

Media Diary

SUNDAY 24TH MAY

Go4it, go4it, gone

The last-ever edition of children's show "Go4it" is broadcast on BBC Radio 4 today. Michael Rosen, Jacqueline Wilson and Philip Ardagh take part, plus Bloomsbury author Kaye Umansky, who will discuss 21 years of Pongwiffy.

Battle scars

"Fighting Passions" on BBC2 features former soldiers discussing the act of killing in battle; Simon & Schuster author Doug Beattie takes part.

MONDAY 25TH MAY

Wales Book of the Year

The shortlist for the 2009 Llyfr y Flwyddyn (Wales Book of the Year) is announced today, picking three English-language and three Welsh-language books from the 20-strong longlist.

Springing back

"Springwatch" returns for three weeks today, despite lacking Bill Oddie. Collins publishes the tie-ins.

TUESDAY 26TH MAY

Ida watch this

The story behind the recently revealed 47-million-year-old fossil of human ancestor "Ida" is broadcast in a one-off David Attenborough documentary "Our Earliest Ancestor: The Link" on BBC1. To tie-in to the revelation, Little, Brown last week published behind-the-scenes title *The Link: Uncovering Our Earliest Ancestors* by biologist Colin Tudge.

WEDNESDAY 27TH MAY

Digging up the past

A 17th-century collection of gardening advice, *Directions for the Gardiner* (OUP) is reviewed on BBC Radio 3's "Nightwaves". The panel of "Gardeners' Question Time" on BBC Radio 4 will pick their favourite tips from the book on Friday.

Middle man

John Amaechi, former NBA basketball player and judge on BBC2's "The Speaker" will appear at Waterstone's Leadenhall Market, London, promoting his autobiography *Man in the Middle* (Random House US, available from Publishers Group UK).

Uncommonly sensible

"Dragon" Deborah Meaden will be discussing her new title *Common Sense Rules* (RH Business Books) on BBC Radio 4's "Woman's Hour", "BBC Breakfast", the Simon Mayo show on BBC Radio 5 Live and Magic FM and Smooth Radio. Further publicity includes BBC Radio 2's "Steve Wright in the Afternoon" tomorrow, plus the *Daily Mail*, *Sunday Times Magazine*, *Business Life*, *Scotland on Sunday* and *Woman & Home*.

FRIDAY 29TH MAY



Speaking volumes

New series "My Life in Verse" begins on BBC2 with Sheila Hancock discussing the poems that mean the most to her. Penguin Classics publishes the tie-in title. Other poetry this week includes "Simon Schama's John Donne" on BBC2 on Tuesday, "Armando Iannucci in Milton's Heaven and Hell" on BBC2 on Wednesday and "Michael Wood on Beowulf" on BBC4 on Thursday.

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Crunch hits BBC prize

Katie Allen

The credit crunch has hit this year's BBC Samuel Johnson Prize for Non-Fiction, with the BBC, which sponsors the award, reducing the prize fund by £10,000, citing "a responsible approach in the economic climate".

The shortlist for this year's prize was released today (22nd May), with HarperCollins scoring three of the six nominations. Indie Icon Books title *Quantum* by Manjit Kumar also made the list.

The prize, now in its 11th year, is billed as "the richest non-fiction prize in the UK". The prize money, which was previously worth £30,000 to the winner, has dropped to £20,000. The shortlisted authors will still receive £1,000 each.

The spokesperson said: "The BBC has reduced their funding of the prize and therefore the prize purse reflects that. This is a responsible approach in the economic climate."

She added: "The BBC's commitment to the prize continues, as

SAMUEL JOHNSON SHORTLIST

- *Lords of Finance* by Liaquat Ahamed (William Heinemann)
- *Bad Science* by Ben Goldacre (Fourth Estate)
- *The Lost City of Z* by David Grann (Simon & Schuster)
- *Leviathan* by Philip Hoare (Fourth Estate)
- *The Age of Wonder: How the Romantic Generation Discovered the Beauty and Terror of Science* by Richard Holmes (HarperPress)
- *Quantum: Einstein, Bohr and the Great Debate about the Nature of Reality* by Manjit Kumar (Icon Books)

reflected in the renaming of the prize and the special 'Culture Show' programme on BBC2."

The prize changed its name this year from the BBC Four Samuel Johnson Prize. It has subsequently moved to BBC2 for the broadcasting of the awards ceremony on 30th June on a 50-minute special of "The Culture Show".

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Making crime pay: (from left) authors Maxim Jakubowski, Andrew Taylor, Simon Brett and Håkan Nesser, joined by toastmistress Meg Gardiner, line up at this year's CrimeFest, which took place 20th-23rd May. At the CrimeFest Awards, the Last Laugh Award went to Christopher Fowler's *The Victoria Vanishes* (Bantam); best abridged crime audiobook went jointly to Stieg Larsson's *The Girl with the Dragon Tattoo* (Quercus)

and Ian Rankin's *Doors Open* (Orion), and best unabridged crime audiobook went to Kate Atkinson's *When Will There Be Good News?* (BBC Audiobooks). Colin Dexter will guest next year; Jakubowski is to publish a new Inspector Morse story, "Mr E Morse, BA Oxon (Failed)" in his seventh *Mammoth Book of Best British Crime Stories* (Robinson) in February 2010.

Headline and Sky Take promotion

Headline is planning a "serious promotion" for the TV tie-in edition of Martina Cole's *The Take*, which has been adapted into a four-part series on Sky1.

"Martina Cole's *The Take*" will be broadcast as four hour-long episodes, with the first two scheduled for 17th June, with the third on 24th and the fourth on 1st July (dates t.b.c.).

The publicity schedule begins on 1st June, with interviews with Cole in the *Daily Mail*, *Guardian*, *Observer Magazine* and the August issue of *Woman & Home*, plus an interview on BBC Radio London on 15th June.



Twenty Borders stores will run window displays promoting the book and series for two weeks before the broadcast. Sky is running an outdoor poster campaign from 1st June, and from 5th June, cinema advertising for the show will run before screenings of "Terminator Salvation" and "12 Rounds".

Selected clips from the show will be streamed onto sites such as MSN.com and FHM.com, as well as martinacole.co.uk and book retailer websites.

An e-newsletter will be sent to Cole fans, plus on 1st June readers can text to receive the first chapter on their mobile or to read online.