

LIVE ON TV 3 PALM SPRINGS

BILL EVANS

DESCRIPTION

CALIFORNIA'S PALM SPRINGS was a hotbed for movie stars, big money and high crime, making it a great town to be a TV news reporter and police detective in the eighties and ninetiess. There, we see the explosive Sonny Bono rise to mayor before he becomes a US Congressman. We meet Frank Sinatra and his wife at exclusive dinner parties, and journey with a hard-nosed cast of police and newsroom personalities mingling among the stars while trying to solve a pyramid scheme and series of unsolved murders. Evans provides a candid insider's view of newsroom operations and scheming TV personalities who will do anything to get ahead. Live on TV 3 Palm Springs is the prequel to Evan's first novel, *Murder at Broadcast Park*. Learn how Stewart, Lisa, and the ever-unsuspecting Dugan built a broadcasting empire.

KEY SELLING POINTS

- Second book in the Broadcast Murder Series, a prequel to **Murder at Broadcast Park**
- Filled with insider factual details on how Sony Bono got into politics
- Connects to all the main chracters from *Murder at Broadcast Park*
- A look inside the politics of your local TV station

MARKETING

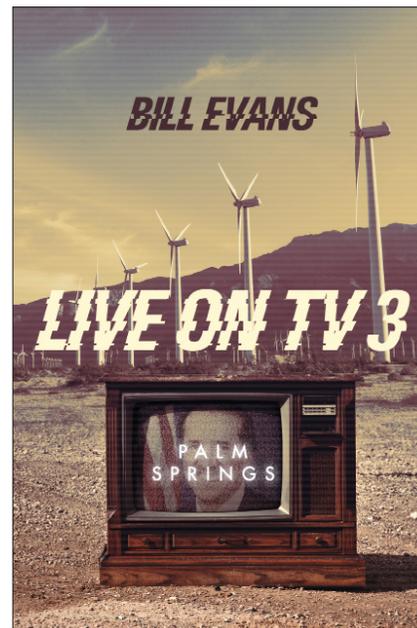
- Author has a fan base in both Southern California and Atlanta markets
- Author has PR contacts through his affiliate TV station relationships
- Book will be promoted on existing website, establish social media channels and paid social media advertising and event promos.
- Book and author to be featured on dozens of review blog sites
- Book will be featured on Silver Dagger Book Tour

AUTHOR BIO



A forty-five-year TV and radio veteran, Bill Evans has reinvented himself as a novelist. As a broadcast manager of television stations all over the country, Evans was recognized as one of the best sales trainers in local TV. His stations won multiple local Emmys as well as many other broadcasting awards. He also created the Charity Challenge, which, during its seven-year run, raised over a million dollars to help local charities and call attention to their individual causes.

Bill Evans has four grown children and four grandchildren, loves his new career, and plans to write many more good stories to share with people who love to read. He currently lives in San Luis Obispo County, California.



Publisher: Koehler Books

Distributor: Ingram

PUB DATE: 10/10/2018

SOFT COVER: \$16.95, 978-1-63393-659-1

HARD COVER: \$24.95, 978-1-63393-661-4

EBOOK: \$5.99, 978-1-63393-660-7

TRIM: 6"x 9", 214 pages

FICTION: Mystery & Detective

AUDIENCE

- Murder mystery readers
- Anyone in media especially TV and radio
- Everyone in the Palm Springs Coachella Valley area
- Readers of *Murder at Broadcast Park*

ONLINE

billevansauthor.com

 **koehlerbooks**[™]
www.koehlerbooks.com

INGRAM
ONE SOURCE. COUNTLESS POSSIBILITIES.™