

Media Diary

MONDAY 2ND FEBRUARY

Home from home

John Grogan, author of *Marley & Me* (Hodder), will be in the UK to promote his new autobiography *The Longest Trip Home* and forthcoming *Marley* movie, out on 13th March. Events will include signings at Waterstone's in Horsham on 4th February, Liverpool on the 10th, and Nottingham and Lincoln on the 12th; Kendal Library on the 10th; and Manchester Town Hall on the 11th. Publicity includes BBC "Breakfast News" and the Radio 5 Live "Simon Mayo Show" on the 2nd February, as well as *Sunday Telegraph*, *Sunday Express*, *Independent*, *Daily Mirror* and *Scotsman* during February.

Dumas' literary lady

Today's BBC Radio 4's "Woman's Hour" drama is the first of five parts of an adaptation of Alexandre Dumas' (fils) novel *The Lady of the Camellias*.

TUESDAY 3RD FEBRUARY

Tomine and Toby

Acclaimed illustrator and cartoonist Adrian Tomine will be in conversation with Toby Litt at the Institute of Contemporary Arts, London, at an event presented by Comica and supported by Faber and the Angoulême International Comics Festival. He will discuss his recent works *Shortcomings* and *Summer Blonde* (Faber). Litt's new novel, *Journey into Space*, will be published in March by Hamish Hamilton.

Mad in the Big Apple

The final episode in the first series of "Mad Men", the acclaimed drama about the world of advertising on Madison Avenue, New York, during the 1960s, is broadcast on BBC4 tonight. Series two begins the following week. Palgrave Macmillan last week published *The King of Madison Avenue*, the first biography of renowned ad man Kenneth Roman.

Top rank

Australian author Kate Grenville appears in the Purcell Room at the Southbank Centre, London, to discuss her latest novel *The Lieutenant*, which is released in paperback by Canongate this week.

THURSDAY 5TH FEBRUARY

Travel talk

Mostly Books in Abingdon, Oxfordshire, is hosting an evening with Hilary Bradt, founder and chairman of the eponymous travel publisher, and publisher of Trailblazer Guides, Bryn Thomas, talking about their careers.



McCloud

A Design for life

The new series of "Grand Designs" continues with the building of a New England-style watermill in the Chilterns. The paperback versions of *Grand Designs Handbook* by presenter Kevin McCloud (Collins) and *Kevin McCloud's Colour Now* (Quercus) are both released in May.

FRIDAY 6TH FEBRUARY

On Route

*The Train of Ice and Fire* by Ramón Chao, the father of acclaimed French-Spanish punk musician Manu Chao, is published today by Route. It will be featured in *Songlines* magazine, out today, and the *Telegraph* in February.

Out now

Films on UK release today are "The Secret of Moonacre", from Elizabeth Goudge's children's book with a tie-in from Lion Hudson and audiobook from BBC Audiobooks; "He's Just Not That Into You" with tie-in version of the dating guide from HarperCollins; and Oscar-nominated "The Curious Case of Benjamin Button", with a tie-in title from Penguin.

Email media stories to Katie Allen at [katie.allen@bookseller.co.uk](mailto:katie.allen@bookseller.co.uk)

# Silver-screen Scarpetta

Katie Allen

Crime writer Patricia Cornwell is to reach the silver screen for the first time in a competition launched tomorrow (31st January) by publisher Little, Brown and the *Times*.

Applicants must make a 30-second cinema advertisement for Cornwell's latest novel *Scarpetta*, which is released in paperback in June, or write a script or storyboard.

The *Times* will promote the competition in the paper on 31st January and online at [www.timesonline.co.uk/scarpetta](http://www.timesonline.co.uk/scarpetta), with a link to a microsite run by HYPtv. Other online marketing will include a Facebook campaign.

Press releases will be sent to film



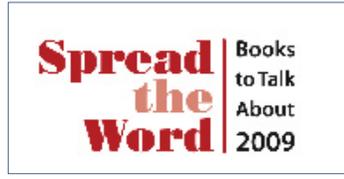
schools, with 250,000 postcards distributed to cinemas from 6th February. Cornwell's backlist will be stickered to "get fans on board", according to Sphere marketing executive Emma Williams. She added: "With the nationwide coverage, we want to build Cornwell's profile and audience, as well as targeting her core fans and budding creatives."

Film entries can win £2,500, while those entering a winning script or storyboard will see their advertisement made. The films are set to reach cinemas across the UK around publication. Little, Brown Book Group will choose the winner by the 23rd March from a maximum shortlist of 20 to be judged by representatives from the *Times*, M&C Saatchi and HYPtv.

## Ten books to talk about

The shortlist for the 2009 Book to Talk About has been revealed, with Hodder author Sophie Hannah facing-off two self-published authors and four debuts on the 10-strong list.

The titles are: *Bad Traffic* by Simon Lewis (Sort Of Books); *Catch a Fish from the Sea (Using the Internet)* by Nasreen Akhtar (Greenbirds); *Fifteen Modern Tales of Attraction* by Alison MacLeod (Hamish Hamilton); *Imagine This* by Sade Adeniran (SW Books); *Random Deaths and Custard* by Catrin Dafydd (Gomer Press); *Season of the Witch* by Nata-



sha Mostert (Bantam); *The Fantastic Book of Everybody's Secrets* by Sophie Hannah (Hodder); *The Opposite of Love* by Julie Buxbaum

(Bantam); *Vicky Had One Eye Open*, by Darryl Samaraweera (Beautiful Books/Burning House); and *Wild* by Jay Griffiths (Penguin).

The shortlist is the result of World Book Day's Spread the Word campaign launched last November. Votes were cast on the top 10 contemporary books with word-of-mouth appeal. The winning Book to Talk About will be announced on 5th March, World Book Day.

## Authors line up for CrimeFest

Maxim Jakubowski, owner of Murder One bookshop, is to be the special guest, for services to crime fiction, at this year's CrimeFest, taking place from 14th-17th May.

Jakubowski has chosen authors Cara Black, Declan Burke, Paul Johnston and Donna Moore to accompany him on a panel to discuss crime writing and the industry.

Other featured authors include: Simon Brett, Hakan Nesser, Michael Connolly and Andrew Taylor, who won the 2009 Cartier Diamond Dagger Award.

Events will include the Crime Writing Workshop, tutored by Peter Gut-

teridge and Janet Laurence, and Pitch an Agent, where aspiring writers will have 10 minutes to pitch their novels to Camilla Bolton of the Darley Anderson Agency, Broo Doherty of the Wade & Doherty Literary Agency and David Headley of DHH Literary Agency.

The winners of the Last Laugh Award for Best Humorous Crime Novel of 2008, and Sounds of Crime awards for the best crime audiobooks of 2008 will also be announced.



For more media information, see pages 39/42