



We live in an era of citizen journalism and reality TV. Cell phones are cameras, iPods are stereos, and computers are TVs. Don't believe me? Ask your 12-year-old. AuthorViews is the future of book-selling and the future is here, now—in your hands.

We've been developing AuthorViews videos since 2001, and you can't imagine how many obstacles we've encountered in doing it right. And we've finally nailed it!

## People Making News

I invite you to tour the videos on our site and ask yourself one question: Do they make you want to buy the book? If so, I welcome the opportunity to serve your online book promotion video needs.

### Founder and Director of Annick Press, a publisher of children's books with headquarters in Toronto, Ontario, talks about his mission and his authors.



## Canada's Best-selling Children's Author First Online Video

Patron Saint Productions' 2-week program featuring children's book authors from Annick Press includes the first online video ever of beloved author, Robert Munsch.

Munsch is the creator of such classics as *The Paper Bag Princess*, *Mud Puddle*, and *Thomas' Snowsuit*. The manic Mr. Munsch has a unique way of writing; his stories are created live, in the classroom, based on one of the kids, then honed over years of telling until the lines are *just right*.

Robert Munsch has writ-

ten hundreds of books, which have sold over 30 million copies. Annick Press recently released a compendium of *Munschworks*--a four-volume collection of Robert Munsch stories.

In our 2-minute video, filmed at the Toronto offices of Annick Press, Munsch describes the difficulty in translating the animation of his verbal stories to paper. The video gives a wee glimpse into the magic of Munsch. See [www.authorviews.com/authors/munsch/video.php](http://www.authorviews.com/authors/munsch/video.php) for the complete 2-minute video

of the animated Munsch talking about his creative process.

*Munschworks* contains five of Munsch's best loved stories. Imagine that your father is a really scary giant, or that your parents do not recognize you because you are so dirty, or that your mother buys you an ugly brown snowsuit and makes you wear it to school. Munsch's stories have a wonderful read-aloud quality that will delight a whole new generation of children.



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Dennis Foon 2  
Loris Lesynski  
Shari Graydon  
Allan Stratton

Emily Pohl-Weary 3  
Ruth Ohi  
Diane Swanson  
Mike Tanner

A Media Magazine 4  
A Web Portal  
DVD Press Kits  
What Makes AuthorViews Different?

## Martchenko Illustrates Munsch and *Munschworks*

Fans of Robert Munsch books will appreciate this behind-the-scenes interview with illustrator extraordinaire Michael Martchenko.

Martchenko is Munsch's longtime collaborator, but it's rare for the two men to share the same room. During the filming of this video, Robert Munsch tried his best to unset-

tle his doodling friend, to no avail.

In this 2-minute clip, Martchenko talks about the early days with Annick, his training as an artist, and one particularly rewarding moment in his career as an illustrator. See [www.authorviews.com/authors/martchenko/video.php](http://www.authorviews.com/authors/martchenko/video.php) for the full 2-minute video.



## Dennis Foon—The Longlight Legacy



Dennis Foon always enjoyed reading, and as a child he loved the Dr. Seuss books. As he grew older, Foon became a fan of such writers as Charles Dickens and J.D. Salinger. He always wanted to be a writer himself, and in junior high worked on the school newspaper. He had his own advice column, “Dear Dennis,” for which he wrote both the questions and the answers.

Today, Foon is an award-winning playwright, screenwriter, and novelist. His young adult novels include *Double or Nothing*, *Skud*, and the titles in *The Longlight Legacy* trilogy: *The Dirt Eaters*, *Freewalker*, and *The Keeper’s Shadow*. See his 2-minute video at [www.authorviews.com/authors/foon/video.php](http://www.authorviews.com/authors/foon/video.php).

## Shari Graydon—Made You Look

As a child, Shari Graydon wasn’t allowed to watch TV on weeknights. Nor did her parents ever buy her brand name clothing. Despite these debilitating setbacks, she made the cheer-leading squad, was elected to student council, and had friends.

After earning a degree in Theatre, Graydon worked for the world’s largest public relations agency. Her job was to flog stories about fast food chains and drug companies to the news media. All she can say now is that she’s sorry, and she’s been trying to make up for this lamentable lapse in judgment ever since.

Graydon has had experience on both sides of the microphone and camera. She produced a TV series for WTN, wrote and performed regular commentary on media issues for CBC Radio and TV, and served as the national spokesperson for MediaWatch. See her 2-minute AuthorViews video at [www.authorviews.com/authors/graydon/video.php](http://www.authorviews.com/authors/graydon/video.php).



## Loris Lesynski—I Did It Because: How a Poem Happens



In the last 5 years, while working on her other books, author/illustrator Loris Lesynski kept dropping in on kindergartens, soaking up Kindergarten Culture and finding out what kinds of sounds and rhythms the kids liked best. *I Did It Because: How a Poem Happens* is a unique collection blending the “best of” with “how to” for passionate poets, and is Lesynski’s most recent book.

*Zigzag: Zoems for Zindergarten* combines pictures, sounds, and movements, appealing even to children who don’t speak English yet as well as to the grown-ups who will be reading them aloud. Lesynski strongly believes that pleasure in the sound of language is the undercoat for a love of reading. See her 2-minute AuthorViews video at [www.authorviews.com/authors/lesynski/video.php](http://www.authorviews.com/authors/lesynski/video.php).

## Ruth Ohi—Clara the Bossy

People often ask Ruth Ohi if she always loved to draw. The answer is yes—but she didn’t always know that she wanted to be an artist. Ohi has dreamed of being many things: an astronaut, a teacher, a marine biologist, a scientist.

It all depended on what she happened to be reading about or was interested in at the time. She went to the library every week and signed out a lot of books, which gave her a lot of ideas. Her mom and dad read to her every day. They also gave her blank sheets of paper, and crayons and markers.

Get valuable advice from her 2-minute AuthorViews video at [www.authorviews.com/authors/ohi/video.php](http://www.authorviews.com/authors/ohi/video.php).



## Allan Stratton—*Chanda's Secrets*



Before Allan Stratton was 2, he and his mother went to live with his grandparents, first on a farm, and later in the town of Kincardine, Ontario. While his mother taught history, Stratton listened to fairy tales and classical music on a child's 78 rpm record player. These disks sparked his imagination, and a lifelong passion for reading and writing. At the age of 5, he was organizing his friends in plays, performed for their parents in the backyard.

In grade six, his class produced a 15-minute theatrical production he'd written about Henry Hudson. By the eighth grade, he was reading a book every couple of days, with a taste that ranged from comics to Shakespeare. See Stratton talk more about *Chanda's Secrets* in his 2-minute AuthorViews video at [www.authorviews.com/authors/stratton/video.php](http://www.authorviews.com/authors/stratton/video.php).

## Emily Pohl-Weary—*Strange Times at Western High*

Award-winning author Emily Pohl-Weary's most recent novel is *Strange Times at Western High* in which 16-year-old zine-publishing sleuth Natalie Fuentes teams with a computer hacker and a graffiti artist to solve a crime that's stumping her new high school. Pohl-Weary's previous books include the novel *A Girl Like Sugar*, featuring a young woman who's haunted by her dead rock star boyfriend; a collection of poetry (*Iron-on Constellations*); an acclaimed anthology about female superheros (*Girls Who Bite Back: Witches, Mutants, Slayers and Freaks*); and a biography about her gender-bending, sci-fi writing grandmother's life (*Better to Have Loved: The Life of Judith Merrill*). Hear about her endeavors at [www.authorviews.com/authors/pohl-weary/video.php](http://www.authorviews.com/authors/pohl-weary/video.php).



## Diane Swanson—*A Crash of Rhinos, A Party of Jays: The Wacky Ways We Name Animal Groups*



Now a full-time author, Diane Swanson has made a career of writing fact-based fun and informative books for kids. She credits the astonishing natural world as the inspiration behind her writing. Children have always influenced her approaches to writing: the child she once was, her own two children, and all the children she knows.

One tip that Swanson would give to young writers is: "Write what really excites you. No matter what your subject is, if you let your excitement shine through your words, you'll grab your readers' interest."

Hear more from Swanson in her 2-minute AuthorViews video at [www.authorviews.com/authors/swanson/video.php](http://www.authorviews.com/authors/swanson/video.php).

## Mike Tanner—*Flat Out Rock*

Mike Tanner started writing songs in his teens--very badly at first, but gradually improving. When he was about 20, he began recording demo tapes, and by his mid-30s he had made three albums of original music, featuring a number of different bands he'd formed and folded over the years.

Tanner began writing prose as a reaction to the restrictions of having to encapsulate an entire subject in a 4-minute pop song with rhyming couplets. His first novel, *Acting the Giddy Goat*, grew out of those early prose experiments. He enjoys vibrant, muscular writing that's either very human, like Mordecai Richler's; intellectually satiric, like Aldous Huxley's; or pyrotechnically impressive, like Don DeLillo's. See Tanner's video at [www.authorviews.com/authors/tanner/video.php](http://www.authorviews.com/authors/tanner/video.php).



## **A Magazine for the Media**

AuthorViews Monthly is a four-color magazine that includes a “Show Profile” for each book featured. The magazine is mailed to thousands of media and trade contacts each month, and is terrific for generating radio and television interviews and rights sales.

## **A Web Portal**

Our AuthorViews package includes constructing a mini-site for the author and hosting it on the AuthorViews web portal. Included are 1 year of hosting, 1 month in “Featured Books,” and 1 week on the AuthorViews home page. Also, unlimited video serving for 1 year is included.

## **DVD Press Kits**

A remarkable selling tool, the DVD Press Kit includes sales collateral for media, trade, and the public. Kits include:

- A 2- to 5-minute author video for talk show producers
- Complete press kit documents in a variety of media-friendly formats
- High-resolution author photo, jacket photo, and illustrations
- A 2-minute author presentation for the web optimized for different platforms and speeds
- A simple user interface to the content on a disk

## **What Makes AuthorViews Different?**

**They’re Short.** People won’t watch author videos on the web for 20 or 30 minutes. AuthorViews Web Cuts are only 2 minutes. AuthorViews Press Cuts run a little longer—up to 5 minutes—because they are on high resolution DVDs.

**They’re Sharp.** We use a broadcast-quality TV camera. It doesn’t look like home video and it’s not. And the sound is as clear as the picture.

**They’re Sophisticated.** For the Press Cut, we present a good show idea. For the Web Cut, we give a brief emotional bond. We shoot until we get what we need, then we edit like a plastic surgeon.

**They’re Fresh.** AuthorViews sets you apart from amateurs who use home video or old interviews to pitch show producers.

**They Work!** AuthorViews turns browsers into buyers. People who watch the videos buy the books. It’s that simple!