

SUBJECT: May celebrates Texas Writer's Month

Hello,

Texas Writer's Month began in 1994 as an effort to get Texas bookstores and media outlets to feature their local authors more prominently and a way for the community at large to celebrate the craft of writing and the work that goes into publishing books.

This year, Texas Writer's Month is being brought to you by the [Author to Influencer Accelerator](#), a DIY book publicity membership community. Texas Writer's Month is being celebrated a little differently this year due to covid-19, but no less important.

[PR by the Book](#), an Austin-based literary publicity firm, revitalized the celebration last year. Led by 23-year book publicity veteran and TV personality Marika Flatt, PR by the Book has always seen this celebration as being important for the state.

How can you help? Suggestions:

- Interview Marika Flatt to discuss Texas' growth as a literary community (available for TV segments filmed from home studio) and why this recognition of the state's writers is more important than ever. Discuss how consumers can support Texas' authors during this time.
- Interview PR by the Book's Texas authors: (click on each name for more information)

[Judy Gaman](#) - Dallas, *Love, Life, and Lucille*

[Chrysta Castaneda](#) - Dallas, *The Last Trial of T. Boone Pickens*

[Douglas A. Burton](#) - Austin, *Far Away Bird*

[Ruby Walker](#) - Austin, *Advice I Ignored*

[Douglas Ferguson](#) - Austin, *Beyond the Prototype*

[Jill Grimes](#) - Austin, *The Ultimate College Student Health Handbook*

Roger Duncan/Michael E. Webber - Austin, *The Future of Buildings, Transportation and Power*

[John Fitch](#) - Austin, *Time Off*

[Burgin Streetman](#) - San Antonio, Trinity Univ. Press, publisher of *Dear America*

Please let me know how you can help get the word out! We've placed some social media content below that you can utilize.

Thanks!

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Our new 2020 offering! <https://www.authortoinfluencer.com/>

Our authors/experts: www.prbythebook.com/experts

About the Author to Influencer Accelerator:

Doing their part to promote a digital learning platform and community during this time of sheltering-in-place, PR by the Book has launched a DIY membership community for authors who don't have the budget to hire a professional to take them from preparation through

promotion on their book journey. The [Author to Influencer Accelerator](#) offers an ideal way for authors to tap into what they need during this time of quarantine.

Due to folks being at home, able to spend more time online, learning and applying those skills, PR by the Book cut the price in half for the month of April.

April is also **Drop Everything and Read (DEAR) Month**, and is a great opportunity to share about Author to Influencer to help authors learn.

Pre-Written Social Media Posts - Please share!

May is Texas Writer's Month! Who are your favorite Texas authors? Some of our favorites are X, X, and X. #TWM #TexasWritersMonth #TexasLiterature

There is something special about Texas writers, they emphasize what it means to be a Texan. Help us celebrate our Lone Star authors all month by reading Texas literature! #TWM #TexasWritersMonth #TexasLiterature

Help us celebrate Texas Writer's Month! What are some of your favorite books? #TWM #TexasWritersMonth #TexasLiterature