

## ***Suicide Tango* by Tripsy South—Select General Outreach**

### **Print/Online Outreach**

*Sacramento Book Review*— two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Portland Book Review*— two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Midwest Book Review*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Los Angeles Times* (Contact A)—two book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Los Angeles Times* (Contact B)—two book sent with cover letter and materials (April 2019, JS; weekly followups)  
*New York Times*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*The Washington Post*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*San Francisco Chronicle*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*New York Review of Books*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Los Angeles Review of Books*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*The New Yorker*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Bustle*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Buzzfeed*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Psychology Today*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*LA Weekly*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Chicago Tribune*—two books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Bookmarks*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*LA Observed*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Thema*—one book sent with cover letter and materials (April 2019, JS; weekly followups) Declined  
*Mystery Scene Magazine*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Vulture*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*PopSugar*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Closer Weekly*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*HelloGiggles*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Book Riot*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*OZY*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Brightly*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*Goodreads*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
*Mysetry Fanfare*—one book sent with cover letter and materials (April 2019, JS; weekly followups)  
*The Huffington Post*—three books sent with cover letter and materials (April 2019, JS; weekly followups)  
Print/Online—interview availability / review copy availability wires (March/April/May/June)

### **Radio and Television Outreach**

*Good Day LA* —on-camera interview pitch; followup  
*KPCC*—on-air interview pitch; followup  
*KCRW*—on-air interview pitch; followup  
*KQED*—on-air interview pitch; followup  
*KTLA*—on-camera interview pitch; followup

Radio/Television—interview availability wires (April/May/June)

### **Marketing Materials Creation**

Standard release, web banner, e-card, info postcard/bookmark for galleys, and one-sheet

### **Audio Marketing**

Karen Stefano—recorded and produced

Max Mobley—recorded and produced

S. W. Lauden—interested, but only available late-night PT

Jeff Sweat—initially interested, but ultimately declined

Adam Cushman—initially interested, but [Author] ultimately declined

Martin Jay Weiss—initially interested, but ultimately declined

Additional Author Contacts—not provided

### **Special Interest**

Key RB author contacts (proprietary)

Key suicide influencers (Twitter/IG)

Key YA (Twitter/IG)

Personal TC outreach to direct contacts (proprietary)

### **Giveaways**

RB galley giveaway (five copies)

### **Amazon Top Reviewer Outreach**

Digital galley outreach; followup

### **Additional Outreach**

ALA (Washington, DC, June 2019)—table marketing and promotion to librarian attendees

Book Expo (New York, NY, May/June 2019)—on-site promo and solicitation

LA Times Festival of Books (Los Angeles, CA, April 2019)—table marketing and promotion to general attendees

LitLit (Los Angeles, CA, July 2019)—table marketing and promotion to general attendees

RB Newsletter Outreach

Audio Marketing Outreach and Promotion—including metadata and general/targeted feeds

### **Events and Author Appearance Support**

No events scheduled and/or provided by author.