

The image features a central golden scroll with a red ribbon seal. The scroll is set against a dark background with intricate, golden, swirling patterns on the left and right sides. The text is written in a bold, white, sans-serif font with a golden outline, centered on the scroll.

**Confessions
Of a
Rabid Reader**

So who the heck am I?



- Lifelong lover of books and reading
- PR & Marketing Professional
 - PIO Collier County Public Library 9 yrs. (Retired)
 - Executive Director FOL of Collier County
- Not a professional reviewer – but rather a professional reader
- Reviewed books for:
 - WGPU/WMKO-FM / 3 years
 - Reviewer for *Life in Naples Magazine* /2 years
 - *N Magazine* / 8 years
 - *Naples Daily News* / on occasion

The 5 “E”s

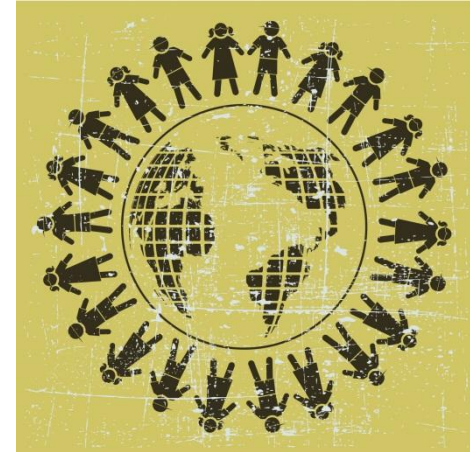
- Books provide...
 - Entertainment
 - Enlightenment
 - Educational Instruction
 - Edification
 - Enrichment
 - And...



...A bit of magic that can
take you anywhere you
wish to go!

Books are gifts to the world

- Male / female
- Young / old
- Rich / poor
- Black, white, tan, yellow, red, purple, green
 - All races, ethnicities, cultures, beliefs



Books are for EVERYONE!

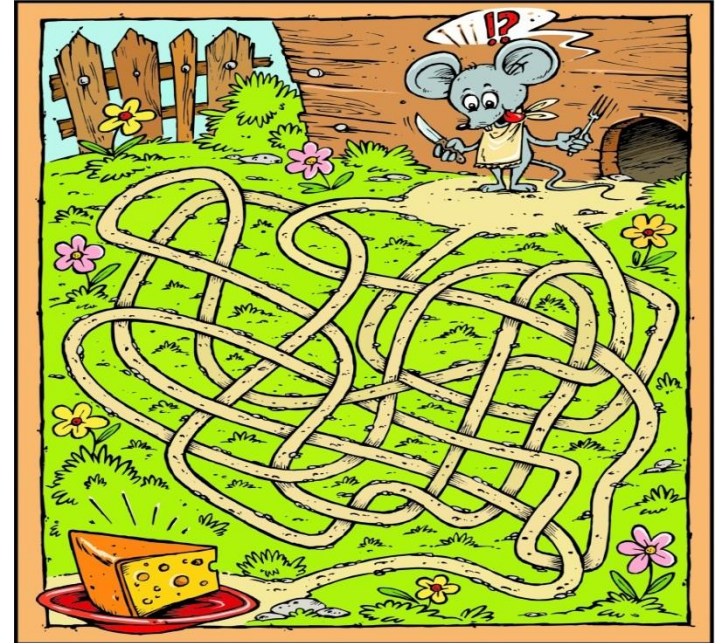
As a reviewer, what's important?

- Author knows his/her subject and audience
 - Keep to the story
 - Interesting
 - Educational and/or Entertaining
 - Relevant

- Writing
 - Keep it simple and straight forward
 - Get to the Cheese - No literary mazes

- Spelling / Grammar
 - Wet, Whet
 - Nicholas Evans (Horse Whisperers/Smoke Jumper (It only served to wet his whistle .)
Principal, Principle (The Colonel expounded on the principals of war.)

- Availability
 - Local Bookstores
 - Libraries
 - Amazon



What drives me crazy?

- Overuse of adjectives and adverbs, plus run-on sentences
 - The stunningly beautiful, scantily clad, mud smeared, redheaded, green-eyed, tiny-waisted, petite and demure young woman had stumbled over a large, gray, moss covered, rain-soaked, bent and broken old tree and crashed to the ground.
- Misused words (don't rely on spellcheck)
 - Two/To/Too ♦ Wine/Whine ♦ Waist/Waste ♦ Principal/Principle ♦ Whet/Wet ♦ Your/You're
- Prose requiring multiple readings to determine point of a sentence, paragraph and/or chapter.
 - Just because you know what you mean...
 - Read and mentally rewrite
 - 3 chapters in
 - Middle 2 to 3 chapters
 - Give up



So many books...so little time!

- Pitch letters and requests
 - Station no longer accepts self-published works
 - Exception for children's books & award winning titles
 - Note: Watch voice – In children's books, too adult will turn kids off
 - » Experiment with grandchildren – kids are honest
 - If you ask and it sounds interesting
 - May request a copy
 - POSSIBLE REVIEW
 - No promises
 - Script copy if reviewed
- A book per week
 - From cover to cover
 - Owe the writer my full attention
 - Call them as I see them
 - Will always try to be fair



So what's the key?

- For self-published books
 - FL Book Award Winners
 - 1st, 2nd or 3rd Place
 - Indie Award Winner
- Publishing Houses
 - Large & Small
 - From HarperCollins to Oceanview Publishing
 - Florida Publishers
 - FL History Press
 - Pineapple Press
 - University Press of Florida
 - Other small publishing houses



WGCU/WMKO Criteria for Review

- Legitimate Publishing House
 - No self-published works (award winners excepted)
- FL authors
 - Full or part-time residents
- Books fully set in FL by all authors
- Books topically relating to Florida
 - E.g., Castro's Cuba, Rocketeers, Still Alice

Libraries and Friends Groups

- Library Card – if you don't have one, get one!
 - Free Services
 - Access to accurate online research data bases
 - Reference research materials and assistance
 - Interlibrary Loans
 - SWFLN – Reciprocal Borrowing – sticker from home library
- Books in Libraries
 - Local Author
 - One Copy
 - Contact Acquisitions Librarian to request
- Programs
 - Libraries are frequently willing to host local authors for programs
 - Looking for educational programs (not just about your book)
 - Generally, only book signings in tandem with a program
 - Good speakers
- Author/Lecture Programs for Friends Groups
 - Honorarium/Mileage
 - Percentage of books sold



The mind and heart of the community™

