

Public Relations Questionnaire

www.cabookfair.com

All forms must be received by Friday, December 1, 2017

Exhibitor: _____ Booth No.: _____

Roberta Silverman Public Relations is again handling publicity for the 51st California International Antiquarian Book Fair. The more we know about you and your work, the more opportunities we will have to develop story ideas for newspapers, magazines, TV, radio and internet. You can help by taking a few minutes to answer the following questions. Please feel free to add anything else you want us to know about you or your work.

Contact phone/e-mail: _____

Website and/or social media handles (if applicable): _____

Please tell us about 2-3 newsworthy/special items that you will be bringing to the Fair. We will celebrate the 200th anniversary of Mary Shelley's *Frankenstein*. Will you have any relevant items? _____

Do you have photographs of the items you will bring to the Fair? Please e-mail your top three choices with caption and credit info to Roberta@relay-pr.com (Dropbox preferred, but not necessary) _____

Please name any community newspapers or other local publications (including free ones) that serve your home or office area. _____

What are your specialties? _____

How many Antiquarian Book Fairs have you been involved with? _____

Do you have any personal media contacts we can follow-up with? _____

Do you have any upcoming publicity that might provide an opportunity for a Fair tie-in? _____

Do you have any fascinating hobbies, interests? _____

Please return this form to:

Roberta Silverman
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