



July 25, 2008

Dear MBA Booksellers,

Remember some weeks back when I was calling and emailing and “bugging” you about updating your local media contacts? Well, now you can put that information to good use!

The enclosed Midwest Booksellers’ Choice Awards release is formatted for you to add in your store and contact information. Please feel free to edit it and add further information as fits your needs.

You haven’t gotten around to updating your media contacts recently? You don’t have any good local media contacts? Use this announcement of the Midwest Booksellers’ Choice Awards as the excuse/motivation to make an appointment with your local editor, local radio host, etc. and establish that important connection!

If you feel STRONGLY that this Midwest Booksellers’ Choice Awards information is better coming to your local media contacts from the MBA office, please let me know. I will make email contact with them with the generic MBA release only, and I will do it only if you provide the pertinent email addresses.

All my PR experience, however, says that “local” always plays better with any form of media. So I urge you to take this perfect opportunity to strengthen your own media relationships in your community. I know you’ll be glad you did.

Good luck, and thanks for nominating and voting for such great books. This Midwest Booksellers’ Choice Awards announcement should help drive traffic to your stores for these specific titles.

And remember - nearly all of these authors will be attending the MBA Trade Show in St. Paul, so you will have a chance to meet them in person!

I look forward to seeing all of you in St. Paul in September.

Dorothy Molstad
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