

# JUNKFOOD PR CAMPAIGN SECRET RULES TO BEING A ROCKSTAR



## APRIL 2023 Book Release + National Book/Band Tour

A six-month full-scope campaign including international marketing and promotion for the release of writer and drummer Jessamyn Violet's debut YA LGBTQIA+ novel as well as booking and promoting her national book/band tour in support of the release.



## DELIVERABLES:

PLAN + EXECUTE CREATIVE PROMOTIONAL CAMPAIGN AND TOUR

CREATE CONCEPT FOR PRESS PHOTOS

OUTREACH FOR AUTHOR BLURBS

OUTREACH + COORDINATE IN-PERSON AUTHOR Q&As

WORK WITH GRAPHIC DESIGNER

CREATE [BOOK TRAILER](#) AND [TOUR/SHOW](#) PROMO VIDEOS

6-MONTH PRESS CAMPAIGN

CREATE CONTENT + SOCIAL MEDIA MANAGEMENT

BOOK VENUES, BOOKSTORES & OFF-SITE BOOK VENDORS

## RESULTS:

- **Book Reviews:** Publishers Weekly, Scotland National, Los Angeles Review of Books, Forever Young Adult, Motherbooker
- **Author Interviews:** Out Front Magazine, Q+ Magazine, LA Daily News, Music Connection Magazine
- **Podcast Guest Spots:** Rock is Lit, Death Valley Girls Podcast, Textual Healing
- **Lists:** LAMBDA Most Anticipated LGBTQIA+ Books, Reads Rainbow, Bookstr, LGBT Reads, Nerd Daily
- **Book/band Tour Coverage:** LA Daily News, Boston Magazine, New Orleans Review, Literary Death Match Newsletter, Broke-Ass Stuart (SF), Wildfire Music, Spill Magazine, Volatile Weekly, We Write About Music, Havoc Underground, Thoughts Words Action.
- **Live Event Guest Spot:** Literary Death Match
- **Featured Book Club Book:** YA Studies Association, Novel Neighbor
- **Featured Author News:** Emerson College Alumni Newsletter + socials, California College of the Arts newsletter + socials