

March 2016

Email from Carolyn P. Yoder to Carolyn Meyer

Carolyn P. Yoder

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Subject: Marketing copy

Date: Wednesday, March 16, 2016 at 8:54:55 PM Eastern Daylight Time

From: Carolyn Yoder

To: Carolyn Meyer

Can you review the marketing copy and let me know what you think. By tomorrow or Friday if possible. The keynote reads like nonfiction. Please make any comments in red. THANKS.

KEYNOTE: (One or two sentence summary to grab buyer's attention)

After discovering her fascination with photography in college, Margaret Bourke-White travelled to Germany, Russia, and all over the US with her camera, obtaining many "firsts" to her credit, including first American female war photojournalist in WWII and first female photographer for *Life*.

DESCRIPTION:

Margaret Bourke-White was always interested in what were considered non-feminine activities. She collected all sorts of creatures as a child, from caterpillars to snakes. Never one to take the easy path, she went to college for biology, with the intention of becoming a herpetologist. However, after her father's unexpected death, Margaret discovered her fascination with and gift for photography. Overcoming many obstacles and hardships, Margaret became a well-known and sought after photographer, travelling all over the US and to Europe. In 1936, she was named one of ten most outstanding women. She earned many "firsts" to her credit, including the first female war photojournalist in WWII and the first female photographer for *Life*, where one of her photographs was chosen for the first cover of the new magazine.

KEY SELLING POINTS:

- No other book for young readers focusses on Margaret Bourke-White. This book will fill a hole in the market.
- The novel format of this biography creates a captivating story sure to appeal to readers
- Carolyn Meyer's previous novel, *Diary of a Waitress*, has performed well and received good reviews
- Like *Diary of a Waitress*, this will appeal to readers who have outgrown the Dear America and American Girl series, by offering the story of an influential woman in history

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