

BOB TODD

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Objective

Innovative publicity professional with over seven years of success in promotion of religion, history, and spirituality books seeks both full-time and freelance positions providing effective book publicity campaigns and systems utilizing the skills and experience listed below.

Core Competencies

Publicity Campaign Design
Book Launch Administration
Press Release Development

Alliance-Building
Dedicated Website Design
Press Conference Management

Media Relations
Sales Optimization
Market Penetration

Career History

Augsburg Fortress Publishers, Minneapolis, MN (2000-2007)
Senior Publicist -

Publicity Systems Management

- Designed and built electronically based publicity program for promotion of 100 books per year
- Formulated publicity plans and developed press releases, press kits and other promotional materials
- Developed corporate partnerships for book promotions – key contacts for specific projects
- Researched and gathered over 20,000 publicity contacts—scholars and professors, clergy, religious and secular organizations and publications, newswriters, TV/radio broadcasters, multicultural media
- Enlisted high-profile personalities to contribute forewords and book endorsements
- Developed book-specific websites to support publicity and sales
- Set up effective systems for cataloging reviews received and reporting publicity efforts to authors

Publicity Campaigns Development

- Organized book launch and press conference at the National Press Club in Washington, D.C. for ***Ending Hunger Now*** by Senator Bob Dole, Senator George McGovern, and Donald Messer that was broadcast on C-SPAN Book TV. Partnerships with former President Bill Clinton, Bread for the World, Feed the Children, United Nations Food Programme, National Council of Churches, World Vision International, and the Millennium Campaign resulted in stellar endorsements for the book, strong sales, a dedicated website (www.endinghungernow.com), and author appearance on NBC Today Show
- Organized book launch and press conference at the National Press Club in Washington, D.C., for ***Crisis in the Village: Restoring Hope in African American Communities*** by Robert M. Franklin, President of Morehouse College in Atlanta. Distinguished panel included moderator E.J. Dionne from the *Washington Post*, Hugh Price from the National Urban League, Marian Wright Edelman from the Children's Defense Fund, Dr. Cheryl Sanders from Howard University, and Jim Wallis from *Sojourners*
- New York City book launch for ***Living Faith: How Faith Inspires Social Justice***. Events included panel discussion and press conference at the Malcolm X Center in Harlem, presentations at the Church Center for the United Nations and the Interchurch Center (God Box), and interviews with local media

Media Relations

- Developed an extensive personal network of newswriters, journal editors, radio and TV broadcasters
- Adept at working with authors and media outlets to arrange interviews and to adapt book for excerpting
- Proactive at suggesting seasonal or topical story ideas to newspapers and periodicals and working with editorial calendars/agendas
- Secured major book reviews, author interviews and feature stories in USA Today, National Catholic Reporter, Choice, Presbyterians Today, The Lutheran, Publisher's Weekly, Catholic Biblical Quarterly, Interpretation, Christian Century, Sojourners, National Public Radio, and many additional print and broadcast media
- Attend and network with the media at academic and trade events at American Academy of Religion/ Society of Biblical Literature conference, Book Expo America, International Christian Retail Show, Religion Booksellers Trade Event, and the Religion Newswriters Association conference.

Marquette Bank, N.A., Minneapolis, Minnesota (1997-2000)

Administrative Specialist promoted to **Business Analyst**

2 Bob's Enterprises, Inc., Olney, Illinois (1996-1997)

Co-owner/operator of full-service restaurant, bakery and gift shop)

University of Texas Medical Branch, Galveston, Texas (1989-1996)

Coordinator of Special Programs II, Editor-in-chief, Dept of Surgery, Medical Research Publications

Education

- Iowa State University, Ames, Iowa, 1973-1976, B.S. Degree Program in Institution Management
- Minot State College, Minot, North Dakota, 1971-1973, B.S. Degree Program in English, Journalism, and Humanities
- Ray High School, Ray, North Dakota, 1967-1971
- Additional Study: WordPerfect, MS Word, MS Excel, MS PowerPoint, MS Access, Quark Express, Adobe Photoshop, Act 4.0, Aldus PageMaker, CorelDraw; Adobe Illustrator, FileMaker Pro, as well as courses in Total Quality Management, time management, employee motivation and supervision, management development, ISO 9000, Bacon's Media Source, and others

References

- Martin E. Marty, Fairfax M. Cone Distinguished Service Professor Emeritus at the University of Chicago
- J. Michael West, Editor-in-Chief, Fortress Press
- Pamela Johnson, Marketing Manager, Fortress Press
- Richard Kauffman, Senior Editor, *Christian Century*
- Teresa Blythe, *Presbyterians Today*
- Walter Brueggemann, William Marcellus McPheeters Professor of Old Testament at Columbia Theological Seminary
- Donald E. Messer, Executive Director of the Center for the Church and Global AIDS

Examples of my work can be found at
www.BobToddPublicity.com