



## BOILER HOUSE PRESS

UEA Publishing Project - Office MUS1.02 - Interdisciplinary Institute for the Humanities  
University of East Anglia  
Norwich NR4 7TJ

Dear Professor Crawford,

### **FURTHER PUBLICITY IDEAS**

We've asked some Creative Writing students at UEA to write poems about your book. These can be used as tweets, displayed on hoardings, and flown from blimps.

How do you feel about book burnings? We've found this a good way to raise some of our titles' visibility. One of our literary theory texts increased its sales by over 45% after it was filmed being set alight outside the BBC studios in Salford.

Signings: would you be happy for well-known authors to sign copies of your book?

We'll be sending you a book festival pack. This includes tickets, pegs, a table, chair, and a small marquee suitable for you to erect on any flat space greater than 3x3.5 metres where you would like to hold a festival for your book.

Chanting: we have arranged for the title of your book to be chanted simultaneously in St Andrews, London, Norwich, New York, and Geneva at 0600hrs GMT on launch day, and have invited journalists.

Open Access: we have arranged for our sales rep to visit local bookshops and open the book in front of customers so that they can access it informally.

Floral tributes: your book will be displayed in South Ronaldsay's leading independent bookstore beside a wreath.

Please do not hesitate to get in touch if you have publicity ideas of your own.

Yours sincerely,

pp Pip Nespresso-Pargiter,  
Publicity Intern

PS Thanks for sending author pic. We have decided to go with another author's pic for your entry on our website.