



Bayou Publishing

2524 Nottingham • Houston, TX • 77005 • (800) 340-2034 • Fax (713) 526-4342
updates@bayoupublishing.com • <http://www.bayoupublishing.com>

"Keeping families connected in the 21st century"

PUBLICITY UPDATE



Date (of update): January 1, 2006

Title: *Anger Busting 101: New ABCs for Angry Men & the Women Who Love Them*

ISBN: 1-886298-04-1 **Price/Format:** \$14.95 paper

Publisher: Bayou Publishing

Author: Newton Hightower

Pub Date: April 1, 2002

Here is our recent publicity campaign. Starred (*) comments are upcoming events.

Fourth Printing with New Updated Cover—Front-Highlighting Double Awards, Back-New Endorsements by Leading Anger Researchers and one of American Psychological Association's *Psychologist of the Century* (Dr. Ekman)

Co-Marketed with *The Anger Busting Workbook* (by James Baker) to mental health professionals in print (*Recovery Today*), workshops, and online campaign

AWARDS - *DOUBLE AWARD WINNER*

Winner of the prestigious *Publisher's Marketing Association Benjamin Franklin* award for **Best Psychology/Self-Help Book-of-the-Year**, awarded by nationally recognized book experts (2003)

Silver medal winner of the *Foreword Magazine* **Psychology/Self-help Book-of-the-Year** awards (2003)

TELEVISION (appearances and guest spots on television)

3/22/04—Fox 26 News, Family First, interview with Victor Loos, Publisher. Spotlight on Bayou Publishing books and authors (Houston, TX)

8/18/03—San Antonio Living (WOAI), 10:00 a.m., interview with host, Leslie Bold Jones

5/9/03—Channel 13 (KTRK-TV, ABC), on the 6:00 and 10:00 p.m. news, interview about anger therapy

4/18/03—Channel 11 (KHOU-TV, CBS), on the 10 p.m. news, interview about movie *Anger Management*

RADIO (appearances and guest spots on radio)

8/31/04—Pacifica Radio, interview with Victor Loos, Publisher. Spotlight on Bayou Publishing books and authors, KPFT (Houston, TX)

12/7/03—*The Primary Focus*, KOTK-AM (Portland, OR)

10/8/03—*Allen Strike Show*, WTRC-AM (Elkhart, IN)

9/6/03—*Audrey Chapman Show*, WHUR-FM (Washington, DC)

8/21/03—*The Talk Show*, CKNX-AM & FM (Ontario, CANADA) – **re-interview**

4/7/03—*Clark & Co. Show*, WCWA-AM (Holland, OH)

8/26/02—*The Talk Show*, CKNX-AM & FM (Ontario, CANADA)

8/9/02—*The Idea Exchange*, WBEZ/WTTN-AM (Beaver Dam, WI)

8/6/02—*The Mac Watson Show*, KWTX-AM (Waco, TX)

7/19/02—*Drive Time*, WKCT-AM (Bowling Green, KY)

7/19/02—*The Johnson Mess*, WJBC-AM (Bloomington, IL)

6/25/02—*Share Your Mission*, (Sylva, NC)

6/19/02—*Mindy & Dave*, WLRQ-FM (Melbourne, FL)

6/18/02—*Keeping You Informed*, WAKW-FM (Cincinnati, OH)

6/18/02—*KC & Ron Mornings*, KTWS-FM (Bend, OR)

6/17/02—*The Morning Show*, WKWH-AM (Shelbyville, IN)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

6/13/02—*The Real Radio Show*, KVMI-AM (West Fargo, ND)
 5/31/02—*Sossen's World*, KIXL-AM (Austin, TX)
 5/31/02—*Power Talk Radio*, WCHT-AM (Escanaba, MI)
 5/30/02—*The Ed Clancy Show*, WSMB-AM (New Orleans, LA)
 5/16/02—*KWIXland In The Morning*, KWIX-AM (Moberly, MO)
 5/13/02—*The Bob & Sheri Show*, WLNK-FM (Charlotte, NC)
 5/3/02—*The Richard Kaffenberger Show*, KAAA-AM/KZZZ-AM (Bullhead, AZ)
 5/3/02—*Donut Holes*, KFRX-FM (Lincoln, NE)
 5/2/02—*Arizona Sun Rise*, KXAM-AM (Scottsdale, AZ)
 4/30/02—*KQ In The Morning*, KQDS-FM (Duluth, MN)
 4/26/02—*The Andre Show*, WWL-AM (New Orleans, LA)
 4/25/02—*KOMP In The Morning*, KOMP-FM (Las Vegas, NV)
 4/22/02—*The Terry Moore Show*, CFAK-CAM (Sidney, BC Canada)
 4/4/02—*The Morning Show*, WKCT-AM (Bowling Green, KY)
 4/3/02—*Something You Should Know*, Strand Media Group (Los Angeles, CA)
 4/2/02—*The Charlie Warren Show*, WMAL-AM (Washington, DC)
 3/28/02—*The Keith Rush Show*, WASO-AM (Metairie, LA)
 3/27/02—*The Karen Grant Show*, KSRK-AM (Monterey, CA)

PRINT (Advance Reviews and Planned Features)

The Forensic Therapist (June 2004)—“Signs That Rage Has Turned Into an Addiction” article
Recovery Today (December 2003)—Front page, lead article by author Hightower, “Rage and Addiction”
Townsend Outlook Publications (October 2003)—Spotlight [Anger Busting 101](#) in *College Outlook* magazine
Heights Tribune (May 2003)—Byline Article
Giftsprings.com (April 2003)—Byline Article
Northern Wyoming Daily News (March 27, 2003)—Review
The Phoenix (December 2002)—Review spotlighting the book.
***Readers Preference Reviews (November 2002)*—Calls the book “a highly recommended read...”**
Bookviews.com (July 2002)—Review
New Living (July 2002)—Byline Article
***Independent Publisher (July 2002)*—Review spotlighting therapeutic power of the book**
Illinois' Divorce Magazine (July 2002)—Recommended Reading
***Midwest Book Review (June 2002)*—Review calling it “highly recommended...solidly written, immediately accessible”**
Small Change (May-June, 2002)—Byline Article, 1-page color article
The Detroit News (May 2, 2002)—Review
***Health (April 2002)*—“The key to controlling anger in a relationship”**
New Man Magazine (January 2002)—Excerpt highlighted in **4-page full color article**
***Library Journal (January 2002)*—Calls the book “straight forward...highly practical...recommended”**

RIGHTS SALES

Korean Paperback Rights sold to Shin Won Agency (5,000 copies)
 India, Nepal, Bhutan, Bangladesh, Sri Lanka, and the Maldives Islands Paperback Rights sold to Jaico Publishing House (5,000 copies)

PAID ADVERTISING (Paid advertisements in trade magazines and professional journals)

January 2006—*Recovery Today* (magazine) display ad, nationwide distribution
 January 2006—*KSB Links* (magazine), display ad, Audience: 10,000 magazine editors, radio & TV producers
 December 2005—*Recovery Today* (magazine) display ad, nationwide distribution
 November 2005—*Recovery Today* (magazine) display ad, nationwide distribution
 Fall 2005—Leisure Learning Unlimited Inc., 1/8 page advertisement, for Houston area and Southeast Texas
 Fall 2004—Leisure Learning Unlimited Inc., 1/8 page advertisement, for Houston area and Southeast Texas
 August 2004—*Recovery Today* (magazine) display ad, Audience: 5,000 Texas drug & alcohol counselors
 September 2004—*KSB Links* (magazine), display ad, Audience: 10,000 magazine editors, radio & TV producers

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

Summer 2004—Texas Psychologist magazine (Texas Psychological Association), for all psychologist in Texas (7,000 psychologists)

May 2004—Publisher’s Marketing Association Resource Directory 2004-2005 (BEA Edition), 1/4 page ad

Spring 2004—Texas Psychologist magazine (Texas Psychological Association), for all psychologists in Texas (7,000 psychologists)

12/10/03—Bayou Publishing half-page ad in River Oaks & West University Examiner spotlighting local authors (Circulation: 100,000 Houston, TX)

12/1/03—American Book Cooperative flyer insert in River Oaks & West University Examiner newspapers (Circulation: 100,000 Houston, TX)

Fall 2003—Texas Psychologist magazine (Texas Psychological Association), for all psychologists in Texas (7,000 psychologists)

October 2003—Recovery Today, full back page ad, Audience: 65,000 chemical dependency specialists in the Southwest USA

October 2003—KSB Links (magazine) display ad spotlighting double awards, Audience: 10,000 magazine editors, radio & TV producers

2003/2004—Publisher’s Marketing Association Resource Directory 2003/2004 (BEA Edition), 1/4 page ad

Summer 2003—Texas Psychologist magazine (Texas Psychological Association), for all psychologists in Texas (7,000 psychologists)

August 2003—KSB Links (magazine) display ad spotlighting double awards, Audience: 10,000 magazine editors, radio & TV producers

June 2003—Publisher’s Marketing Association, PMA cooperative mailing (3,500 general libraries)

December 2002/2003—PMA Resource Directory (directory), display ad

July 2002—Recovery Today (magazine) display ad, Audience: 5,000 Texas drug & alcohol counselors

June 2002—Radio-TV Interview Report (RTIR) 1/2 page promotional ad, Audience: 4,000 radio/TV producers

May 2002—Radio-TV Interview Report (RTIR) 1/2 page promotional ad, Audience: 4,000 radio/TV producers

May 2002—KSB Links (magazine) display ad, Audience: 10,000 magazine editors, radio & TV producers

April 2002—Radio-TV Interview Report (RTIR) 1/2 page promotional ad, Audience: 4,000 radio/TV producers

March 2002—Recovery Today (magazine) display ad, Audience: 5,000 Texas drug & alcohol counselors

December 2001—Recovery Today (magazine) display ad, Audience: 5,000 Texas drug & alcohol counselors

PRESENTATIONS, WORKSHOPS & BOOK SIGNINGS (Workshops conducted by the author to husbands, wives, and mental health professionals)

2/25-2/26/06—Anger Resolution Therapist Certification Training (Houston, TX)

11/4-11/5/05—Anger Resolution Therapist Certification Training (Houston, TX)

9/17/05—“Building on Children’s Resiliency”, presentation by publisher to DePelchin Children’s Center for state and local therapists (Houston, TX)

7/22-7/23/05—Anger Resolution Therapist Certification Training (San Antonio, TX)

3/11-3/12/05—Anger Resolution Therapist Certification Training (San Antonio, TX)

3/18/05—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

2/25-2/26/05—Anger Resolution Therapist Certification Training (Houston, TX)

2/18/05—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

1/18/05—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

12/18/04—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

11/18/04—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

11/5-11/6/04—Anger Resolution Therapist Certification Training (Houston, TX)

10/18/04—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

10/15-10/16/04—Anger Resolution Therapist Certification Training (Dallas, TX)

9/18/04—Leisure Learning Unlimited Inc., “Anger Busting – Save Your Family and Your Marriage”, Leisure Learning class offered to Houston area community

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

8/27-8/28/04—Anger Resolution Therapist Certification Training (Los Angeles, CA)
 7/23-7/24/04—Anger Resolution Therapist Certification Training (San Antonio, TX)
 7/14/04—Methodist Hospital Social Worker Presentation, “Patients, Families, Doctors & Staff... Managing Their Anger and Yours!” (Houston, TX)
 6/4-6/5/04—Anger Resolution Therapist Certification Training (Houston, TX)
 4/30-5/1/04—Anger Resolution Therapist Certification Training (Dallas, TX)
 4/24/04—Houston Groups Psychotherapy Society, “Domestic Violence Hits Home” (Houston, TX)
 4/23/04—Author Hightower – *Keynote Speaker*, University of Houston Clear Lake, “Current Issues in Mental Health”, 1/2 day presentation to professionals on Anger Busting 101 (Houston, TX)
 3/12-3/13/04—Anger Resolution Therapist Certification Training (Santa Monica, CA)
 2/20-2/21/04—Anger Resolution Therapist Certification Training (Houston, TX)
 12/12-12/13/03—Author Hightower -- *Keynote Speaker*, Oklahoma Inst. for Mental Health & Substance Abuse Education & Training, Univ. of Central Oklahoma (Edmond, OK)
 11/7-11/8/03—Anger Resolution Therapist Certification Training, Marriott Courtyard (Houston, TX)
 10/10-10/11/03—Anger Resolution Therapist Certification Training, Marriott Courtyard (Dallas, TX)
 9/19-9/20/03—Anger Resolution Therapist Certification Training (Santa Monica, CA)
 8/15-8/16/03—Anger Resolution Therapist Certification Training, Sheraton Four Points Hotel (Austin, TX)
 7/25-7/26/03—Anger Resolution Therapist Certification Training (San Antonio, TX)
 6/13-6/14/03—Anger Resolution Therapist Certification Training, Marriott Courtyard (Houston, TX)
 5/9-5/10/03—Anger Resolution Therapist Certification Training, Marriott Courtyard (Dallas, TX)
 3/7-3/8/03—Anger Resolution Therapist Certification Training (Santa Monica, CA)
 2/21-2/22/03—Anger Resolution Therapist Certification Training, Marriott Courtyard (Houston, TX)
 2/15/03—“The Valentine’s Day Aftermath”, panel presentation at Borders bookstore (Houston, TX)
 11/8-11/9/02—Anger Resolution Therapist Certification Training, Holiday Inn (Bedford, TX)
 11/7/02—Texas Institute of Research & Rehabilitation, special presentation for mental health professionals (Houston, TX)
 10/25-10/26/02—Anger Resolution Therapist Certification Training, Marriot Courtyard (Houston, TX)
 10/7/02—Spectrum 2001, sponsored by the Houston Chapter of the Texas Association of Addiction Professionals, "Anger Busting 101: New ABC's for Angry Men and the Women Who Love Them" (Houston, TX)
 9/13-9/14/02—Anger Resolution Therapist Certification Training, Sheraton Four Points Hotel (Austin, TX)
 8/23-8/24/02—"Anger In August", two-day seminar for mental health practitioners
 7/26-7/27/02—Anger Resolution Therapist Certification Training, Hilton, San Antonio airport (San Antonio, TX)
 6/21-6/22/02—Anger Resolution Therapist Certification Training, Marriot Courtyard (Houston, TX)
 5/11/02—Soberfest, presentation: “Anger Busting 101” (Austin, TX)
 4/12-4/13/02—Houston Group Psychotherapy Society, presentation for therapists, St. Paul's Methodist Church (Houston, TX)
 3/8-3/9/02—Anger Resolution Therapist Certification Training, Marriot Courtyard (Houston, TX)
 3/1-3/2/02—Anger Resolution Therapist Certification Training, Greater Dallas Council on Alcohol & Drugs (Dallas, TX)
 11/30/01—America In Crisis, psychological response to the September 11th attack on the World Trade Center, one of five guest speakers: "Crisis Management of Rageaholics" (Houston, TX)
 11/9-11/10/01—Anger Resolution Therapist Certification Training, The Greater Dallas Council on Alcohol & Drug Abuse (Dallas, TX)
 10/26-10/27/01—Anger Resolution Therapist Certification Training, The Council on Alcohol & Drugs (Houston, TX)
 2/23/01—"Resolving Anger in Children, Adolescents and Adults", all-day seminar for teachers, counselors and mental health professionals, featuring 3 guest speakers (Houston, TX)
 11/30/00—1st Annual Author’s Gallery book event, sponsored by the Association of Authors & Publishers (Houston, TX)

CONVENTIONS and CONFERENCES (Non-bolded items: co-op display booths with American Book Exhibit)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

4/25-4/28/06—Texas Library Association Conference, Combined Book Exhibit co-op display (Houston, TX)

1/18-1/25/06—American Library Association Midwinter Conference, Combined Book Exhibit co-op display (San Antonio, TX)

1/18-1/21/06—Texas Association of Marriage & Family Therapists (TAMFT), co-op display booth with Mentor Books (Houston, TX)

1/6-1/8/06—Allied Social Science Association (Boston, MA)

1/5-1/7/06—Southern Political Science Association (Atlanta, GA)

1/3-1/7/07—Association of American Law Schools (Washington, DC)

12/18-12/20/05—Association of Jewish Studies (Washington, DC)

12/12-12/16/05—16th Biennial Conference on the Biology of Marine Mammals (San Diego, CA)

12/8-12/10/05—National Association for the Education of Young Children (Washington, DC)

11/30-12/4/05—American Anthropological Association (Washington, DC)

11/28-12/2/05—Books for the Diplomat Week/State Department Library Book Fair (Washington, DC)

11/18-11/21/05—Geronontological Society of America (Orlando, FL)

11/17-11/20/05—Association for the Advancement of Behavior Therapy (Washington, DC)

11/17-11/19/05—African Studies Association (Washington, DC)

11/17-11/19/05—National Council on Family Relations (Phoenix, AZ)

11/17-11/19/05—Northeastern Political Science Association (Philadelphia, PA)

11/16-11/19/05—American Society of Criminology (Toronto, Ontario, CANADA)

11/3-11/6/05—American Studies Association (Washington, DC)

11/10-11/12/05—National Association of Social Workers – NASW, Bayou Publishing booth, Bayou Publishing books featured in NASW Convention promotion (Galveston, TX)

11/3-11/6/05—American Association for the Advancement of Slavic Studies (Salt Lake City, UT)

11/3-11/5/05—American Association for Public Policy Analysis and Management (Washington, DC)

11/3-11/5/05—Texas Psychological Association – TPA (Houston, TX)

11/2/05—National Oceanographic and Atmospheric Admin. Annual Library Book Fair (Rockville, MD)

10-27-10/29/05—Texas Association of School Psychologists – TASP (Houston, TX)

10/27-10/29/05—Texas Book Festival, booth and display (Austin, TX)

10/27-10/29/05—Association for Medical Education and Research in Substance Abuse (Bethesda, MD)

10/20-10/23/05—American Association for Marriage and Family Therapy (Kansas City, MO)

10/20-10/21/05—National Institutes of Health Research Festival (Bethesda, MD)

10-20-10/21/05—Virginia Library Association (Williamsburg, VA)

10/15/05—New England Psychological Association (New Haven, CT)

10/13-10/15/05—National Association of Schools of Public Administration (Washington, DC)

10/6-10/8/05—American Psychiatric Association – Research Institute (San Diego, CA)

10/5-10/9/05—Association for the Study of Afro American Life & History (Buffalo, NY)

10/1-10/3/05—National Crime Prevention Conference (Washington, DC)

9/13-9/15/05—US Environmental Protection Agency (Washington, DC)

9/8-9/10/05—Society of General Physiologists (Woods Hole, MA)

9/7-9/8/05—US Department of Labor Library Book Fair (Washington, DC)

9/1-9/4/05—American Political Science Association (Washington, DC)

8/18-8/21/05—American Psychological Association (Washington, DC)

8/13-8/16/05—American Sociological Association (Philadelphia, PA)

8/7-8/11/05—XIV World Congress on Criminology (Philadelphia, PA)

7/23-7/27/05—Society for Nutrition Education (Orlando, FL)

7/21-7/23/05—American Mental Health Counselors Association (Philadelphia, PA)

7/17-7/19/05—American Association of Law Libraries (San Antonio, TX)

7/7-7/11/05—Joint Meeting of Ichthyologists and Herpetologists (Tampa, FL)

6/22-6/26/05—Coalition for Marriage Families and Couples Education Conference (Dallas, TX)

6/22-6/25/05—Society of Historians of American Foreign Relations (College Park, MD)

6/22-6/25/05—American/International Family Therapy Academies Combined Meeting (Washington, DC)

6/19-6/22/05—Association of Jewish Libraries (Oakland, CA)

6/15-6/19/05—American Society of Mammalogists (Springfield, MO)

6/9-6/12/05—National Women's Studies Association (Orlando, FL)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

6/8-6/12/05—American Psychoanalytic Association (Seattle, WA)
 6/2-6/5/05—Berkshire Conference on the History of Women (Claremont, CA)
 6/2-6/4/05—Justice Studies Association (West Hartford, CT)
 5/31-6/3/05—Global Health Council (Washington, DC)
 5/26-5/29/05—American Psychological Society (Los Angeles, CA)
 5/20-5/21/05—National Multicultural Institute (Bethesda, MD)
 5/12-5/13/05—American Geriatrics Society (Orlando, FL)
 5/10-5/11/05—Massachusetts Library Association (North Falmouth, MA)
 5/5-5/7/05—Midwest Psychological Association (Chicago, IL)
 5/4-5/6/05—Maryland Library Association (Ocean City, MD)
 4/20-4/22/05—Earth Day EPA Library Book Fair (Washington, DC)
 4/14-4/17/05—American Psychological Association – Division 39 (New York, NY)
 4/14-4/16/05—American Society of Nationalities (New York, NY)
 4/13-4/16/05—Society for Behavioral Medicine (Boston, MA)
 4/13-4/16/05—Urban Affairs Association (Salt Lake City, UT)
 4/7-4/10/05—Midwest Political Science Association (Chicago, IL)
 4/7-4/9/05—American Counseling Association (Atlanta, GA)
 4/6-4/9/05—Southeastern Psychological Association (Nashville, TN)
4/6-4/8/05—Texas Library Association, prominent Bayou Publishing booth (San Antonio, TX)
 4/3-4/6/05—Music Teachers National Association (Seattle, WA)
 4/3-4/5/05—American Society for Public Administration (Milwaukee, WI)
 3/31-4/2/05—Association of Asian Studies (Chicago, IL)
 3/30-4/2/05—American Society of International Law (Washington, DC)
 3/30-4/1/05—National Association of School Psychologists (Atlanta, GA)
 3/23-3/26/05—Association for Childhood Education International (Washington, DC)
 3/17-3/20/05—Eastern Sociological Society (Washington, DC)
 3/17-3/20/05—Psychotherapy Networker Symposium (Washington, DC)
 3/16-3/19/05—North American Natural Wildlife & Natural Resources Conference (Arlington, VA)
 3/16-3/18/05—Academy of Criminal Justice Sciences (Chicago, IL)
 3/10-3/15/05—American Society on Aging/National Council on Aging (Philadelphia, PA)
 3/10-3/13/05—Eastern Psychological Association (Boston, MA)
 3/4-3/5/05—Eastern Economics Association (New York, NY)
 3/1-3/4/05—International Studies Association (Honolulu, HI)
 2/25-2/27/05—Association of Women in Psychology (Tampa, FL)
 2/24-2/27/05—Society for Military History (Charleston, SC)
 2/24-2/27/05—Association for Gerontology in Higher Education (Oklahoma City, OK)
 2/16-2/19/05—Music Library Association (Vancouver, BC)
 2/14-2/18/05—National Association of African American Studies (Houston, TX)
 2/6-2/9/05—National Network for Youth (Washington, DC)
 2/5-2/7/05—Miami Nature Biotechnology Symposium (Miami, FL)
 1/21-1/24/05—Winter Conference on Brain Research (Breckenridge, CO)
 1/19-1/21/05—American Psychoanalytic Association (New York, NY)
 1/7-1/9/05—Allied Social Sciences Association (Philadelphia, PA)
 1/4-1/7/05—Association of American Law Schools (San Francisco, CA)
 12/19-12/21/04—Association for Jewish Studies (Chicago, IL)
 12/15-12/19/04—American Anthropological Association (Atlanta, GA)
 12/13-12/16/04—US State Department – Books for the Diplomat Week (Washington, DC)
 11/19-11/23/04—Gerontological Society of America (Washington, DC)
 11/18-11/20/04—National Council on Family Relations (Orlando, FL)
 11/17-11/20/04—American Society of Criminology (Nashville, TN)
 11/11-11/14/04—American Studies Association (Atlanta, GA)
 11/3/04—National Oceanographic & Atmospheric Administration Library Book Fair (Silver Spring, MD)
 10/28-10/30/04—American Association for Public Policy Analysis & Management (Atlanta, GA)
 10/28-10/29/04—Virginia Library Association (Williamsburg, VA)
 10/21-10/23/04—National Association of Schools of Public Affairs & Administration (Indianapolis, IN)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

10/15-10/16/04—New England Psychological Association (Providence, RI)
10/9/04—Texas Library Association District VIII Fall Conference, Bayou Publishing booth (Pearland, TX)
 10/7-10/9/04—Latin American Studies (Las Vegas, NV)
 10/6-10/10/04—American Psychiatric Association Research Institute (Atlanta, GA)
 9/29-10/2/04—Association for the Study of Afro American Life/History (Pittsburgh, PA)
 9/30-10/1/04—National Institutes of Health Research Festival (Bethesda, MD)
 9/14-9/16/04—Environmental Protection Agency Library Book Fair (Washington, DC)
 9/9-9/12/04—American Association for Marriage & Family Therapy (Atlanta, GA)
 9/7-9/8/04—US Dept. of Labor Library Book Fair (Washington, DC)
 9/2-9/5/04—American Political Science Association (Chicago, IL)
 8/14-8/17/04—American Sociological Association (San Francisco, CA)
 7/16-7/17/04—American Mental Health Counselors Association (Washington, DC)
 7/11-7/13/04—American Association of Law Libraries (Boston, MA)
 7/8-7/11/04—Coalition for Marriage, Family and Couples Education (Dallas, TX)
 6/24-6/27/04—Society of Historians of American Foreign Relations (Austin, TX)
 6/23-6/27/04—American Psychoanalytic Association (San Francisco, CA)
 6/23-6/26/04—American Family Therapy Academy (San Francisco, CA)
 6/20-6/23/04—Association of Jewish Libraries (Brooklyn, NY)
 6/17-6/19/04—National Womens Studies Association (Milwaukee, WI)
 6/10-6/13/04—Psychotherapy Networker Symposium West (Beverly Hills, CA)
 6/4-6/6/04—Society for Disability Studies (St. Louis, MO)
 6/2-6/4/04—Global Health Council (Washington, DC)
 6/1-6/4/04—American Association on Mental Retardation (Philadelphia, PA)
 5/27-5/30/04—American Psychological Society (Chicago, IL)
 5/21-5/23/04—Society from Military History (Bethesda, MD)
 5/6-5/7/04—Maryland Library Association (Ocean City, MD)
 5/1-5/6/04—American Psychiatric Association (New York, NY)
 4/30-5/1/04—National Multicultural Institute (Bethesda, MD)
 4/29-5/1/04—Midwestern Psychological Association (Chicago, IL)
 4/29-4/30/04—Massachusetts Library Association (Falmouth, MA)
 4/15-4/18/04—Mid-West Political Science Association (Chicago, IL)
 4/15-4/18/04—Eastern Psychological Association (Washington, DC)
 4/14-4/17/04—American Society on Aging (San Francisco, CA)
 4/2-4/4/04—American Counseling Association (Kansas City, MO)
 3/31-4/3/04—Urban Affairs Association (Washington, DC)
 3/27-3/31/04—Music Teacher National Association (Kansas City, MO)
 3/27-3/30/04—American Society for Public Administration (Portland, OR)
 3/24-3/26/04—Society of Behavioral Medicine (Baltimore, MD)
 3/18-3/21/04—American Psychological Association – Division 39 (Miami Beach, FL)
 3/17-3/21/04—North American Natural Resources and Wildlife Conference (Spokane, WA)
 3/17-3/20/04—California Association of School Psychologists (San Francisco, CA)
3/17-3/20/04—Texas Library Association, prominent Bayou Publishing booth (San Antonio, TX)
 3/10-3/12/04—Southeastern Psychological Association (Atlanta, GA)
 3/9-3/13/04—Academy of Criminal Justice Science (Las Vegas, NV)
 3/4-3/7/04—Psychotherapy Networker Symposium (Washington, DC)
 2/26-2/29/04—Association of Women in Psychology (Philadelphia, PA)
 2/26-2/28/04—Association for Gerontology in Higher Education (Richmond, VA)
 2/25-2/28/04—American Group Psychotherapy Association (New York, NY)
 2/22-2/23/04—National Network for Youth (Washington, DC)
 2/19-2/21/04—Eastern Sociological Society (New York, NY)
 2/11-2/14/04—Music Library Association (Crystal City, VA)
 1/24/1/29/04—Winter Conference on Brain Research (Copper, CO)
 1/21-1/25/04—American Psychoanalytic Association (New York, NY)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

**1/14-1/17/04—TAMFT Annual Conference (Texas Association of Marriage and Family Therapists),
Bayou Publishing highlighted booth (Houston TX)**

- 1/2-1/6/04—Association of American Law Schools (Atlanta, GA)
12/1-12/5/03—US State Department – Books for the Diplomat Week (Washington, DC)
11/21-11/24/03—Gerontological Society of America (San Diego, CA)
11/20-11/23/03—Association for the Advancement of Behavior Therapy (Boston, MA)
11/19-11/22/03—American Anthropological Association (Chicago, IL)
11/7-11/8/03—New England Psychological Association (Salem, MA)
11/6-11/8/03—Association for Public Policy Analysis and Management (Washington, DC)
11/5-11/7/03—Virginia Library Association (Hot Springs, VA)
10/30-11/1/03—American Psychiatric Association Research Institute (Boston, MA)
10/29-11/1/03—International Society for Traumatic Stress Studies (Chicago, IL)
10/16-10/19/03—American Association of Marriage & Family Therapy (Long Beach, CA)
10/16-10/19/03—American Studies Association (Hartford, CT)
10/16-10/18/03—National Association of Schools of Public Affairs & Administration (Pittsburgh, PA)
10/16-10/17/03—National Institutes of Health Research Festival (Rockville, MD)
10/7-10/9/03—Department of Housing and Urban Development Library Book Fair (Washington, DC)
9/24-9/28/03—Association for the Study of Afro American Life and History (Milwaukee, WI)
9/16-9/19/03—Environmental Protection Agency (Washington, DC)
9/4-9/6/03—Society of General Physiologists (Woods Hole, MA)
8/28-8/31/03—American Political Science Association (Philadelphia, PA)
8/16-19/03—American Sociological Association (Atlanta, GA)
8/7-8/10/03—American Psychological Association (Toronto, ONTARIO, Canada)
7/24-7/26/03—American Mental Health Counselors Association (Seattle, WA)
7/20-7/23/03—National Alzheimer's Disease Education Conference (Chicago, IL)
6/26-6/29/03—Coalition for Marriage Families and Couples Education (Reno, NV)
6/25-6/28/03—American Family Therapy Academy (Miami Beach, FL)
6/21-6/24/03—American Library Association, PMA Co-op Booth 4501 (Toronto, ONTARIO Canada)
6/19-6/22/03—National Women's Studies Association (New Orleans, LA)
6/18-6/22/03—American Psychoanalytic Association (Boston, MA)
6/12-6/15/03—Society for Disability Studies (Bethesda, MD)
6/6-6/8/03—Society of Historians of American Foreign Relations (Washington, DC)
5/30-6/1/03—BookExpo America. PMA Co-op Booth 845 (Los Angeles, CA)
5/30-5/31/03—National Multicultural Institute (Washington, DC)
5/29-6/1/03—American Psychological Society (Atlanta, GA)
5/28-5/30/03—Global Health Council (Washington, DC)
5/20-5/23/03—American Association of Mental Retardation (Chicago, IL)
5/15-5/16/03—American Geriatrics Society (Baltimore, MD)
5/10-5/14/03—American Psychiatric Association (San Francisco, CA)
5/8-5/10/03—Midwest Psychological Association (Chicago, IL)
5/8-5/9/03—Maryland Library Association (Ocean City, MD)
5/1-5/4/03—Society for Military History (Knoxville, TN)
4/29-5/1/03—Massachusetts Library Association (Springfield, MA)
4/2-4/6/03—American Psychological Association – Division 39 (Minneapolis, MN)
4/2-4/5/03—Midwestern Political Science Association (Chicago, IL)
4/1-4/4/03—Texas Library Association, prominent Bayou Publishing booth (Houston, TX)
3/27-3/30/03—Association of Asian Studies (New York, NY)
3/27-3/29/03—Latin American Studies Association (Dallas, TX)
3/26-3/29/03—Southeastern Psychological Association (New Orleans, LA)
3/26-3/29/03—Urban Affairs Association (Cleveland, OH)
3/23-3/25/03—American Counseling Association (Anaheim, CA)
3/20-3/23/03—Psychotherapy Networker Symposium (Washington, DC)
3/19-3/22/03—Society of Behavioral Medicine (Salt Lake City, UT)
3/15-3/19/03—Music Teachers National Association (Salt Lake City, UT)
3/15-3/18/03—American Society for Public Administration (Washington, DC)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

3/13-3/16/03—Eastern Psychological Association (Baltimore, MD)
 3/13-3/16/03—American Society on Aging/National Council on Aging (Chicago, IL)
 3/6-3/9/03—Association for Gerontology in Higher Education (St. Petersburg, FL)
 3/5/03-3/9/03—Association for Women in Psychology (Jersey City, NJ)
 2/27/03-3/2/03—Council on Social Work Education (Atlanta, GA)
 2/27-3/1/03—Eastern Sociological Society (Philadelphia, PA)
 2/21-2/23/03—Eastern Economics Association (New York, NY)
 2/18-2/23/03—American Group Psychotherapy Association (New Orleans, LA)
 2/12-2/15/03—Music Library Association (Austin, TX)
 2/8-2/10/03—National Network for Youth (Washington, DC)
 2/1-2/4/03—Miami Winter Biotechnology Symposium (Miami Beach, FL)
 1/25-1/31/03—Winter Conference on Brain Research (Cliff Lodge-Snowbird, UT)
 1/22-1/26/03—American Psychoanalytic Association (New York, NY)
 1/16-1/18/03—Society for Social Work & Research (Washington, DC)
 1/3-1/5/03—Association of American Law Schools (Washington, DC)
 1/3-1/5/03—Allied Social Sciences Association (Washington, DC)
 12/9-12/13/02—US State Department (Washington, DC)
 12/5-12/8/02—African Studies Association (Washington, DC)
 12/6-12/8/02—Zero To Three (Washington, DC)
 11/22-11/25/02—Gerontological Society of America (Boston, MA)
 11/21-11/23/02—National Council on Family Relations (Houston, TX)
 11/14-11/17/02—Association for the Advancement of Behavior Therapy (Reno, NV)
 11/7-11/9/02—American Association. for Public Policy Analysis and Management (Dallas, TX)
 11/7-11/9/02—Association for Medical Education and Research in Substance Abuse (Washington, DC)
11/7-11/9/02—National Association of Social Workers, Bayou Publishing booth (Houston, TX)
 10/24-10/27/02—American Association. Of Marriage & Family Therapy (Cincinnati, OH)
 10/18-10/19/02—New England Psychological Association (Nashua, NH)
 10/17-10/18/02—National Institutes of Health Research Council (Bethesda, MD)
 10/17-10/18/02—**Virginia Library Association** (Williamsburg, VA)
 10/12-10/14/02—American Society on Aging/National Alliance for Caregiving (Arlington, VA)
10/3-10/6/02—Spectrum 2002, Center for Anger Resolution booth (Houston, TX)
 9/5-9/7/02—Society of General Physiologists (Woods Hole, MA)
 8/29-9/1/02—American Political Science Association (Boston, MA)
 8/22-8/24/02—American Psychological Association (Chicago, IL)
 7/18-7/20/02—American Mental Health Counselors Association (Atlanta, GA)
 7/11-7/14/02—Coalition for Marriage, Family & Couples Education (Arlington, VA)
 6/26-6/29/02—American Family Therapy Academy (New York, NY)
 6/23-6/26/02—Association of Jewish Librarians (Denver, CO)
 6/15-6/18/02—**American Library Association**, PMA Coop Display (Atlanta, GA)
 6/13-6/16/02—National Women's Studies Association (Las Vegas, NV)
 5/31-6/2/02—National Multicultural Institute (Washington, DC)
 5/28-6/1/02—Global Health Council (Washington, DC)
 5/18-5/23/02—American Psychiatric Association (Philadelphia, PA)
 5/15-5/19/02—American Psychoanalytic Association (Philadelphia, PA)
 5/10-5/11/02—American Geriatrics Society (Washington, DC)
 5/2-5/4/02—Midwest Psychological Association (Chicago, IL)
 4/25-4/28/02—Midwest Political Science Association (Chicago, IL)
4/24-4/26/02—Texas Library Association, Bayou Publishing Booth (Dallas, TX)
 4/22-4/25/02—Family Resource Coalition (Chicago, IL)
 3/24-3/27/02—International Studies Association (New Orleans, LA)
 3/24-3/26/02—American Counseling Association (New Orleans, LA)
 3/23-3/24/02—American Society of Public Administration (Phoenix, AZ)
 3/20-3/23/02—Urban Affairs Association (Boston, MA)
 3/21-3/23/02—Southeastern Psychological Association (Orlando, FL)
 3/8-3/9/02—Eastern Psychological Association (Boston, MA)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420

2/28-3/3/02—American Group Psychotherapy Association (New Orleans, LA)
2/26-2/29/02—National Association Of School Psychologists (Chicago, IL)
2/24-2/27/02—Council on Social Work Education (Nashville, TN)
2/2-2/6/02—National Network for Youth Symposium (Washington, DC)
1/24-1/27/02—Collaborative Family Healthcare Association (Clearwater, FL)
11/8-11/11/01—National Council on Family Relations (Rochester, NY)

DIRECT MAIL

January 2006—**PMA Cooperative Mailing**, Public library mailing (3,500 libraries)
January 2006—**PMA Cooperative Mailing**, College, Jr. College & University libraries (3,900 libraries)
January 2006—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
December 2005—**PMA Cooperative Mailing**, Public library mailing (3,500 libraries)
December 2005—**PMA Cooperative Mailing**, College, Jr. College & University libraries (3,900 libraries)
October 2004—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
August 2004—**PMA Cooperative Mailing**, Public library mailing (3,900 libraries)
August 2004—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals in California)
July 2004—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
June 2004—**PMA Cooperative Mailing**, Public library mailing (3,900 libraries)
May 2004—**PMA Cooperative Mailing**, College, Jr. College & University libraries (4,300 libraries)
April 2004—**PMA Cooperative Mailing**, K-12 school library mailing (3,500 libraries)
April 2004—**PMA Cooperative Mailing**, Public library mailing (3,900 libraries)
April 2004—Houston Groups Psychotherapy Society, “Domestic Violence Hits Home” mailing (10,000 Mental Health Professionals)
April 2004—University of Houston Clear Lake, “Current Issues in Mental Health” mailing (25,000 Mental Health Professionals)
March 2004—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
February 2004—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
October 2003—Certified Anger Resolution Therapist mailing (20,000 Mental Health Professionals)
October 2003—**PMA Cooperative mailing**, public library mailing (3,900 libraries)
October 2003—KSB Links (magazine), display ad spotlighting double awards (Audience: 10,000 magazine editors, radio & TV producers)
August 2003—Target mailing to 300 magazine editors, 4-page full color press releases with focus on awards
June 2003—**PMA Cooperative mailing**, public library mailing (3,500 libraries)
July 2002—Target mailing to 300 magazine editors, 4-page full color press releases with connection to rising temperatures and temper
May 2002—PMA College Library mailing (3,500 libraries)
April 2002—PMA Public Library mailing (4,200 libraries)
August 2001—Target mailing to 7,500 Licensed Professional Counselors, flyer announcing special pre-pub autographed copies

INTERNET MARKETING

October 2005—Anger Busters Newsletter, monthly email newsletter with over 11,000 subscribers (October 1999 start date)

TEXAS AUTHORS PROMOTIONAL CAMPAIGN

Full Page Color Ad in American Book Cooperative promotional catalog featuring Texas Publishers and Texas authors—sent to all Texas Bookstores and Texas Libraries (10/1/03)

For more information, contact Kate Bandos, Publicist (KSB Promotions) at kate@ksbpromotions.com or (800) 304-3629 or contact Victor Loos, Publisher, at vloos@bayoupublishing.com or (800) 340-2034.

Distributed to the Trade by Biblio Distribution—a division of NBN (800) 462-6420