

You Might As Well Laugh

by Sandi Kahn Shelton
Humor Columnist for Working Mother Magazine

Book Summary: Sandi Kahn Shelton's hilarious tales from the frontlines of parenthood connect with parents, grandparents and parents-to-be. Shelton writes about the everyday, often quirky, but always recognizable pitfalls of family life, from lost keys and broken appliances to non-sleeping babies and outrageous homework assignments.

BOOK INFO:	MARKETING: Promotional partnership with <i>Working Mother</i> magazine. 8-city Author Tour: New York, Baltimore, Philadelphia, New Haven, Cincinnati, Minneapolis, Chicago, Milwaukee (appearance at ABA) National Print Ads: <i>Working Mother</i> , <i>Family Life</i> , <i>New Haven Register</i> print ads, bus and billboard campaign Trade Ads: <i>PW</i> and <i>Library Journal</i> TV and Radio: morning talk shows (<i>Working Mother</i> 's editor-in-chief is a contributing editor for the "Today Show" and has contacts at "Good Morning America"), NPR "All Things Considered" commentary, <i>Bradley's</i> , Women's Radio Network, video and audio promotional tapes available Speaking engagements: national daycare corporation meetings (through <i>Working Mother</i>), parent support groups, schools, hospital stress-reduction programs, bookstore readings Online: AOL Parents Chat, host chat for Parent Soup and Positive Parenting Online, excerpt of book on Parents Place.com. Co-op available
ISBN: 0-9631246-3-3	
Pub Date: April 1, 1997	
Category: Inspiration/ Parenting/Humor	
Price: U.S.-\$22.95 Can.-\$31.95	
Binding: cloth	
Format: 5.5 x 8.5	MARKET APPEAL: Great laughter therapy for stressed-out parents (this book actually <i>is</i> a great Mother's Day gift!) Sandi captures the pandemonium of family life so authentically that she is being called Erma Bombeck's successor.
Pages: 284	
Territory: U.S. & Canada	
Author Resides: New Haven, CT	AUDIENCE: Working parents—there are more than <u>122 million</u> of them in the U.S. <u>1 million</u> loyal readers look forward to Shelton's monthly column, "Wit's End" in <i>Working Mother</i> magazine. <u>155,000</u> read her column every Sunday in the <i>New Haven Register</i> .
	COMPETITION: Older titles: Erma Bombeck's books; Bill Cosby's <i>Fatherhood</i> . More recent titles: <i>Nocturnal Confessions of a Lunchbox Queen</i> and <i>Motherside of Midnight</i> by Taryl Zarnow (Addison Wesley).