

How can I promote a controversial book on TV and radio?

Q: I have a new book that's controversial. How can I promote it to get radio and television interviews?

One cost-effective way to try to get radio and television coverage is to place an ad in Radio/TV Interview Reports (135 E. Plumstead, Lansdowne, PA, 610-259-1070). For \$350 you can have a half-page write-up on your book appear in their newsletter which mails to more than 4,000 producers at radio and television stations. They'll even help write the copy.

The format allows for a headline, a black and white photo of you or your book, a descriptive paragraph about the book, and examples of topics you can discuss. Entries also include a brief author biography and information on whether you are available for telephone or in-person interviews.

Before deciding when to run the ad, consider the timing and the subject of the book. You can either have the ad run when the book is first published, or time it to a month when the topic will attract attention. For example, you may want to hold a book about baseball until just before the season starts. 2:3/93