

THE RED ROAD Book Media Kit

Thank you so much for your interest in helping spread the word about my upcoming book, *The Red Road*. It will be available worldwide in paperback and eBook on January 26, 2015. I'm available on an ongoing basis for guest posts, interviews, Q&As, book reviews, and electronic book giveaways. If you'd like an electronic ARC, email me at author@jenniwiltz.com. I can send you an epub, mobi, or PDF upon request.

I've collected everything I think you'll need to help promote the book. I want to make your job easier, so if there's something I missed or you want to do something outside the box, let me know what you need. I'm game if you are!

This document contains:

- Sell Sheet
- Press Release
- Buy Links
- Sample Posts for Web & Social Media
- Fun Facts about the Book & Author
- 3 Excerpts
- 2 Author Bios
- Sample Author Interview Questions

Also in the zip file you downloaded:

- Cover in 2 sizes (471 x 750 px, 1647 x 2625 px)
- Author photo in grayscale and RGB
- PDF, epub, and mobi copies of sample chapters

You may also be interested in:

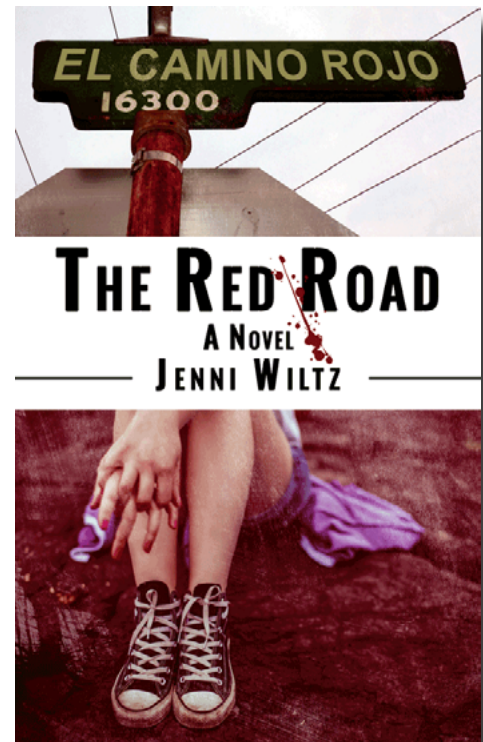
- [Author media kit](#) (2MB)

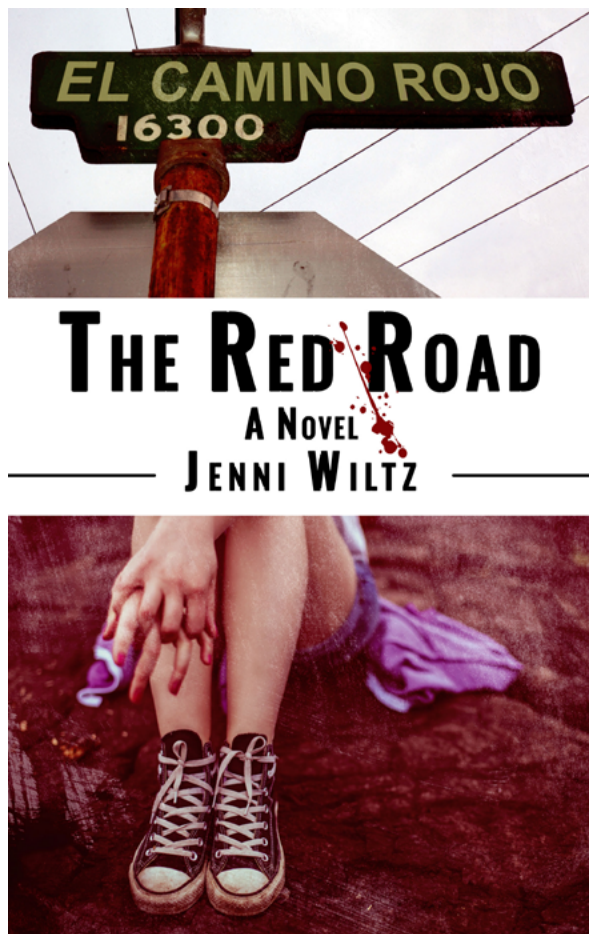
Book hashtag:

#TheRedRoad

Thank you so much for your help! If there's anything you need, don't hesitate to ask.

Jenni





The depths of love are the origins of revenge.

Title: The Red Road

Subtitle: A Novel

Author: Jenni Wiltz

Publisher: Decanter Press

Category: Fiction / Literary

Format: 5.5 × 8.5 paperback, eBook

Pages: 357

Price: \$14.99 paperback, \$3.99 eBook

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The Red Road: A Novel

Honor student Emma knows more about galvanic cell diagrams than guns. College is the only way out of her gang-ridden hometown, but her parents can't afford it. When her unemployed dad lands a job as a census taker, things start looking up. But he's sent deep into East Malo Verde, where gang members rule the streets and fear anyone with a badge who knocks on doors. One night, a gang member mistakes him for a cop and beats him savagely, leaving him for dead. Her best friends, her chem lab partner, her mom, and the detective assigned to the case all try to convince her to focus on school. But school won't prepare her for a world that ignores a crime against a good man. Emma must decide what's more important: doing what's expected, or doing what she feels is right . . . even if it leads her down a dark and dangerous path of revenge.

Selling Points

- Award-winning author whose short fiction has appeared in peer-reviewed literary journals
- Manuscript earned a judges' commendation when submitted for a Backspace conference scholarship
- Timely topics: guns in school, gang violence, pressure on college-prep teens to excel, unaffordability of college tuition & healthcare
- Teenage protagonist written for an adult audience, as in Curtis Sittenfeld's *Prep*

About the Author

Jenni Wiltz writes literary and historical fiction, thrillers, romance, and more. In 2011, she won the Romance Writers of America Kiss of Death Chapter's Daphne du Maurier Award for Excellence in Category Romantic Suspense. Her short stories have appeared in *The Portland Review*, *Gargoyle*, and the *Sacramento News & Review*. She holds an MA in creative writing from California State University, Sacramento, where she won three Bazzanella Literary Awards in fiction and critical analysis. When she's not writing, she enjoys sewing, running, and genealogical research. She lives in Pilot Hill, California. Visit her online at JenniWiltz.com.

Press Release

PILOT HILL, CA - January 26, 2015. Decanter Press announces the release of *The Red Road*, a literary novel by award-winning author Jenni Wiltz. In the novel, honor student Emma West must decide whether to focus on her own future or give into the dark desire for revenge she feels after an incident of gang violence nearly kills her father.

Aimed at readers of literary and women's fiction, the novel captures the rising tide of uncertainty about the future of the American Dream. "I wrote the first draft in 2012," says Wiltz, "after finishing grad school and finding myself with a mountain of debt and no job prospects. My dad had been unemployed for years, my sister moved back home and was looking for work, my parents could barely afford health insurance, and I wondered if this was the turning point, the end of things always getting better. I didn't see a way out."

Wiltz spent two years revising the book, all while the nation's sentiments seemed to mirror her own. In September of 2014, the American Values Survey revealed that nearly half of those who once believed in the American dream don't believe in it any longer. In the novel, 16-year-old Emma, assigned a paper on *The Great Gatsby*, looks at her family's sinking fortunes and wonders whether the American Dream is already dead. Throughout the course of the novel, the West family confronts unemployment, the rising cost of health insurance and tuition, the tremendous pressure on college-prep teens to excel, and guns in school.

The novel's setting, Malo Verde, is a stand-in for Wiltz's hometown of Salinas, California. The city has a long history of gang violence. In 1994, when Wiltz was the protagonist's age, Salinas experienced a then-record 24 homicides. "I was just a bystander," Wiltz says. "But as a writer, you never forget these things. We changed where we ran errands, where we took walks, even the way we behaved at a red light. One of my teachers was shot on campus after school. He lived to tell the story, but I couldn't look at the brace on his arm every day and forget how it got there."

The Red Road is the first release from Decanter Press, available to bookstores worldwide through the Ingram catalog and to the public through Amazon, Kobo, Barnes & Noble, Google Play, and Smashwords. Visit <http://DecanterPress.com> for more information and purchasing links.

About Jenni Wiltz

Jenni Wiltz has won national writing awards for creative nonfiction and romantic suspense, including a 2011 Romance Writers of America Kiss of Death Chapter's Daphne du Maurier Award. Her short fiction has appeared in *The Portland Review*, *Gargoyle*, and the *Sacramento News & Review*. She holds bachelor's degrees in English and history from UC Davis, and a Master's in Creative Writing from Sacramento State. Visit <http://JenniWiltz.com/about> for her media kits, publications, and awards.

Contact

Jenni Wiltz

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Buy Links

Ebook available for pre-order on Amazon, Kobo, Google Play, and Smashords. Available at all vendors on January 26, 2015.

[Amazon](#)

[Kobo](#)

[B&N \(no preorder\)](#)

[Smashwords](#)

[Google Play](#)

Paperback will be available from Ingram and CreateSpace.

Sample Blog Introductions

Sample Post #1

I'm excited to tell you about the latest book from award-winning author Jenni Wiltz. It's called *The Red Road*, and it's all about 16-year-old Emma, an honor student whose family is forever changed by an incident of gang violence. It's got family, friendship, first love, guns, gangs, and more. Learn more about Jenni at her website, JenniWiltz.com, and get your copy of the book from Amazon, Kobo, Barnes and Noble, Smashwords, or Google Play.

Sample Post #2

Today, we're talking about a new release called *The Red Road*, from author Jenni Wiltz. The main character is a 16-year-old honor student named Emma West. She wants to go to college, but unless her family can come up with the money, she'll be stuck in her hometown of Malo Verde, California - a dangerous place full of gang violence. When her dad gets a job as a census worker, things start looking up for Em. But the town's gang violence catches Roger West in its crossfire. How far will Emma go to avenge the father she loves? Or will she focus on school, her future, and her adorable chem-lab partner...who is definitely boyfriend material? You can find more information about the book on JenniWiltz.com or get your copy from Amazon, Kobo, Barnes & Noble, Smashwords, or Google Play.

Sample Post #3

Remember the days of high school...full of fun and laughter? It's not like that at all for honor student Emma in author Jenni Wiltz's new book, *The Red Road*. Em wants to use her good grades to escape her gang-filled hometown and get to college. Her unemployed dad finally lands a job, but gang violence destroys his future and Em's dreams of college. How will she move forward? Can she focus on her future (and the boy who wants to ask her to prom) or will she let her anger lead her down a twisted path of revenge? Read the book to find out...and keep the tissues handy. Get your copy from Amazon, Kobo, Barnes and Noble, Smashwords, or Google Play.

Sample Social Media Posts

Would you kill to avenge your dad? In #TheRedRoad by @JenniWiltz, 16-year-old Emma has to make that choice: <http://amzn.to/1GpQWc5> **130 char.**

Just released! Check out #TheRedRoad from @JenniWiltz, about a girl determined to avenge her dad: <http://amzn.to/1GpQWc5> **120 char.**

An AP student uses her brains to get revenge in #TheRedRoad by @JenniWiltz. Check it out: <http://amzn.to/1GpQWc5> **112 char.**

Want to be even more glad you're done with high school? Check out #TheRedRoad by @JenniWiltz at <http://amzn.to/1GpQWc5> **118 char.**

I can't believe how it ended! Check out #TheRedRoad from @JenniWiltz for drama and a bit of romance! <http://amzn.to/1GpQWc5> **123 char.**

You've never read a revenge story like this before! Check out *The Red Road* from @JenniWiltz. <http://amzn.to/1GpQWc5> **115 char.**

7 Fun Facts about the Book

1. **MAIN CHARACTER** Emma is named for her Swedish great-grandmother, Emma Christina. That's my real great-grandmother's name. She was born in Sweden in 1866 and came to America at the age of 13, with four brothers and two sisters.
2. **THE PLOT'S** inciting incident was inspired by something that actually happened. My dad was unemployed for a long time during the recession. Like Roger West, he got a job as a census worker. One day, while he was out knocking on doors, a man came up to him and told him he was making people in that neighborhood nervous by knocking on doors. He looked like a cop, the man said. This gave me the idea for Roger's terrible situation.
3. **TO WRITE** the parts with Em's chemistry homework, I had to go back and dig out my Honors Chemistry notes because I remember next to nothing about electrochemical cells.
4. **REMEMBER THE** green shirt Dan wears the first time he meets Em by her locker ("I wish my lawn was emo so it would cut itself")? I got it for my husband as a gift years ago. He gets a lot of comments about it.
5. **Late IN** the book Mattie and Emma talk about "witch soup." Yeah, that's a thing. My sister and I did it. The toothpaste-on-the-roof thing happened, too. For all I know, it's still there.
6. **MALO VERDE** is based on my hometown of Salinas, California—birthplace of John Steinbeck and currently the second least-educated city in the nation.
7. **THE BOOK** was intended to be a short story, an answer to Andre Dubus's "A Father's Tale."

7 Fun Facts about the Author

1. **I LOVE** taxidermy. I have a deer mount I inherited from my grandfather, a caribou mount my husband gave me as a birthday gift, and an alligator head from New Orleans (farm-raised!).
2. **MY FAVORITE** color is pink. My writing room at home is pink. I have pink dishes. My bike is pink. I used to have a pink bedspread and bed curtains, but the husband outlawed these when I got married. He needs to get with the program.
3. **I DON'T** pronounce the "l" in almond. People never understand me when I say it, but my grandpa grew almonds, and that's how he pronounced it, so that's how I learned to say it.
4. **EVERY TUESDAY** is Tiara Tuesday. I post a blog showcasing a new tiara, with info on its creation, history, and how I'd wear it. Follow #TiaraTuesday to join in!
5. **I'M TEACHING** myself to sew. It's really hard. The first thing I made was a pair of pajama pants. I sewed the inseam straight up to the waistline and was mystified as to what happened when I tried to try them on.
6. **WHEN** I was little, I created alternate identities for myself (Princess Elizabeth), my sister (Princess Catherine), and Mom and Dad (the king and queen). I made fake photo albums with pictures from the JC Penney catalog. I also created fake businesses for us. I made tiny signs for every shop we "owned" and plastered the hallway with them, floor to ceiling. I still can't believe my mom let me get away with this.
7. **IN SEOUL**, I ate silkworm larvae. They tasted like lima beans.

Alternate Titles that Didn't Make the Cut

Good Swedish Children

A Daughter's Story

Endless Forms Most Beautiful

Choose Your Own Excerpt

The first three chapters of the book are included in the media kit in PDF, .epub, and .mobi format. Here are three additional excerpts from the book:

Excerpt 1: 373 Words

Dan sat next to her in AP Chemistry, but never seemed to have the requisite supplies. At the beginning of the year, she became his go-to paper provider, and he'd agreed to be her lab partner. Lucky for her, he was the most precise measurer she'd ever met, and that included her mom, who was like Attila the Hun with measuring cups.

Everything was fine until February 8, when he'd leaned over their lab table and asked if she had a hot date for Valentine's Day. Her pencil slipped, and instead of entering "NR" for the cross of Pb with $\text{Pb}(\text{NO}_3)_2$, she blistered through the page with the tip of her Ticonderoga. "What did you say?" she asked.

His dark hair flopped over his eyebrows, almost reaching his cheekbones. "Here," he said. "Let me do that. You're messing it up again." Since that moment, she'd been haunted by the implications of his question. No one had ever asked her out and she'd assumed no one ever would, not while she had baby fat and bad skin.

One day during sophomore year, class president Javier Benavides flung an arm around her after biology class. Javier's friend said, "Hey, is this your new girl?" Javier raised both hands quicker than a cowboy in a calf-tying contest. "No way," he'd said. "These are the ones you save for marriage." Emma had no idea what that meant, aside from the fact that it was mortally embarrassing for Javier's name to be linked with hers in any romantic context. She was dating kryptonite—until February 8 at 11:42 a.m., when Dan joked about her having a date on Valentine's Day. This was no small thing.

She watched Dan and his friends walk toward her table. They were heading for the main hall, its doorway just behind her. She liked the way he walked, with slightly turned-out legs that weren't bowed but definitely weren't straight. He had very smooth lips, while hers were always chapped. It didn't seem fair.

She tried to smile, in case he looked at her. The boys shuffled by, talking about the match on Saturday. He didn't see her. He didn't even look in her general direction. *Story of my life*, she thought.

Excerpt 2: 179 Words

When the video rolled, a Mexican woman sobbed and pointed to a chain-link fence surrounding a yard with dead grass and a garden hose so old it looked like a shed snakeskin. The mug shot of a Mexican boy flashed onto the screen, his hair gelled stiffer than meringue. Tattoos covered his neck with the thick stems and fine arcs of Old English calligraphy. His black eyes were empty. Whatever he had been arrested for, he felt no regret. The boy's name was Jesus. Emma didn't understand why Mexican mothers named their boys after the son of God. All it did was set them up for failure.

In the background, she heard her dad's footsteps pound down the stairs. His eyes went straight to the chain-link yard on TV. He sucked in his breath and balled his fists. Emma felt the movement in her bones, shearing through the muscle and tissue like a shock wave. He knew that lawn, that house, that corner, and he knew they meant danger. "Dad," she whispered.

"Turn it off," her mom snapped. "Now."

Excerpt 3: 248 Words

Emma closed her eyes to block out the image of Rocio's battered face. All that blood used to be blue when it was in her veins. Now it was red, staining her skin, her clothes, and the ground itself. Weren't those the colors the gangs fought over? *They're the same thing*, Emma thought. *They'll turn each other inside out before they realize it.*

"We should get out of here." Elvira wiped the tears from her cheeks and led Emma back to the locker room, where they shut themselves in adjoining bathroom stalls and perched on top of the toilets to avoid detection. Emma rested her head against the cold metal, covered in etchings that preserved the names and lackluster wit of girls who thought a toilet stall was a good place to leave their mark on the world. After a few minutes of silence, she realized there was something she had to ask. She tapped her fingernail against the partition. "Why didn't the others help her?"

Elvira sniffed. "I don't know."

"Is it against the rules?"

"Maybe."

"Then that isn't family."

Half an hour later, when they snuck out of the stalls amid the rush of girls returning from the gym, Emma thought of something else. The women in the gangs fought like their lives depended on it. What did the men fight like? She thought of her dad, asking questions those men didn't want to answer, and ran back into the stall to throw up her breakfast.

Author Bio

Short bio (>50 words)

Jenni Wiltz writes literary and historical fiction, thrillers, romance, and creative nonfiction. Both her fiction and creative nonfiction have won national awards. When she's not writing, she enjoys sewing, running, and genealogical research. She lives in Pilot Hill, California. Visit her online at JenniWiltz.com.

Medium bio (>100 words)

Jenni Wiltz writes literary and historical fiction, thrillers, romance, and creative nonfiction. Both her fiction and creative nonfiction have won national writing awards. She holds undergraduate degrees in English and history and an MA in creative writing. Her work has appeared in *Gargoyle*, *The Portland Review*, the *Sacramento News & Review*, and several small-press anthologies. When she's not writing, she enjoys sewing, running, and genealogical research. She lives in Pilot Hill, California. Visit her online at JenniWiltz.com.

Contact

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Visit <http://jenniwiltz.com> for publications, awards, and social media links.

Sample Author Interview Questions

1. The West family feels so real. What basis did these characters have in reality?

Too much basis, if you ask me! This is the only book I've written that has so much semi-autobiographical detail. My family and I sat down to dinner every night, growing up, and we always said the same grace the West family says. A lot of the food in the book is from real life (that tuna-chip casserole really exists, and I really hate it!). My dad really does have a chemistry book from Cal Poly that I used in high school. My room really was at the end of the hallway, with a window that looked over the street. Where the characters start to differ from reality is in how they react to stress. Instead of pulling together, like my real family does, I had them pull away from each other—and then pick at each other. That was hard to do, because I kept seeing my real family members' faces while I ran lines in my head. It was awful.

2. This book doesn't portray female friendship in a positive light. Why did you make that choice?

I needed Emma's character to be isolated, to feel like she has no options, no place to turn. If she had solid, steady friends who were more willing to reach out, this plot never would have happened. To put her in that position, I had to tear down each of her support systems, starting with her girlfriends. In real life, I'm still in touch with several people I went to middle school and high school with, and my college roommate.

3. Several of the characters are based on real people. What about Dan?

Sadly, Dan exists only in my imagination. I didn't even date in high school—and I never got asked to the prom. I wanted him to function as a sort of conscience or best option for Em. He is her only way out. And then I had to turn her away from that best option, which was hard! Dan's a pretty charming guy.

4. This book feels really claustrophobic. How did you create that atmosphere?

That wasn't as hard as it seems! I just ran through a normal day I experienced at that age, and recreated it over and over. I spent so much time doing homework in the last two years of high school that college felt like a breeze afterward. I calculated it at one point and spent more hours on homework per week than most people spend at a part-time job - between 20 and 30 hours per week, in addition to school. I didn't work, I wasn't on any sports teams, I didn't have a car, and I didn't have many extra-curricular activities. I was a nerd! Emma's life pretty much reflects what my life was like as a high-school junior.

Thank You for Helping Me Promote The Red Road!

I deeply appreciate the time and effort you've spent reading this media kit and helping me promote this book. I couldn't do it without your help, and I know there's very little reward in supporting indie authors and books published by a small press. Thank you for everything you do.

- Jenni

