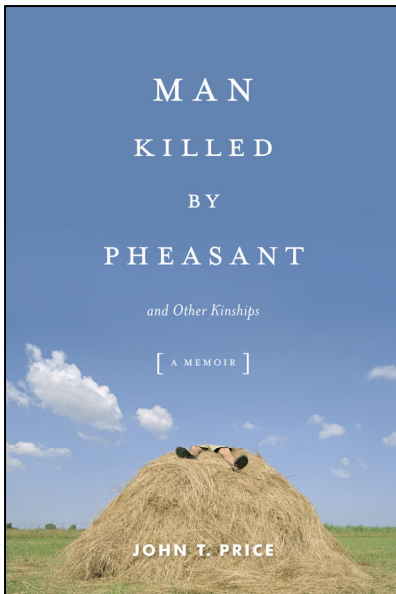




**A MIDWEST CONNECTIONS PICK  
starting in April!**

**MAN KILLED BY PHEASANT  
AND OTHER KINSHIPS  
A Memoir by John T. Price**



*“John Price’s memoir is a powerful inquiry into what it means to be a Midwesterner. In a style that replicates the laconic surface and passionate undercurrents of that region, he has fashioned not only a personal story, but a powerful evocation of the land and its European immigrant families.” -- Patricia Hampl, author of *The Florist’s Daughter**

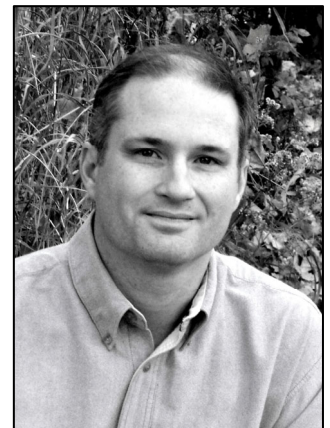
**MAN KILLED BY PHEASANT AND OTHER KINSHIPS** is being promoted by the Midwest Booksellers Association and DeCapo Press/Perseus Books as a **MIDWEST CONNECTIONS PICK** starting in April 2008.

Grounded in place in the great grasslands of the Midwest, **MAN KILLED BY PHEASANT** is not only a powerful memoir, but one that knows no boundaries. Kinship is the thread that runs throughout, with creatures in Price’s backyard and in the wild, with Swedish ancestors, with neighbors, with the Midwest prairies, and with his wife and children. Often smiling at the absurdities of ordinary life, and at other moments resonant with both joy and sorrow, **MAN KILLED BY PHEASANT** bears poignant witness to the bonds that link us all. It *“will resonate not only with those of us who have Midwestern roots, but with anyone who relishes a walk in the woods or a witty turn of phrase. Savor this book. It’s a delight.”* -- Lisa Renstrom, former President of the Sierra Club

*“John Price writes with exceptional lucidity, humor, and wisdom about his unexceptional-- and exemplary--American life. I spent my own youth in this very region, and I don’t know a better or more charming prose distillation of its sweet, homely beauty and melancholy. This is a perfect nonfiction companion to the stories of Garrison Keillor and the movies of Alexander Payne.”*  
-- Kurt Andersen, author of *Heyday*

**John T. Price**, author of *Not Just Any Land: A Personal and Literary Journey into the American Grasslands*, is the recipient of a fellowship from the National Endowment for the Arts. His work, deeply rooted in the Midwest is, like that of Edward Abbey or Aldo Leopold, tied to place yet elevated by experience that transcends the region. A Professor of English at the University of Nebraska, Omaha, he lives with his wife, Stephanie, and two young sons in Council Bluffs, Iowa.

Please read this beautifully written memoir as soon as you can. We know it will quickly become one of your hand-sell favorites and top book club recommendations! Send your comments and reviews about **MAN KILLED BY PHEASANT** to us, too. We want to share your enthusiasm with your fellow MBA booksellers and with your customers.



**MAN KILLED BY PHEASANT AND OTHER KINSHIPS: A Memoir  
by John T. Price**

DeCapo Press / Perseus Books  
Memoir / Essays

Order from Perseus Books or your preferred wholesaler

Hardcover \$25.00 ISBN-13: 978-0-306-81605-5, ISBN-10: 0-306-81605-9

**MIDWEST CONNECTIONS** marketing information on the next page...

# Sell More Books with MBA's



## REGIONAL MARKETING PROGRAM

Featuring

### **MAN KILLED BY PHEASANT AND OTHER KINSHIPS**

by John T. Price

DeCapo Press / Perseus Books

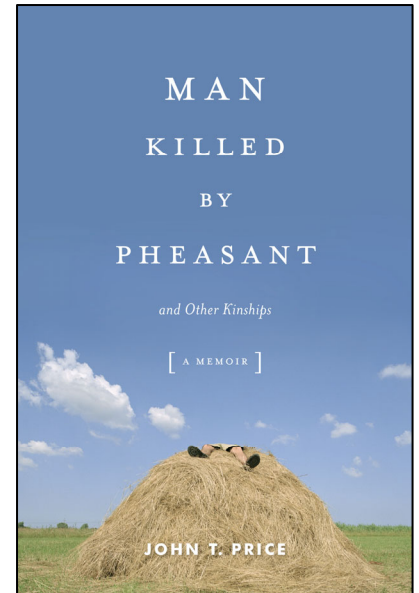
Meet the author at the MBA Spring Meeting Authors Reception!  
Des Moines, Iowa - Sunday, April 6

*"Anyone who's grown up in a family and started a family has a story—though not everyone can tell theirs with the kind of grace, insight, and humanity John Price brings to his."*

-- Hope Edelman, author of *Motherless Daughters*

*"MAN KILLED BY PHEASANT startles. Its profound reflection on the placer of memory and the memory of place quietly explode before your eyes. The flat landscape of the prairie spike into a range of flushed and feathered emotion. The writing flies."*

-- Michael Martone, author of *Racing in Place*



### **MIDWEST CONNECTIONS Marketing Plans for MAN KILLED BY PHEASANT AND OTHER KINSHIPS**

Details at [www.midwestbooksellers.org/members/mwconnections.html](http://www.midwestbooksellers.org/members/mwconnections.html)

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Author John T. Price appears at the MBA Spring Meeting Authors Reception in Des Moines
- Author events in MBA bookstores. To inquire about events with the author, please contact Lissa Warren, VP, Director of Publicity: 617-252-5212, [lissa.warren@perseusbooks.com](mailto:lissa.warren@perseusbooks.com)
- Author phone-ins to book clubs can be arranged
- All author events promoted on the MBA Bookstore Events website [www.midwestbooksellers.org/events](http://www.midwestbooksellers.org/events)
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Reading copies of *MAN KILLED BY PHEASANT* available from DeCapo Press and MBA
- Q&A with author John T. Price available as a PDF file on the MBA website
- An excellent title to recommend for book clubs
- Sell sheet on the book available as a PDF file on the MBA website
- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections stickers, shelf-talkers, signs, bookmarks for in-store displays – earn a display rebate, too

#### Questions? Check the website or contact MBA!

Go to the MBA website in the **Members Area** for more details: [www.midwestbooksellers.org](http://www.midwestbooksellers.org) Member login name **mbamember** and password **shoplocally**. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:  
[UMBAoffice@aol.com](mailto:UMBAoffice@aol.com) or [susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org)  
Phone 612-926-5868 or 800-784-7522

# Promote *MAN KILLED BY PHEASANT AND OTHER KINSHIPS* and author John T. Price

Your store can earn promotional rebates worth \$75 from MBA!

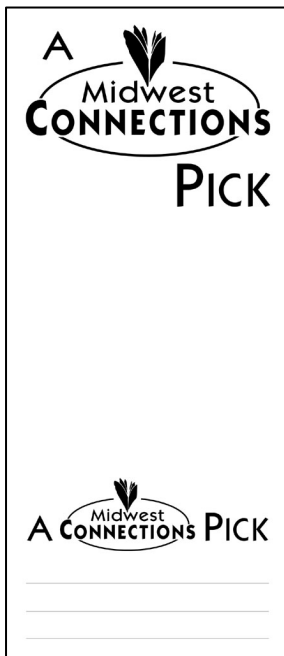
## HERE'S HOW -

In order to be eligible for rebates, your store must promote *MAN KILLED BY PHEASANT* in at least three ways between April 1, 2008 and June 30, 2008. The list of possible and suggested promotions is on the checklist on the rebate form - see the next page.

YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES. To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *MAN KILLED BY PHEASANT*. YOU ALSO MUST REPORT YOUR SALES OF *MAN KILLED BY PHEASANT* to MBA.

Use the checklist and rebate form on the next page to help verify your promotions. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by July 15, 2008.

FREE MIDWEST CONNECTIONS PICK book stickers are available from the MBA office!



This shelf-talker is available as a ready-to-use PDF files at [www.midwestbooksellers.org](http://www.midwestbooksellers.org). Go to the Members MIDWEST CONNECTIONS page (below) and click on the link from the book title MAN KILLED BY PHEASANT to get to the web page for this book. [www.midwestbooksellers.org/members/mwconnections.html](http://www.midwestbooksellers.org/members/mwconnections.html)

You also will find generic signs and bookmarks for the MIDWEST CONNECTIONS program.

JPG files of the book cover and author photos are available on the book's web page.

A full-color sign or flyer for this book is available as a PDF file on the book's web page.

A Q&A with the author is available as PDFs. This is excellent for use with book clubs.

A B&W print ad to which you can add your own store info will be available soon as a PDF file at the MBA website.

Q&A with the author



STICKER graphic

**A Talk with  
John T. Price**  
Author of  
**MAN KILLED BY PHEASANT  
AND OTHER KINSHIPS**  
A Memoir  
Da Capo Press, April 2008

The title of your book is rather unique. Care to explain it?

Well, it's based on a unique experience—nearly being killed by a pheasant. While I was still in graduate school, when my wife and I were living in a small Iowa town, I was driving down a rural highway when a pheasant flew in my open driver's side window, rapped around in my face and nearly caused me to dump the car in a ditch. Luckily I knocked it back outside and was able to safely pull over, where I remained for a long time, trying to recover myself.

The surrounding landscape was also experiencing some dramatic surprises that summer. It was the summer of 1993, during some of the worst state-wide flooding on record. The rural countryside along my commute had become nearly unrecognizable, a mixture of massive destruction and surprising natural beauty. Flooded cornfields were full of wild birds, and the untended ditches erupted with native grasses and wildflowers. For most of my life I had thought of my home landscape and its wildlife as ordinary, overly-familiar and predictable—that wayward pheasant and the floods changed my thinking. I got a brief glimpse of what Iowa used to be, a rich ecology of wetlands and prairies, a place of surprises and danger, which is one way to define wilderness.

The ordinary suddenly became extraordinary, and it transformed me and my relationship to the place in which I had been born and raised. Having spent most of my life wanting to leave home, I was now longing for a deeper relationship to what remains of wilderness here, a new sense of kinship with place. I see that process as a kind of death and then re-birth, which I believe is what happens during the most profound experiences of our lives—this memoir is about those kinds of transformative experiences. But we don't usually recognize their significance until much later. At the time of the pheasant incident itself, I was just frightened out of my mind and embarrassed—who expects their obituary to read "Man Killed by Pheasant"?

You're known as a writer of place, in particular the Midwest. How do you define the Midwest and what makes it unique?

The great thing about places is that, like people, they resist definition. This is certainly the case with the Midwest. If you ask a group of people to define the borders of the Midwest, my guess is you'll get a very wide range of answers. Some might point a broad geographical swath running from the eastern slopes of the Rocky Mountains all the way to, perhaps, Pittsburgh. Others might zero in on the mostly rural center of the country, excluding major metropolitan areas, like Chicago and Detroit. Others will focus on more abstract concepts like "the heartland" and conjure up images of "the simple life." The Midwest, like all places, is anything but simple and its resistance to easy definition is part of what makes it interesting to me as a writer and resident.

**MAN KILLED BY PHEASANT** By John T. Price [Da Capo / Perseus]  
Rebate Request Form -- Deadline July 15, 2008

To be eligible for rebates for promoting *MAN KILLED BY PHEASANT*, your store must promote this book in at least three of the following ways between April 1, 2008 and June 30, 2008. YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.

Use this checklist and rebate form to compile your documentation. PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM. Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44<sup>th</sup> Street, Minneapolis, MN 55410 by July 15, 2008.

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

**REQUIRED!** Report your store's sales of *MAN KILLED...* for April-June 2008

**QTY SOLD** \_\_\_\_\_

- \_\_\_ Display *MAN KILLED BY PHEASANT* on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- \_\_\_ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- \_\_\_ Advertise this book in a local publication in your community using the print ad format available from The MBA website. SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.
- \_\_\_ Feature, review, and/or advertise *MAN KILLED BY PHEASANT* in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- \_\_\_ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.
- \_\_\_ Review, discuss or advertise *MAN KILLED BY PHEASANT* on your local radio station. DOCUMENT TO MBA.
- \_\_\_ Host an event or informal stock signing at your store with the author. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- \_\_\_ Promote *MAN KILLED BY PHEASANT* to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.
- \_\_\_ Hand-sell this book in your store as a "staff pick" or recommended title. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- \_\_\_ Send your bookseller recommendation or review of *MAN KILLED BY PHEASANT* to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with the publisher.
- \_\_\_ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You ALSO can earn the following rebates from MBA. In all cases, you MUST provide appropriate documentation by July 15, 2008, in order to receive your store's rebates. **REQUIRED!** You MUST report your store's sales of *MAN KILLED BY PHEASANT* for the months of April through June 2008.

- \_\_\_ **\$25 rebate:** feature, review, or advertise this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover
- \_\_\_ **\$25 rebate:** run a print ad on *MAN KILLED BY PHEASANT* in your local newspaper or similar publication, including a photo of the book cover. You may also get this rebate for running a radio ad.
- \_\_\_ **\$25 rebate:** DISPLAY THIS ONE BOOK ON ITS OWN in a table, window, or wall display, with at least 3 copies.  
**OR**
- \_\_\_ ONE APRIL \$25 GROUP DISPLAY ONLY: do a **GROUP** display of the **APRIL** MIDWEST CONNECTIONS PICKS titles. *MAN KILLED BY PHEASANT* is one of 3 Midwest Connections books launched in April.

**PLEASE NOTE! YOU MAY CLAIM ONLY ONE GROUP DISPLAY REBATE PER MONTH. YOU MAY NOT USE THE SAME GROUP DISPLAY TO CLAIM SEPARATE REBATES FOR EACH OF THE INDIVIDUAL TITLES INCLUDED IN THAT GROUP.**