

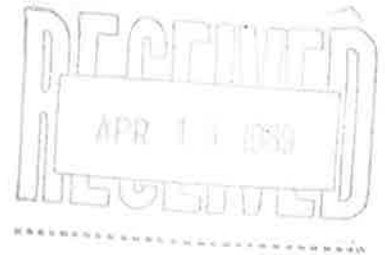


New Star Books Ltd. Publishers  
2504 York Avenue  
Vancouver, B.C.  
CANADA V6K 1E3  
(604) 738-9429



April 12, 1989

Dr. Bonnie Burstow  
School of Social Work  
Carleton University  
Ottawa, ON  
K1S 5B6



Dear Bonnie and Don,

Thanks, Bonnie, for your letter of April 3. Sorry it took me so long to get around to answering Don's letter (which you should have by now), but you brought up a few other issues in your letter, and I should answer them.

I can understand your feeling that you and Don have done most of the work to promote Shrink Resistant--as you are several thousand miles away from your publisher, and in Canada's major city as well, I guess it fell to you by default to contact Toronto's media; it's a lot cheaper for you to call the newspapers, the radio stations, Now magazine, etc., then for us to do it long distance. That is one job that usually falls to the publisher, and, in this case, it didn't. (If you had been in Vancouver, we would have handled more of it for you, but you weren't--and I really appreciate all the effort the two of you put into the media. I know how frustrating it can be, especially when it seems you're getting a run-around from a reviewer.)

However, I must point out that New Star did pay for a publicist, Celia Stroh, on the understanding that she would get national coverage (which she did in only one case, CKO). We did do a review mailing of the book (this was done before I arrived, so I'm not sure how many books were sent out, but there would have been around 200, mailed to Canada's major papers, magazines, radio, and tv stations); we purchased ads to feature either our fall books including Shrink Resistant, or Shrink Resistant alone; and we contributed to your readings at OISE and SCM. The only other form of promotion that

I can think of, that didn't take place, was an author tour, which was vetoed by you and Don.

This is more publicity than we do for many of our books, and definitely ended up being more expensive than most other promotion that is arranged for New Star books.

You asked what we intend to do for publicity and when; what more do you see us doing for the book? What more do the other small radical presses you mention do? The book has been delivered to the media, it has been brought to the attention of the bookstores and the public, we have exhausted our advertising/promotion budget for a single title--now it is up to Shrink Resistant to sell.

March stats show that we have sold over 1000 copies in paper and hardcover, and there are steady, small orders coming in from all over the country. Our academic sales reps are handing out reading copies to many professors, so we're hoping for course orders by next fall. We're more than happy with the repping of Marshall in Ontario--he is getting the book into stores, and getting reorders when stock runs low. The book has not been buried and it has not been neglected by its publisher.

Your concern is understandable--this is your book and an important book, and it should reach as wide an audience as possible--but I just do not know what else you expect New Star to do. Or maybe I don't know what expectations you had for the book. Sales of 1000 copies are good in Canada, and though there is interest and sales in the US, the main market will be Canada.

Please let me know what you think of the points raised here, and if you have any more problems, questions, suggestions, I'd be very happy to hear from you!

Yours truly,

  
Audrey McClellan

cc Don

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