

“ *Today's Author* ”

www.ewenprime.com

As he did as Executive Director of the New England Publishers Association, David K. Ewen, M.Ed. volunteers and donates his time to promote the written work of authors. Since 1994, he has written books, held speaking engagements, hosted workshop seminars, created signing events, participated in trade shows and taught at universities and colleges. In addition, David has created, produced and hosted two radio shows broadcasted on three stations. “Author of the Week” was broadcasted on WORC 1310 AM and WGFP 940AM and aired live every Thursday morning from 9AM to 10AM before going into ABC news. On KCLA 99.3AM, “Today's Music Review” aired every Monday morning from 11AM to 11:30AM in Los Angeles, California. This show was recorded in studio in Connecticut.



Today, David Ewen's current radio project is “Today's Author” aired live on Blog Talk Radio and available 24x7 on iTunes, Yahoo Music, Liberated Syndication, and other web sites. With this, authors, agents, and publicists will be more able to use the show to promote the book. Listeners will be able to call in to the live show which will add to the success of the show.

“Today's Author” is accompanied by videos also found on www.ewenprime.com, Google Video and You Tube. The videos feature photos of the book and author and provide special news and updates to what's happening on Today's Author. This will allow putting a face to the radio broadcast.

The format of the show is fun. We open with a segment called “comedy corner” to loosen up the audience and after the author interview we close out with our musical guest to relax after the show.

Perhaps all questions haven't been answered. Feel free to write to Today'sAuthor@yahoo.com or call 877-414-5096. Also, feel free to take a tour of www.ewenprime.com.

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“ Today's Author ” - Booking Information



Contact information

- (1) Contact Name, Tel #, & Email (agent, publicists, or author)
- (2) Contact Times Zone (We will understand the best time to set up conference call).
- (3) Author Name (How does the author want to be represented?).
- (4) Book Title & Pub Date (Is the book out or is it coming?).
- (5) Author biography - very brief introduction
- (6) Summary of book or web link that tells us about the book.
- (7) How can book be ordered? Stores, Web, Tel#, Events, Etc.

Also email ten (10) quality pictures

- (1) Photo of author (head shots are best)
- (2) Photo of book (jpg files are best)

The guest email five (5) sample questions for host to ask

- (1) 5 W's WHO, WHAT, WHEN, WHERE, WHY type of questions that talks about author.
- (2) WIIFM “What's In It For Me” - What's in it for the reader? Why would the reader buy the book?
- (3) Passion. Why did author write the book? What possessed him/her to do the project?

Prepare to have listeners call in

Be prepared to reach out to associates, friends, family members, associates and any one you know. Lines will be open for them to call in on the live show. The show will also be recorded, so if they miss the show, they can still listen in within a few days after airing. **The call in number for guest is (646) 478-5047**