



*We're pleased to present . . .*

## **Claire Applewhite**



### **Between You and Me:**

### **Secrets of Promotion and Publicity**

A St. Louis Writer's Guild Workshop

Saturday, November 5, 2011 from 10-12:00 Noon

Kirkwood Community Center, Room 301

111 So. Geyer Road, Kirkwood, MO 63122

Members free, Non-members, \$5.00 at the door

Preregister to be eligible for a door prize

at [www.stlwritersguild.org](http://www.stlwritersguild.org)

Claire Applewhite, award winning local author and educator, will share her secrets about the challenges of promotion for the first time author, potential avenues and advantages and disadvantages of each, and what they can expect. She will also talk about radio and television, including appearances on *alive @ Nine* in Memphis and *Great Day* in St. Louis in late September (Sept. 14 at 10 a.m. on KMOV), with orientation on how television and radio promotion differ from that used in other media.

### **About Claire Applewhite**

Claire Applewhite is a graduate of St. Louis University, (AB, Communications, MBA), Mercantile Leadership Program for Women. A participant in the Writers Institute at Washington University, and freelance writer—House of Style magazine, Patch.com. Her published works include : *The Wrong Side of Memphis*, *Moonlight Becomes You So* (2009), *Crazy For You* (2010), *St. Louis Hustle* (2011), *Candy Cadillac* (2011). Website: [www.Claireapplewhite.com](http://www.Claireapplewhite.com) .

She is immediate Past President, Missouri Writers Guild and Board member of Midwest Chapter, Mystery Writers of America. Active member, St. Louis Metropolitan Press Club, St. Louis Writers Guild, Sisters in Crime, Ozark Writers League, and Mystery Writers of America.

### **About St. Louis Writers Guild**

St. Louis Writers Guild, founded in 1920 by a group of writers including screenwriter Sam Hellman and Eleanor Maxwell McCord, has grown to be one of the nation's premier literary organizations. The Guild, averaging 300 members, today includes distinguished local published authors, journalists, freelancers and beginners interested in improving their skills and meeting fellow writers. Tennessee Williams won the Guild's Short Story Contest in 1935 with "Stella for Star," and the continuing competition draws entrants from across the nation and several foreign countries every year.