



DIGITAL
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MEDIA CONTACT:

Aaron Kiel
ak PR Group
919-325-3358 – Office
310-699-4805 – Cell
akiel@akprgroup.com

**DBW 2017 All-Star Media Panel Includes *The New York Times*,
Entertainment Weekly, CBS Sunday Morning and NPR**

***DBW 2017 Takes Place Jan. 17 – 19 in N.Y.C.; Panel to Share
How Publishers and Authors Can Work More Effectively with the Media***

NEW YORK (Jan. 9, 2017) — The 8th Annual [Digital Book World](#) (DBW 2017), Jan. 17 – 19, 2017 in N.Y.C., features a panel session, “How to Work More Effectively with the Media,” which includes journalists from [The New York Times](#), [Entertainment Weekly](#), [CBS Sunday Morning](#) and [NPR](#), in addition to top PR experts from book publishing. The session will present practical strategies and insights to help authors, publishers, editors and agents with their media relations. Overall, DBW 2017 offers fresh content on key topics, real-world solutions and opportunities for publishers and their partners, as well as the latest tools and techniques for smarter book publishing in a digital world. Registration and conference program details are available at [digitalbookworldconference.com](#).

DBW media panelists include: Yona Deshommes, associate director of publicity, [Atria Books](#); Tina Jordan, senior editor, [Entertainment Weekly](#); Melissa Eagan, executive producer, [The Leonard Lopate Show](#) on [NPR](#); Alexandra Alter, publishing reporter, [The New York Times](#); Ellen Frankman, senior producer, [The Takeaway](#) on [NPR](#); and Robin Sanders, producer, [CBS Sunday Morning](#).

The DBW panel will be moderated by Scott Manning, CEO, [Scott Manning & Associates](#). Manning’s company has been responsible for PR campaigns that helped put 10 books on *The New York Times* bestseller list, including *Black Hawk Down* by Mark Bowden, *Charlie Wilson’s War* by George Crile, several books by P.J. O’Rourke and, most recently, *The Hidden Life of Trees* by Peter Wohlleben.

DBW Conference Chair Ted Hill, [THA Consulting](#), says, “We’re delighted to present this all-star media lineup. It’s really a ‘must see’ for publicists, editors and agents who want insights into when to push, when to move on, and how to invest in relationships with the book media that will pay off over time.”

DBW 2017 (@DigiBookWorld - #DBW17), which takes place at the New York Hilton Midtown, includes two full days of programming that will run in four concurrent tracks (on Jan. 17 and 18), in addition to the launch of [DBW Indie Author: The First Conference for the New Professional Author](#) (on Jan. 19).

Register at [digitalbookworldconference.com](#).

About F+W, A Content + eCommerce Company

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Note to Editors: Press passes, artwork, interviews may be requested.