

My final project in Kent Watson's Book Marketing class was to create a marketing plan for a book of my choice. I decided to work on *The Portland Red Guide*, one of Ooligan's more successful titles, as the press is working on a second edition of the book. It was great to feel that the work I was doing for class would potentially be of use to the program, rather than just being an exercise for me.

Much of the information that follows is fictional; for example, the responses on the author questionnaire are purely invented; I did not correspond with Michael Munk to complete the form. However, the questions themselves will be useful to the marketing department. Similarly, I was unable to obtain quotes for the back cover from Howard Zinn and Noam Chomsky; the marketing department may have better luck than I did.

# Marketing Plan for *The Portland Red Guide, 2nd Edition*

## Author Bio

Michael Munk's political career began in 1939, when at age five he and his family fled the Nazi occupation of Czechoslovakia and came to Portland. In the 1950s he became a local opponent of nuclear testing, and went on to become vice president of the Young Democrats of Oregon. On return from military service in South Korea, he moved to New York, where he became national affairs editor for the National Guardian, a leftist weekly, while pursuing his PhD in politics from New York University. For the next 25 years, he taught political science at State University of New York at Stony Brook, Roosevelt University in Chicago, and Rutgers University in New Jersey before returning to Portland.

## Hook and Pitch

Hook: The definitive guide to Portland, Oregon's unique history and radical past.

Pitch: From the utopians and Marxists of the 19th century to the anarchist and socialist activists of today, Portland has always had a healthy contingent of radicals and free thinkers. In *The Portland Red Guide*, Michael Munk examines the history of these brave and committed men and women, helping readers to see the city of Portland in a whole new way.

## Description

The *Portland Red Guide* is an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into six sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made.

# Tip Sheet

Ooligan Press  
The Portland Red Guide, 2nd Edition  
by Michael Munk

## Sales Hook

The newly updated definitive guide to Portland, Oregon's unique history and radical past.

## Description

The Portland Red Guide is an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland's most contemporary radicals.

## Key Selling Points

- Includes maps of the town that pinpoint the locations of the places mentioned
- The first edition was one of Ooligan's stronger backlist titles, and this edition has 20% new content, updating to the present day.

## Audience

- Local historians
- Radicals interested in community and history
- Visitors to Portland looking for an alternative view of the city
- Portland natives interested in a deeper understanding of their town
- Members of the organizations mentioned in the book

## Author Bio

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## Comparative Titles

- The Portland Red Guide 1st Edition, Michael Munk. 2007. ISBN 978-1932010152
- The Radical Middle Class: Populist Democracy and the Question of Capitalism in Progressive Era Portland, Oregon (Politics and Society in Twentieth Century America) Robert D. Johnston 2006. ISBN 978-0691126005
- Black, Brown, Yellow, and Left: Radical Activism in Los Angeles Laura Pulido, 2006 ISBN 978-0520245204

## Marketing and Publicity Highlights

- Author guest-blogging tour on sites of relevance
- Possible endorsement by Travel Portland for use in walking tours
- Possibility of integrating with the Portland Radical History bike tour (<http://legacy.lclark.edu/~polyecon/bike%20tour.htm>)

## Cover Letter

Dear Editor,

Ooligan Press is proud to announce the second edition of Michael Munk's popular and well-reviewed Portland Red Guide, and we hope that you will enjoy this advance reader copy. Visitors, natives, and historian of Portland will all be interested in this new edition, which includes 20% new material.

Michael Munk's political career began in 1939, when at age five he and his family fled the Nazi occupation of Czechoslovakia and came to Portland. In the 1950s he became a local opponent of nuclear testing, and went on to become vice president of the Young Democrats of Oregon. On return from military service in South Korea, he moved to New York, where he became national affairs editor for the National Guardian, a leftist weekly, while pursuing his PhD in politics from New York University. For the next 25 years, he taught political science at State University of New York at Stony Brook, Roosevelt University in Chicago, and Rutgers University in New Jersey before returning to Portland.

In *The Portland Red Guide*, Munk draws on both his years of experience as a scholar and his political leanings to develop an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland's most contemporary radicals.

Please take a look through the review copy we have enclosed and let us know what you think of it. We'd be delighted if you would pass information on to your readers about the book as well. Do not hesitate to contact us for more information.

*The Portland Red Guide, Second Edition* will be available in May 2011 for \$17.95 from Ooligan Press.

Yours,

Tom McCluskey

Ooligan Press

## Author Q&A

*Your full name (with phonetic spelling if difficult to pronounce):* Michael Munk

*Any pseudonym using in connection with this book:* None

*Any title that you preferred used (Dr., Ms., etc):* None

*Complete title of your book, including any subtitles:* The Portland Red Guide, Second Edition

*Names of coauthors, artists, or other contributors to your book:* Maps by T.H, McKoy V, Jason L. Schmidt, and David Banis

*Home address and telephone number:* 3808 SW Mt. Adams Dr., Portland, OR 97239 (503)227-3334

*Business address and telephone number:* use home address

*Email address:* lastmarx@comcast.net

*Do you mind having your address, telephone number, or email address given to the media?* No, I don't.

*Date and place of birth:* Prague, Czechoslovakia, 1938

*Citizenship:* us

*Marital status:* Single

*Children:* None

*Colleges/Universities attended & degrees earned (include dates):* Reed College, 1943 (BA); University of Oregon, 1946 (MA, political science); New York University, 1966 (PhD, politics)

*Technical degrees earned (include dates):* None.

*Are you a full time author? If not, please state your exact job title currently held.* No. Retired professor of political science.

*Other fields of study, special interests, or hobbies:* Politics, radical thought, and local history.

*Principal cities and states where you have lived (include dates):* Portland, 1939 – 1959 and 2005 to present; New York, 1963-1990; Chicago, 1991-1998; New Jersey, 1999-2004

*Any magazines, newspapers, or journals you have contributed to (include names of periodicals, titles of contributed materials, and dates of publication):* Oregon Historical Quarterly (Vol. 109, No. 3, “The Romance of John Reed and Louise Bryant: New Documents Clarify How They Met”), the Pacific Northwest Quarterly (1996, “Oregon Tests Academic Freedom in (Cold) Wartime: The Reed College Trustees versus Stanley Moore”), and Science & Society (April, 2005 “Conflicting Missions: A Review”)

*List any other book(s) you have had published (include publisher, year, and any subsidiary rights sales):* The Portland Red Guide, Ooligan Press, 2007

*Have any of your previous works been published overseas or in translation (include publisher and dates)?* No.

*Do you have clippings or photocopies of past articles or reviews of your work that you can send us? If not, please list sources and dates.* Yes.

*How long have you been working on your book?* The first edition was several years of research, followed by several months to a year working with Ooligan.

*How did the idea for your book originate?* Through my interest in politics and the idea that monuments are always to the winners of conflicts. I felt that there should be some record of the places that were so important to the struggles of so many, which shaped in many ways the society we live in today—even if they didn’t “win” the fight.

*What type of research did you do for this book? Did you go through any notable experiences to write your book (special research, interviews, seminars, or investigations)?* Large amounts of research and interviews.

*Describe your expected readership for this book:* People interested in Portland, or in socialist and radical history.

*Are there any special features of the book that we should emphasize?* Probably the new content for the second edition.

*Do you currently have other projects or manuscripts in the works?* No.

*Are there any special groups or niches (societies, organizations, businesses) that should be alerted to the publication of this book (include groups that you belong to)?* Many of the groups mentioned in the first edition still have members. The second edition will include more up-to-date content, and members of those groups would probably be interested in at least hearing about the book.

*Any educational or library markets that may be interested in your book?* This would be a very valuable book for local history classes. The local library system might be interested as well.

*Are there any special reviewers who should receive a review copy of the book (especially those you have a past connection with)?* No.

*Do you know any powerful or famous friends or associates who we can contact for promotional reasons?* No.

*Are you comfortable being interviewed by the press, radio, or television? Do you feel comfortable giving readings or lectures?* Yes.

*Have you previously been interviewed by radio, magazine, newspapers, or television (include sources and dates)?* No.

*What are your hometown newspapers, including name, address, and phone numbers? Include newspapers associated with your birthplace and other places where you have lived.* The Oregonian, The New York Times, The National Guardian, the Chicago Sun-Times

*Have you taught at any schools, conferences, or workshops? If so, please specify.* Yes: SUNY Stony Brook, Roosevelt University in Chicago, and Rutgers

*Do you currently teach anywhere? Are you scheduled to give any lectures or workshops in the next year?* No, not formally.

*Please provide the dates and locations of any trips you are planning in the next twelve months.* None.

*Would you be willing to give readings, talks, or lectures on these trips if we set them up?* Yes.

*Do you have any ideas for related articles or supplementary materials? Would you be willing to write such materials?* I think the proposed web app is a good idea. If content for additional material is required, I could write it.

*Do you have any ideas that might help us in marketing your book?* I thought you did quite well with the first edition; capitalizing on that should work.

*Is there any other useful information we should know to help sell your book?* No.

*Do you have a recent glossy print of a photograph of yourself that we can use for promotional purposes? If so, can you please send us a copy?* Certainly.

*Please provide a short description of your work (200 words or less) to be adapted for marketing copy.* This second edition of *The Portland Red Guide: Sites & Stories of Our Radical Past* has 20% new content that brings the book up to date and delves deeper into some aspects of the city's past. It stands as a monument to the protestors of the past and present in place of the statues and buildings that will not be erected in their honor.

# Sales Sheet

Publisher: Ooligan Press

Imprint: None

Title: The Portland Red Guide, Second Edition

Author: Michael Munk

Pub Date: May 2011

Expected Ship Date: April 2011

Publisher/Distributor: Ingram

Price: \$18.95

ISBN: 978-1-932010-15-2

UPC w/ price indicated? Yes

Format: Paperback

# Illus Color: 2 color throughout, 180 illustrations

Trim Size: 8 ½" × 4 ¼"

# of Pages: 272

Print Run Quantity: 2000

Carton Quantity: 24

Incremental Order Quantity: 4

Pub. Suggested initial order qty: 4

Returns: yes

Previous Edition Information: The first edition sold through 2500 copies in 3 years

Page # in catalog: 3

Content: The Portland Red Guide is an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland's most contemporary radicals.

Previous books by author: None

# Marketing Plan

Publicist: Tom McCluskey

Title: The Portland Red Guide, Second Edition

Author: Michael Munk

Book Description: The Portland Red Guide is an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland's most contemporary radicals.

Categories: History/Travel

Format: Paperback

Illustrator: Maps by T.H, McKoy V, Jason L. Schmidt, and David Banis

Number of Illustrations: 180 black and white or two-color images

Trim size: 8 1/2" x 4 1/4"

Page count: 272

Imprint: None

Warehouse date: April 2011

Publication date: May 2011

ISBN: 978-1-932010-15-2

List price: \$18.95

Print run: 2000

Book code book title abbreviation: predguide

Edition: 2nd

Other books written by the author: None

## Competition

Portland: People, Politics, And Power, 1851-2001 by Jewel Lansing. Similar popular-focused feel about the political, social, and cultural history of Portland. \$22.95 (Oregon State University Press, 2003)

The Radical Middle Class: Populist Democracy and the Question of Capitalism in Progressive Era Portland, Oregon (Politics and Society in Twentieth Century America) by Robert D. Johnston is a scholarly focus on the same sort of stuff that Munk writes about. \$30.95 (Princeton University Press, 2003)

Greater Portland: Urban Life and Landscape in the Pacific Northwest (Metropolitan Portraits) by Carl Abbott lacks the historical focus that Munk's book has, but looks at the culture of the city. \$27.50 (University of Pennsylvania Press, 2001)

Black, Brown, Yellow, and Left: Radical Activism in Los Angeles (American Crossroads) by Laura Pulido is a similar title, but focused on Los Angeles. \$22.95 (University of California Press, 2001)

Audiences (demographics): 18+, probably college graduates or college-track. Probably largely non-religious.

Specific audiences (psychographics): Intellectuals and alternative thinkers, liberals (political and social). Beatniks and possibly hipsters, but mostly the intelligentsia.

## Markets

- Stores: Powell's, Reading Frenzy, B&N, Borders, Amazon, Rose City Books, Laughing Horse Books
- Public Institutions: Local libraries, tourist board
- Author resources: Michael is a well-known figure to Portland area radicals and socialists
- Media
- Magazines: The Free Radical, Red Pepper, Portland Monthly, Travel Oregon, Monthly Review
- Television:
- Direct Mail:
- Radio: KBOO (A Deeper Look, Alternative Radio, Between the Covers—lots of possibilities there)
- Websites: [Portland.indymedia.org](http://Portland.indymedia.org), [Portlandsocialists.org](http://Portlandsocialists.org), [boingboing.net](http://boingboing.net), [thesocialistparty.org/](http://thesocialistparty.org/)

## Social Marketing

- Blogs: Michael has his own website already, but doesn't seem to update it very often. It might be a better bet to have him chat on other blogs with pre-existing audiences; he already does this a bit, so it shouldn't be a huge stretch.
- Facebook: Michael is not on Facebook yet, and isn't terribly interested. We're probably better off getting him to do a few things well than a lot of things badly, so for new media we'll focus on:
- Twitter: There is a lot of potential on Twitter for Michael to interact with some of the places and people he writes about without having to commit a huge chunk of time.
- MySpace: Too young and music-centric for Michael, or the Red Guide
- Related topics to this book: Portland history, socialism, radical thought, community development

## Strongest Selling Points

- Genre/Subject: While there are some books out there that deal with similar sorts of topics, The Red Guide is unique in the way that it combines a travel guide book with local history.
- Author: Michael is a well-known political figure, and has some very strong credentials
- Tie-in with Holiday: The launch would work very well on May 1st, which is International Workers' Day (despite this holiday being rarely celebrated in the us or Canada)
- Message to the Reader: Get out, explore your city, learn about its past and the people who created it.

- Series information: None

Key Selling Points: The 1st edition was popular and sold well, this updated edition should as well.

Special Emphasis as: trade book

## Strategy/tactics

In addition to generating sales through the standard methods of selling to the trade stores, we plan to work heavily with the Portland-centric nature of the text by trying to get the book adopted by Travel Portland as a guidebook. In addition, we will be collaborating with the Portland Radical History blog tour. Social media will be a big part of the marketing effort, as we plan to have Michael do a guest writing circuit of several blogs that will hopefully inform a large audience about the new edition.

Galleys: We will be sending electronic galleys (PDFs) to all the sites Michael will be guest blogging on, as well as to socialist and radical thought blogs in other cities.

Review copies: We will send these out to Willamette Week and the Oregonian just after New Years, which should give 5 months lead time to work a review in. Most major review sources will not do reviews of second editions, so we don't have as many options here as we would like.

Book Launch: There is a large annual march and rally for International Workers' Rights day put on by the Portland May Day Coalition. We plan to have the launch at this event, and will be donating a portion of all sales to the Independent Media Center.

## Marketing Budget

Total Budget: \$948 (5% of net given a 2000 copy print run and an \$18.95 price point)

Review copies: 10, for a total of \$94.80

Author copies: 20, for a total of \$189.60

## Collateral

- 500 postcards: \$47.11 (<http://www.uprinting.com/print/Postcards.html>)
- Scavenger hunt clue booklets: \$75
- 500 stickers: \$85.37 ([http://www.stickergiant.com/custom\\_stickers/quick\\_stickers.php](http://www.stickergiant.com/custom_stickers/quick_stickers.php))
- Total Collateral cost: \$207.48
- Marketing supplies:
- Postage: \$65
- Scavenger hunt prizes: \$200
- 250 Scavenger hunt tickets: \$20 (<http://www.uprinting.com/>)
- Launch party:
- Pub quiz MC: \$100 (<http://shanrockstrivia.com/faqs/>)
- Total Marketing costs: \$876.88

## Catalog Page

The Portland Red Guide is an authoritative guide to the otherwise-unmarked sites that have been important to Portland's radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland's history. In this way, it brings to attention the buildings that don't look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland's most contemporary radicals.

## Implementation

Marketing Implementation Plan

Title: The Portland Red Guide, Second Edition

Book title abbreviation: predguide

Acquisition of the book: Already acquired, as it's a second edition

Author questionnaire and biography completed: August 22, 2010

In-house book launch: August 22, 2010

ISBN assigned: August 22, 2010

Cover meeting: August 15, 2010

Jacket illustration sent to design: September, 2010

Tip sheet completed: August, 2010

Information uploaded to key accounts: November, 2010

Pitch title to key accounts/sales reps: January 7, 2011

Press release and collateral finished: February 1, 2011

Pitch book to review sources: January 2, 2011

General catalog mailing: January 7, 2011

Post up on website's "forthcoming" page: February, 2011

Pitch to media, educators, and special interests: November, 2010

Plan book tour and signings: May 5, 2011

Plan launch party: May 1, 2011

## Collateral

Collateral for The Portland Red Guide will include the following:

- Postcards: These will be fairly straightforward; a cover image on the front, and Ooligan information and a book description on the back.
- Stickers: These will be a bit more interesting. The idea is that these stickers will have a little bit of information about the book (unobtrusively), but will mostly be markers that people can put on places that they think are important to Portland's radical past. The most prominent text on them will be "Remember Portland's Radical Past," and there will be

some blank space that people can fill in with a brief description of the place the sticker is stuck to.

- Scavenger hunt booklets: These booklets will be very short—probably just a shingle sheet of paper folded into quarters, with edges trimmed and then stapled. Inside there will be a list of places to find that are mentioned in the Red Guide that are currently businesses or other organizations that we can work with. People who show up at those places with their booklets will get special tickets that will enter them for a prize drawing at the book launch.

## Jacket copy

The Portland Red Guide is an authoritative guide to the otherwise-unmarked sites that have been important to Portland’s radical past. Full of maps of town that show the locations of sites under discussion, the book is divided into seven sections, each representing a different period in Portland’s history. In this way, it brings to attention the buildings that don’t look the way we think a historical building should look, but that have witnessed history being made. This new edition includes up-to-date information about Portland’s most contemporary radicals.

Michael Munk had a distinguished career teaching political science at Rutgers before returning to Portland and becoming one of the city’s best-known historians of local political thought.

“One of the most important local histories of radical thought published to date.”

-Noam Chomsky

“A fascinating read and an invaluable companion to any trip to Portland. Munk’s insight is staggering.”

-Howard Zinn

## Article

### 125th Anniversary of the Haymarket Massacre

On May 3rd, 1886, Chicago’s Haymarket Square was the site of a large peaceful protest by workers who were striking for an 8-hour work day. When the police attempts to get strikebreakers through the crowd of strikers turned violent, one striker was killed and several others were wounded. The following day saw protests of the police actions, which the police tried to break up. When a bomb set by an unknown party exploded in the crowd, the protest turned violent; of the 176 officers present to disperse the crowd, 6 died and 60 were wounded (mostly by the gunfire of other officers). Many more civilians were wounded or killed, but exact numbers are not known.

The first demonstrations in memory of the Haymarket Massacre were called by the socialist and labor group Second International in 1890, and the following year the May 1st demonstration was officially recognized as an annual event by the group. Protests and demonstrations in favor of workers’ rights and the 8-hour work day continued for years, and is now formalized as International Worker’s Day.

Michael Munk taught political science at Rutgers University for 25 years before returning to Portland. He is proud to announce the second edition of his book, *The Portland Red Guide*, published by Ooligan Press, which is being released on May 1st.

## Press Release

Portland, OR: Ooligan Press announces a new scavenger hunt throughout Portland with hundreds of dollars of prizes. Starting on April 25, lists of locations will be available at many Powell's locations around town. The lists will contain clues to locations that participants will need to find in order to claim tickets, which will be entered in a prize drawing on the evening of May 1st at the Doug Fir Lounge. The scavenger hunt is part of an observance of International Worker's Day, which Ooligan is engaging in to promote the release of the second edition of *The Portland Red Guide: Sites and Stories of Our Radical Past*. The grand prize will be a selection of books, including Ooligan titles and autographed works by Chuck Pahlaniuk and Ursula Le Guin.

For more information, email [ooligan@ooliganpress.pdx.edu](mailto:ooligan@ooliganpress.pdx.edu) or call (503)725-9748. Copies of the scavenger hunt will be available for free download at [www.ooliganpress.pdx.edu](http://www.ooliganpress.pdx.edu) starting at 9 am on April 25.

## Ad

**The newly updated definitive guide to Portland, Oregon's unique history and radical past.**

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\$18.95 paperback

272 pages

8 ½" × 4 ½"

ISBN: 978-1-932010-15-2

[www.ooliganpress.pdx.edu/redguide](http://www.ooliganpress.pdx.edu/redguide)