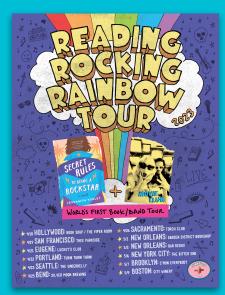
## JUNKFOOD PR CAMPAIGN SECRET RULES TO BEING A ROCKSTAR



## 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