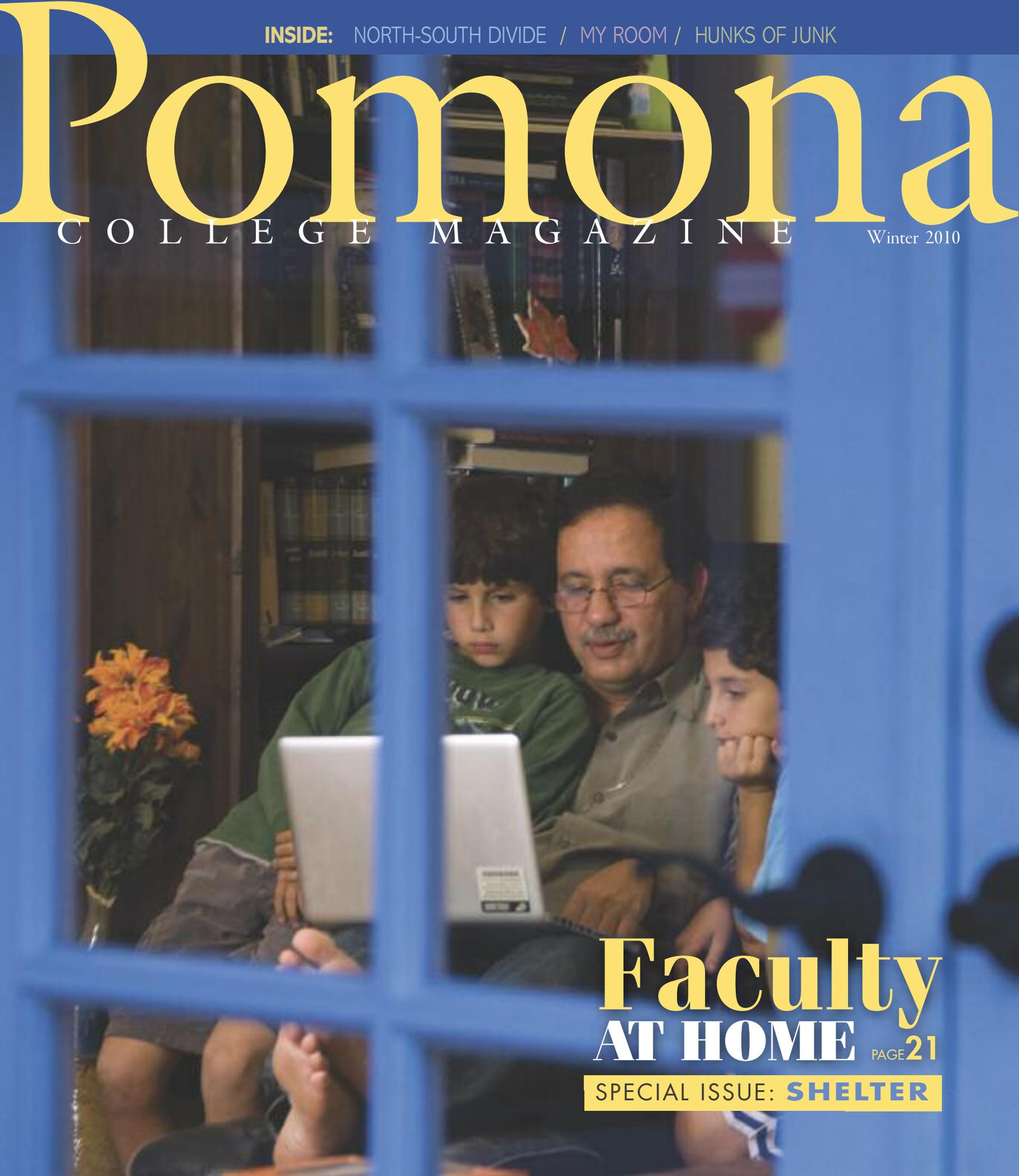


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Faculty AT HOME

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SPECIAL ISSUE: **SHELTER**

POMONA AUTHORS EXPLORE THE NEW RULES OF VIRTUAL BOOK PROMOTION.

Of Books & Blogs

By Pauline Amell Nash



PHOTO BY CARRIE ROSEMA

Selling a book these days can be a matter of making friends—a lot of friends. Some alumni authors are finding social networking sites—blogs, Facebook, Goodreads—to be a perfect path to connecting with loyal readers and cultivating new ones.

After her first book, *Nefertiti*, hit the *Los Angeles Times* bestsellers list in 2007, Michelle Moran '00 landed a two-book deal for her historical fiction set in ancient Egypt. Her third book shared a publishing date with a couple of heavy hitters—Jon Krakauer and Dan Brown—so Moran decided to ratchet up the tech tools last summer. “The publishing house helped promote my first book,” says Moran. “But an ad in *The New York Times* can run \$10,000. Now that I’m doing my own promotion, I have to focus my energy.”

Moran focused on establishing a campaign that added an energetic virtual book tour and playful e-contests to her schedule of traditional signing events at brick-and-mortar retailers.

But the social-media necessities of posting a steady stream of updates and responses to fans are labor-intensive. In the months before *Cleopatra's Daughter* debuted in September, Moran

Cleopatra's Daughter:

A Novel

By Michelle Moran '00

CROWN PUBLISHERS, 2009
431 PAGES/ \$25

We ARE Americans:

Undocumented Students Pursuing the American Dream

By William Perez '97

STYLUS PUBLISHING, 2009
161 PAGES/ \$22.50

found herself working longer and longer days. Even with an assistant, a former student of hers, Moran was working 17 hours a day maintaining her Website (<http://michellemoran.com>) and blog, preparing a treasure hunt contest to coincide with the book's launch date and scheduling a blog tour. She made 150 virtual stops over three days on her tour of bookworm blogs where she answered questions from the host, wrote guest posts, rolled out book giveaways and responded to readers' posts.

“I blogged about my first and second book—maybe 20 posts. This time, I went all out,” says Moran. “I was trying to blanket the Internet—road blocking. For one week, I wanted people to see the book everywhere they turned. I think it worked, sales were really good!”

Dealing with current events, the writing of William Perez '97 is in a very different realm than Moran's. But he, too, found social media was a key tool to reach new audiences with last summer's release of his book, *We ARE Americans*, which addresses the educational

plight of undocumented youth in the U.S.

“After I completed this project, I wanted to get the word out right away,” says Perez, an applied developmental psychologist

and assistant professor of education at Claremont Graduate University.

Using social networking sites helped him connect with the groups he felt would be well-served with this type of research. “It offers scientific research to civil rights groups and allows them to say ‘Here is what we've found.’ This research can make a difference *now*. And the only way I could effectively get it out there is with new media.”

“The old method was to put the research findings on the school Website and hope someone sees it,” says Perez. But now his YouTube channel and Facebook pages, along with his personal Website (<http://www.williamperetzphd.com>), are helping the author connect directly to his audience.

Perez got his foot in the social media door after seeing the potential of grassroots mobilization through sites like MySpace. And in the wake of the 2006 nationwide public marches protesting federal legislation affecting undocumented immigrants, he established his MySpace account. Later he added Facebook group and fan pages and a YouTube channel that fuses the L.A. indie-rock scene and social justice issues.

With so many outlets to promote work, the only real limitation is time. Perez, wary of being stretched too thin, hasn't started a Twitter account, yet. But says he may pick that up during the semester break. ✦

PHOTO BY WIL HUMMEL '12



Bookmarks / Alumni and Faculty Authors and Artists



(Re)Negotiating East and Southeast Asia
Region, Regionalism, and the Association of Southeast Asian Nations
Tracing four decades of debate, Professor **Alica D. Ba '90** (University of Delaware) highlights forces in the construction of regions and regionalisms in Southeast Asia and East Asia.
Stanford University Press, 2009 / 344 pages / \$75; \$29.95 paperback

The Brain Training Revolution
A Proven Workout for Healthy Brain Aging
Neurologist **Paul E. Bendheim '71** wrote this step-by-step guide (with illustrations by **Rebecca E. Durmin '06**) to combat age-associated memory loss.
Sourcebooks, Inc., 2009 / 352 pages / \$24.99



La Vida Familiar en Comunidades Andinas
(Family Life in Andean Communities)
Professor of Anthropology **Ralph L. Bolton '61** presents his research on marriage, family relationships and childhood experience in the series *Anthropological Studies*.
Editorial Horizonte, 2009 / 279 pages / 30 nuevo soles

English Renaissance Drama and the Specter of Spain
Ethnopoetics and Empire
Professor **Eric J. Griffin '89** (Millsaps College) tracks the discourse of “otherness” of imperial Spain by English dramatists.
University of Pennsylvania Press, 2009 / 304 pages / \$59.95



The Juror Factor
Race and Gender in America's Civil Courts
Trial consultant **Sean G. Overland '95** explains the functions of the civil jury, the nature of jury deliberations and examines the link between juror characteristics and their verdict decisions.
LFB Scholarly Publishers, 2008 / 190 pages / \$62

Stanley Meltzoff
Picture Maker
Historian **Mike Rivkin '78** co-authored the coffee-table book of the life and work of saltwater game fish painter Stanley Meltzoff.
Silverfish Press, 2009 / 182 pages / \$89



Small Footsteps in the Land of the Dragon
Growing Up in China
Barbara Brooks Wallace '45 recreates Pre-World War II China in *Small Footsteps*, a memoir of her childhood in eastern China.
Scofield O'Leary, 2009 / 150 pages / \$12.95

Water: In the 21st Century West
A High Country News Reader
Char Miller, W.M. Keck Professor of Environmental Analysis, organized and edited articles collected from *High Country News* that assess and map the water issues facing the contemporary American West.
Oregon State University Press, 2009 / 320 pages / \$24.95

