't know I find out. What I don't search out comes to me magically on a printed page somewhere.

What's your favorite saying; "I have a brain like a sieve. I am getting so I say it more and more."

Are you religious: I would say spiritual would be a better word.

What is your passion: I have a passion for writing, for art, for sharing which is kin to what real promotion and publicity are about. I am passionate about disliking intolerance and all its cousins. I'm also crazy about my grandchildren.

What are your hobbies, sports: Well, I read. I prefer the classics. I ski--poorly--but I ski. I have skied lots of places including Nevada. I love movies. Favorites include *Chocolat*—I liked its fairy-tale quality—and *Find Forrester* and *To Kill a Mockingbird*. I also like to read my own poetry and fiction. I don't like the urge I get to edit what I've already published.

How has family contributed to your success today: In terms of retailing, I chose that business because I could mostly run it on my own terms. That meant that I could take time when I needed to for children, carting to water polo and tennis games, flute and oboe lessons.

What is your community involvement: I have worked to foster better environmental quality within our own little community called Chevy Chase Canyon in Glendale. I worked with the Boy Scouts when my son was young. Now I think of my book as my contribution to community. I hope that it brings an increased awareness of the subtle ways that intolerance can destroy.

Name a few big obstacles you overcame: I don't think of them as being obstacles, more like opportunities to find out more about myself, more about how to deal with the world. One big obstacle was helping my son through dyslexia with his self image intact. However, my own obstacles were those of time and place. (I have a first person essay on the subject available for reprint, by the way.) I think it was hard for women who straddled the decades between no self awareness and the 70s, which for many was a time of self-obsession. It's the old pendulum story. However, I am extremely grateful to have lived through the heyday of feminism because those ideas gave me not only the freedom to make choices but literally the knowledge that those choices *existed*. I am proud to call myself a feminist. The true meaning of the word for most of us, I think, is equality. Working as equals. Not working in submission.

Have you ever lost/failed: Yeah. I was once fired from a job in a hospital. I insisted on wearing fingernail polish and wouldn't wear the heavy, white, substantial nurses shoes. Maturity is a good thing.

What are you most proud of: I'm most proud of my children. But I'm also proud of me. I am very excited about the future.

Where do you/your business want to be 5 and 10 years from now: I'm absolutely going to be writing. I'm staying in touch with retailing by writing for industry magazines; I have a new book of creative nonfiction nearly finished ("Harkening") and I'll be starting another novel soon.

How is a woman uniquely qualified for this job/role/position? As a retailer I brought an artistic flair to my business and a way of relating to employees and customers that I think are skills seen more often in women than men. However, I do think that is because we have been socialized that way and that this kind of socialization was more common in the 40s and 50s than it is now. Instead of a retailer/writer I could just as easily have been a mathematician like my daughter. That was just something I wasn't told I could explore. Men, with the right kind of socialization, can be wonderful artists and sensitive in their relationships.

Favorite book, author: *Anna Karinina*. I also like *Chekhov's play, The Doll House*.

What were your gross revenues: Well, at the top of our form we grossed over one million at each store. Retail, especially the gift industry, has slowed considerably since our best years in the 80s. At the time we closed, each store was grossing about \$600,000. to \$700,000. All of our stores were in malls with the exception of our souvenir store which was at the Santa Anita Great Race Place.

How many employees did you have? We had an average of 12 employees per store most of the year. That doubled at Christmas time. One of the things I like most about the stores was watching women, young people, inexperienced people, learn and grow.

Did you have any awards or offices? Tons. We started out by putting the couple we had in the bathroom because we thought one or two looked kind of sparse out on the business floor and our first shop was so small we couldn't find another space. The staff got a kick out of their being in the bathroom. Eventually when there were so many they lined the walls, we couldn't afford useable sales space for that many awards so they stayed. One year, when our daughter was working for us, we walked away with every award the mall offered excepting the one reserved for department stores. It was her first year as manager and she was just so proud.

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Why did you leave retailing? Actually I didn't. My 28 years founding and operating a small chain of gift shops was a very satisfying time for me, but also very stressful. So I moved from actual retailing to consulting, speaking and writing.

People often told me they would love to "have a little gift shop just like this." It was fun and there were some creative aspects to "a little gift shop." But those who want to succeed in even creative pursuits need to learn to look at them as businesses. There are lots of creative people out there. I think that opportunity (luck, if you will) must meet preparation for success to occur. To make something really go requires getting dirty knuckles cleaning the toilets, and doing the bookwork at the end of the day. Stretching too thinly wears out even a piece of elastic after 28 years. It was time.

Jon Bastian is a Las Vegas publicist and freelance writer.