



Those Who Trespass

A Novel of Murder and Television by BILL O'REILLY

BOOK SUMMARY: A fast-paced, action-packed, psycho-thriller that exposes the cutthroat world of TV news as a journalist-turned-serial-killer seeks revenge on those who have sabotaged his career. Perfect beach book. Bancroft's breakout book!

MARKETING

18-City Author Tour: Boston (tour kick-off April 2), New York, Philadelphia, Baltimore, Washington, D.C., Los Angeles, San Francisco, Dallas, Denver, Chicago, Atlanta, San Diego, Portland, Miami, Phoenix, Nashville, Seattle, St. Louis, Detroit, Cleveland, Minneapolis

Print & Broadcast Publicity via PTA: Planned Television Arts' head Rick ("This will be a bestseller") Frishman to lead the \$100,000 campaign that will include Radio Power Promotion (book giveaways/interviews in author tour cities), Morning Drive Radio Tour (22 markets), Satellite TV Tour (22 markets), and national media entertainment and news contacts; advance commitment from top 10 national talk shows including Michael Reagan, Rush Limbaugh, Jim Bohannon, Michael Jackson, Oliver North, G. Gordon Liddy; strong interest from *Parade* magazine

Reviews: serious interest from *Wall Street Journal*, *New York Times*, *Plain Dealer*

Print Ads: *Publishers Weekly*, *Library Journal*, *People*, *Entertainment Weekly*

Endorsements: Vincent Bugliosi, Col. David Hackworth, William Bratton, Arthur Hailey

Appearances: Radio/Television News Directors Association (RTNDA), National Press Club, Boston University, lectures at top journalism schools

Online: Sneak preview of first chapter on Amazon.com, Salons, AOL's Book Report; galleys to Slate and Suck media watchdogs

Direct Mail: RTNDA, Boston University alumni, Society of Professional Journalists

Co-op available: \$10,000-\$15,000

MARKET APPEAL

- < Psychological thrillers are a sure shot to the top of summer reading lists
- < Controversial fictional exposé reveals corrupt TV news business tactics such as bigfooting and fixed ratings

AUDIENCE

- < Millions of John Grisham readers—people who want to be entertained while reading something informative
- < Victims of sabotage, ageism or favoritism in the workplace
- < Media watchdogs and critics
- < TV news audiences and couch potatoes worldwide

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BOOK INFO

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288

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Author Resides:

New York, NY