

## **Publicity for Books and Studies**

If you are publishing a book, please call us to discuss publicity support well before publication, and ideally three months in advance. Public Information will work with the publicists at your publishing house to maximize coverage via methods including Op-Ed articles, local and national print publications, and TV and radio interviews.

Public Information will also support your efforts to arrange for grassroots publicity including Pace seminars and signings in bookstores. We may be able to help make sure nearby bookstores (on and off campus) carry the book.

The University asks published faculty members to donate two of their books to the library, one for display and one for circulation. Contact Harriet Huang at ext. 33240 or e-mail [hhuang@pace.edu](mailto:hhuang@pace.edu).

We also encourage faculty authors to submit information about all publications, including books, papers, presentations, off campus performances and patents, to the editor of the University magazine and *Opportunitas* as well as to the appropriate Pace school's internal communication contacts.

Please be sure to provide the appropriate information, including:

- Contact information for the publishing house and publicist
- Existing publicity materials generated by you or the publishing house
- Biographical information that describes your background and work
- ISBN number of the book and expected publication date