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a tipsheet for Jim Munroe's new novel

AN OPENING ACT OF UNSPEAKABLE EVIL

Brief Description

When Kate walks in on Lilith's demonic ritual, it's pretty awkward, but it gives her a great idea for a new online journal: roommatefromhell.net. Whether Lilith is unholy or just unhinged, Kate's not sure... it's a great show though, and she convinces her bombshell friend that they should go on tour with the strange ceremony – she might lose her soul, but it's primo material for her blog!

Sales Handle

What do you do when you discover your roommate is a bona fide demoness? Start writing about it at roommatefromhell.net!

Blurbs

- "The devil's own road-trip novel: Munroe's indie-rock science fiction combines *Adbusters'* sensibility and wit with Kerouac's mania and tosses in a little Fred Pohl for seasoning." – Cory Doctorow, author of *Down and Out in the Magic Kingdom*
- "Munroe's novel shows how blogs have become part of the cultural landscape." – *The Guardian*, UK
- "Jim Munroe is a pop culture provocateur." – booksense.com

Selling Points

- The book is made up of a series of online journal (AKA "blog") entries – there are over 2.5 million blog writers and 13 to 14 million blog readers in the US (Source: Pew)
- Munroe's enthusiastic fanbase helps him set up his tours and spread the word – he has a email list of 1700 and had 50,000 website visitors in 2003

Marketing, Advertising, Publicity

- Because the novel is written as a collection of online journal entries, a real-world roommatefromhell.net will be set up and one section a day from the book will be posted. This has already sparked the traditional media's attention as well as creating a readership with bloggers.
- May: Galleys to *Kirkus*, *Publisher's Weekly*
- June: distribution of free 30-page teaser at BEA and to bookstores that request it
- July: General media mailout
- August: roommatefromhell.net blog campaign begins
- September: Author tour with stops in New York, Cleveland, Cincinnati, Chicago.
- October: Tour to New Orleans, Austin, Kansas City, Dallas, St. Louis, Tulsa.
- November: Tour to Seattle, Portland, Ashland, San Francisco, San Jose, LA

Competition

Diary : A Novel by Chuck Palahniuk
McSweeney's Mammoth Treasury of Thrilling Tales by Michael Chabon
Eastern Standard Tribe by Cory Doctorow

Target Audience

People involved or interested in blogging or the underground art and music scenes, ages 18-35.

Bio

Jim Munroe 's first novel *Flyboy Action Figure Comes With Gasmask* was published in 1999 by HarperCollins. He founded No Media Kings in 2000 to provide a publishing alternative to media conglomeration. He is also author of *Angry Young Spaceman* (Four Walls, 2000) and *Everyone in Silico* (2002). A cultural activist and former managing editor of *Adbusters* magazine, he lives in Toronto.

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