

Headpress Author Publicity Statement

This document is *essential* as the basis of our publicity and promotion effort for your book. Please fill in the following where applicable and email it back to us at: submissions@headpress.com

Your Details and Book Information

1	Book title & subtitle	
2	Your name as you would like it to appear on the book	
3	Biography (20–40 words) Written in the third person, this should include general background and any information that may be pertinent or of interest. A few sentences will generally suffice. (No need to include other books or written work here.)	
4	If you are an academic: author details and affiliation Please state institution and job title, e.g. John Smith is Lecturer in Film at the University of Nottingham (if relevant).	

Copyright Information

5	<i>Please complete all sections as we sometimes receive queries from libraries on date of birth & full names</i>	
	a. full name	
	b. nationality	
	c. date of birth (date/month/year)	
	d. place of birth	
	e. email address	
	f. daytime telephone number	
	g. full home address & telephone number	

Book Blurbs

6	<p><i>We want you to describe your book for its potential market. The blurb needs to be accurate, interesting and as punchy as possible to convince people to buy your book. Avoid flowery prose.</i></p> <p><i>Please bear in mind that these descriptions are read by booksellers and librarians who may not be familiar with your field of expertise so please keep any jargon to a minimum. e.g. an introductory sentence, a few words on the benefits, original aspects and advantages of the book, something informative about the content and approach, a brief indication of the proposed readership and market.</i></p> <p><i>Each of the following will be used for different aspects of the book’s promotion, so reiteration of key elements is not a problem.</i></p>	
	a. Jacket blurb 120–200 words	
	b. Brief description 40–50 words	
	c. Sales Handle 16 words	
<i>Examples</i>		
	a. Jacket blurb 120–200 words	<p>Mondo Cane in 1962 was the blueprint for a shocking, controversial and influential documentary film cycle. Known collectively as “mondo films”—or “shockumentaries”—this enduring series of films is a precursor of the Reality-TV show.</p> <p>A box-office draw for three decades and now a staple of the video rental market, these explosive “exposés” would often pass fabricated scenes as fact in order to gave the public a sensationalist, highly emotive view of the world.</p> <p><i>Sweet and Savage</i> is the first ever English-language book devoted exclusively to the Mondo documentary film. A study of Mondo as a global film phenomenon, it includes a detailed examination of the key films and includes exclusive interviews with the “godfathers” of this cult genre. [119 words]</p>
	b. Brief description 40–50 words	<p>The controversial and influential mondo documentary film cycle (originating with <i>Mondo Cane</i>, 1962) is a precursor of the “Reality-TV” show. With contributions from JG Ballard and key filmmakers, this book is the first to exclusively examine this global film phenomenon. [40 words]</p>
	c. Sales Handle 16 words	<p>The first ever English-language title devoted exclusively to the shocking, controversial and influential mondo documentary film cycle. [17 words]</p>
Key Marketing Factors		
7	<p><i>These three points are used by reps to argue the book on the shelves. Anything which highlights the book as DIFFERENT or BETTER or ESSENTIAL.</i></p>	
	a.	
	b.	
	c.	
<i>Examples</i>		

a.	The definitive account of mondo films. Previous discussions of mondo have been part of a wider brief.
b.	An important yet overlooked slice of film history which has influenced aspects of modern-day “reality” and “actuality” film and TV and certain publishing phenomenon.
c.	Includes exclusive and authorized material — both written and visual.

Publication & Promotion

8	a. Are there any significant dates, events or anniversaries to which your book — and/or its publication — might be linked?	
	b. Please write a few paragraphs on how you came to write this book, including any interesting experiences researching it or getting it published.	
	c. Do you have any (cheap) promotional ideas.	

Previous Publications

9	<i>If you have had previous books published (or articles) please supply details .</i>	
	a.	
	b.	
	c.	

Recommendations

10	a. Should we draw attention to any particularly important or distinguished contributors? If so, contact details would be useful.	
	b. Do you have suggestions of eminent people within your field whom we might approach for favourable comments or quotes to use in promotion? Again, contact details would be useful.	

<p>c. Please list any people you know personally who might directly give the book added publicity. Please give full names, addresses and their connection with the book.</p>	
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Competing Books

11 *Which books in recent years could be argued as competing or similar to your own. Please give the following information on four competing/similar titles:*

		Title	Author/Editor	ISBN	Publisher	Year
	a.					
	b.					
	c.					
	d.					

International Interest

12 *Please list aspects of your book which might be particularly pertinent to readers in the following markets. This should include issues or personalities and any significant places/locations mentioned in the book (Miami; south London; the Scala cinema, etc.)*

a. USA	
b. UK	
c. Australian/New Zealand	
<i>Example</i>	
a. US	<p>First English-language title exclusively on mondo films. Mondo films were popular in America and many were made in the USA. Many American locations feature in mondo films (esp New York). Aspects of mondo can be identified in modern sensationalist American TV shows. One of the films discussed in the book (<i>Mr. Mikes Mondo Movie</i>) was made by <i>Saturday Night Live</i> contributors.</p>

Conventions/Courses/Academic institutions

<p>13 a. Course/Academic Insitutions Please list all courses for which you know your book will be specifically relevant, if applicable, including the university or college where it is taught.</p>	
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	<p>b. Conferences, Festivals, Conventions (e.g. Comics, Film, Horror) Please give details (title, location, dates, contact names etc) of any conferences, film festivals, conventions and workshops dealing with the themes of your book. Especially indicate any which you are planning on going to. Any of these occurring around the time of publication are a great publicity opportunity.</p>	
	<i>Example</i>	
	<p>b. Conferences, Festivals, Conventions</p>	<p>i. Crash Cinema, Bradford Film Festival (annual event every March) ii. Cornerhouse, Manchester (Sarah Perks) (can arrange an ‘academic’ talk with screening to promote the book)</p>
Reviewers		
14	<p><i>Please give full titles and addresses (and personal contact if known) of publications and websites which would be likely to review your book. Essential! We will allocate approx 100 copies of your book for review internationally, so the more contacts the better.</i></p>	
	a. USA publications	
	b. UK publications	
	c. Elsewhere	
	d. Internet sites	
Foreign Publication Rights		
15	<p>Overseas Publications Any information which you can offer regarding foreign language publishers who might be interested in your book is vital. Foreign rights can be an important source of income. Please give any contact names and addresses of overseas publishers with whom you have had contact on the subject of your book</p>	
Internet		
16	<p>MySpace Are you able to maintain a MySpace account (or similar) devoted to this book?</p>	

17	Website Are you able to maintain a website devoted to this book?	
18	YouTube Are you able to provide footage of yourself reading from the book or similar for publication on YouTube or similar?	
	OTHER / NOTES	