

CLIENT:



SPRING 2024 SEMESTER

PR WRITING

Portfolio

Dr. Pattwell

Gabby Piccirilli



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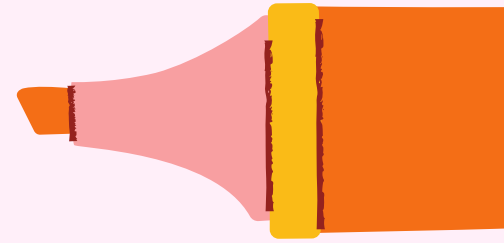
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WRITING REFLECTION



I have loved to write since I was seven years old and am deeply interested in pursuing a career in public relations, so enrolling in COM 3462: Public Relations Writing this semester felt like getting the best of both worlds. I consider myself a strong writer and have harnessed the skill with two minors dedicated to the practice, but my writing has been primarily creative and collegiate. In this course, I learned that public relations writing was an entirely different beast I was unfamiliar with.

To write PR materials, I had to step into the shoes of my client. Unlike much of my other writing, I wasn't writing on behalf of Gabby but on behalf of a client, such as Running Press. I had to ensure I clung carefully to the key messaging we drafted early in the semester with each word I selected. I also found that PR writing strikes a balance between informal and formal which can be tricky to perfect. Media alerts and press releases, for example, follow strict structures and adhere closely to journalistic writing, while social media copy or blog posts may read conversationally.

For much of my undergraduate work, my approach to writing is unstructured. Typically, I get an idea, start there, and then slowly branch out to create a full cohesive piece. This allows me to jot down the part I'm most passionate about getting down on the page and then build my idea from there. For larger, formal writing assignments, I do begin with an outline to ensure I'm meeting all the criteria for the paper, but usually, I can thrive without one. PR writing has altered this process a bit for me. I feel that with PR writing, my process will shift with each client and most especially with each type of piece. For instance, I approached my press release with some uncharacteristic planning by first outlining the details of the event I wanted to create, what anchor quote I'd use, and how I could structure the details in the inverted pyramid style. Similarly, my blog article required me to compile research beforehand. Other styles such as my social copy and speech came to me organically, flowing as I typed. PR writing is also one of the first times I continually consulted some sort of writing guide as I wrote, as I am usually not bound by style guidelines. I found this beneficial, as by the end of the semester I had memorized several of the AP style rules and didn't have to search for them.

I am pleased to have this PR writing experience moving forward as an undergraduate and graduate student in the coming years and as I move into professional roles. In applying to positions, I often leverage my writing background alongside my degree in Communication. Now, I can provide examples and experience of communication-related writing, which will be essential to excel in the working world.

KEY MESSAGING

Running Press publishes book titles and produces literary merchandise to inspire and delight readers through innovative means.

1

Reading made tangible.

- RP's most successful books are turned into gift merchandise to provide multiple touchpoints for retailers and enhance a presence in the gift market.
- RP is one of few publishers to successfully brand themselves as producers of literary merchandise, along with new book titles.

2

RP is uniquely positioned in the industry, backed by a creative and innovative publishing team.

- RP is committed to staying true to its 'quirky' image with resistance to going 'mainstream'.
- RP's publishing team is inspired and imaginative. They value new ideas and formats to create intellectual property.

3

Providing unique, impactful titles for every type of reader is crucial to RP's mission.

- Six imprints (RP Adult, RP Kids, RP Studio, RP Minis, Black Dog & Leventhal, and Avalon Travel) each cater to its diverse audience of readers.
- RP Kids is the solution to a growing area of need for children in uncertain times: wellness and self-care with titles tackling issues such as mindfulness, inclusion, and identity while instilling a sense of play with carefully created art and childlike text.
- Merchandise covers various lifestyle and pop-culture categories, including licensed brand partnerships, humor, food, wine, and craft.
- Black Dog & Leventhal publishes subject books written by expert authors with unique points of view.
 - These books are intended to be timeless sources of inspiration and knowledge within the homes of readers.

4

RP is committed to promoting an inclusive and encouraging environment for all reading communities.

- RP has a history of addressing social issues within the industry and actively expresses support for BIPOC writers, illustrators, and creators while working to publish more content from these underrepresented parties.
- RP is committed to speaking out about censorship and book-banning issues.

**MEDIA ALERT
FOR IMMEDIATE RELEASE**



**RUNNING
PRESS**

CONTACT

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RUNNING PRESS DEBUTS OVER DRINKS: YOU TASTE IT, YOU BUY IT!

PHILADELPHIA— The coronavirus pandemic has altered the dining landscape, encouraging many to opt for at-home cocktails and dishes. This Winter, Running Press Adult published three unique recipe books to diversify the options and make at-home dining more exciting: *Clueless: The Official Cookbook*, *Cocktails with My Cat* and *Sip Me, Baby, One More Time*.

In partnership with local, book-themed bar, The Library Bar, Running Press will host a cocktail-making and cooking class featuring recipes from the new publications. Attendees can sample these new flavors and receive tips from the authors themselves before purchasing copies to take home.

WHO: Authors Kim Laidlaw, Natalie Bovis, Ashley Gibson and Publisher of Running Press, Kristin Kiser.

WHAT: An evening of free instructed cuisine following the books' recipes. Mingling with authors, book sales, and signing.

WHERE: The Library Bar, located in the Rittenhouse Hotel. 10 W Rittenhouse Square, Philadelphia, PA 19103.

WHEN: 6 p.m. to 9 p.m. on Saturday, March 2nd, 2024. Cocktail class begins at 6:10 pm, followed by a cocktail reception and mingling with authors. Cooking class begins at 7:30 pm.

WHY: The event will allow readers to make recipes from the new books before purchasing them while chatting with the authors over delicious drinks and food.

Authors, Kim Laidlaw, Natalie Bovis and Ashley Gibson, will be available throughout the evening for press interviews.

About Running Press Group:

Running Press publishes titles that inspire, entertain, and delight readers with innovative formats and Irresistible packages. RP Adult publishes humor, pop culture, lifestyle, mystical wellness, self-help, and inspiration; RP Kids includes board books, picture books, and YA and MG fiction and nonfiction; RP Studio features joyful journals, decks, and puzzles; and RP Minis includes collectibles and mini books. Black Dog & Leventhal publishes content-rich, visually captivating books on subjects like popular culture, social history, science, sports, games, and photography, for adults and younger readers. Avalon Travel includes Moon Travel Guides and Rick Steves' bestselling travel guides to Europe.

###

PRESS RELEASE

FOR IMMEDIATE RELEASE



RUNNING
PRESS

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RUNNING PRESS KIDS' BOOK DONATION PROGRAM BRIDGES EDUCATIONAL GAP

75 Thousand Books Donated to Low-Income U.S. Elementary Schools Through Run Into Reading Program

PHILADELPHIA —Data from the Department of Education revealed that 13 million children in the United States attend schools where the children's materials circulation is less than 10 per student, including 3.4 million in poverty and 6.6 million students of color. Running Press Kids sought to address this gap by initiating a book donation program, Run Into Reading, and donating 75 thousand books to low-income elementary schools nationwide.

"At RP Kids, we are deeply committed to publishing content that we believe will help children understand important issues such as wellness, mindfulness, inclusion, and self-care," said Kristin Kiser, Senior Vice President and Publisher of the Running Press Group. "We are so grateful to have the opportunity to make an impact in elementary schools across America and have selected books we feel will inspire and enrich young learners."

Running Press Kids is home to 160-plus titles from board books to nonfiction for middle grades. The titles selected include "I Am Somebody" by Nyasha Williams, "Your Freedom, Your Power: A Kid's Guide to the First Amendment" by Allison Matulli and "Love Bubble" by Harold Green III. Each book discusses societal issues age-appropriately and can be easily understood by elementary-aged students while fostering empowerment among the younger generation. Many of the books have accompanying activity sheets available for free download on the RP Kids' website for teachers to integrate into lesson plans.

"Having these new books has done wonders for our classroom and given me an avenue to talk about important issues at the students' level. "I Am Somebody" is a storytime favorite. We are so thankful to Running Press for their generosity," said Michele Frank, first-grade teacher in Camden, New Jersey and the first delivery recipient.

Running Press Kids is planning their next donation by connecting with other schools in need, as well as organizing author readings at select elementary schools. During April and May, Williams, Matulli and Green will engage students by reading excerpts from their books and leading classroom activities.

Running Press publishes titles that inspire, entertain, and delight readers with innovative formats and irresistible packages. RP Adult publishes humor, pop culture, lifestyle, mystical wellness, self-help, and inspiration; RP Kids includes board books, picture books, and YA and MG fiction and nonfiction; RP Studio features joyful journals, decks, and puzzles; and RP Minis includes collectibles and mini books. Black Dog & Leventhal publishes content-rich, visually captivating books on subjects like popular culture, social history, science, sports, games, and photography, for adults and younger readers. Avalon Travel includes Moon Travel Guides and Rick Steves' best-selling travel guides to Europe.

###

PITCH

From: Gabby Piccirilli (gpicciri@runningpress.org)  

To: sstewart@publishersweekly.com Cc Bcc

Subject: Pitch: Students Without Books, Running Press Donates 75K Priority ▾

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Hi Sophia!

I loved your recent article about Book Aid International's impactful book donation initiative and wanted to get in touch about a similar program that I believe could pique your interest.

The children's division of Running Press Books, Running Press Kids, recently launched a book donation program, Run Into Reading, which has donated 75,000 books to impoverished elementary schools across all 50 U.S. states. With [data from the Department of Education](#) revealing that 13 million children are enrolled in school districts where the children's materials circulation is less than 10 per student, including 3.4 million students in poverty and 6.6 million students of color, the time is now to take action for disadvantaged students.

You may enjoy a conversation with our Senior Vice President and Publisher, Kristin Kiser, who is passionate about the project and looking to expand it in the coming months. Contributing authors [Nyasha Williams](#), [Allison Matulli](#), and [Harold Green III](#) are also available to discuss how they carefully crafted their books to expose young audiences to societal issues. You can read more about the program in the [press release](#).

Please let me know if you're interested in chatting with Kristin or the authors and if I can provide any additional information about the program that can be useful to you.

All the best,



Gabby Piccirilli
Running Press Books | Hachette Book Group
Public Relations Director
gpicciri@runningpress.org / 610-592-5222



sophia stewart



Hey Sophia! Loved your article last week about Book Aid International's book donation! I'm the PR Director at Running Press Books and we've recently launched a similar program to help bridge the gap between reading materials and elementary students at low-income schools that you may be interested in. Happy to provide you with some contacts you might find useful to chat with. Hope to hear from you soon!



MEDIA LIST

Last Name	First Name	Outlet	Beat	Email	Phone	Social Media	Circulation/Audience	Recent Articles	Misc. Info
Stewart	Sophia	Publishers Weekly	Big Five Publishing Companies	sstewart@publishersweekly.com	N/A	Blog: https://sophiastewartwrites.com/ X: https://twitter.com/smswrites	Those interested in publishing, books, libraries, industry trends	Book Aid International to Donate Another 15,000 Books to PEN Ukraine's Unbreakable Libraries Project , Little Free Library Announces 2023 Outstanding Achievement Awards	Tends to cover social issues within publishing.
Alter	Alexandra	New York Times	Publishing Industry News	alexandra.alter@nytimes.com	N/A	LinkedIn: https://www.linkedin.com/in/alexandra-alter-783781102/ X: https://twitter.com/xanalter?lang=en	N/A	The Chief Executive of Hachette Book Group to Step Down	Covered books for The Times since 2014, one of her areas of work is breaking news about the publishing industry. Has written about Hachette in the past
Mechler	Anita	Library Journal	Book Pulse Column	anita.mechler@gmail.com	N/A	LinkedIn: https://www.linkedin.com/in/anitamechler/ Company: https://www.mechlereconsulting.com	Those interested in publishing, books, libraries, industry trends	PEN America and Penguin Random House Sue a Florida School District over Book Bans	Has 207 total articles surrounding books, writes about Big 5 Publishers
Kirshner	Alex	Slate	Publishing News	askirshner@gmail.com	N/A	X: https://twitter.com/alexkirshner?ref_src=wsrsrc%5Fgoogle%7Cwcamp%5Eserp%7Cwgr%5Eauthor Linktree: https://linktr.ee/kirshner	N/A	KKR buys Simon & Schuster: Is private equity worse for publishing than consolidation?	Has a podcast, lives in LA.
Lozano	Kevin	The New Yorker	Under Review (Deep Dive into Books)	klozano@thenation.com	N/A	X: https://twitter.com/krevinlorenzo?ref_src=wsrsrc%5Fgoogle%7Cwcamp%5Eserp%7Cwgr%5Eauthor	N/A	How Has Big Publishing Changed American Fiction?	Writes about Big 5 Publishers
Chaudhary	Ayman	TikTok Influencer	N/A	achaudhary@bookwallah.org	N/A	TikTok: https://www.tiktok.com/@aymansbooks?lang=en LinkedIn: https://www.linkedin.com/in/ayman-chaudhary-3a3950166/	N/A	Shut up and Read This Book series	Top of TikTok's highest earners on BookTok, 21 years old. TikTok series caused a complete sell out of a book and put it on NYT bestsellers list
Flood	Allison	The Guardian	Books + Bookseller	allison.flood@gmail.com	N/A	X: https://twitter.com/alisonflood?lang=en LinkedIn: https://www.linkedin.com/in/alison-flood-0a1a03a/?originalSubdomain=uk	N/A	Change is not happening fast enough: UK publishers promise to tackle inequality, This article is more than 1 year old 'More zeros than I've seen in my life': the author who got a six-figure deal via 'BookTok', Obscure poetry collection's sales soar after TikTok dreams about it	Lots of connections with BookTok
Grady	Constance	Vox	Books, publishing, gender, celebrity analysis, and theater	constance.grady@vox.com	N/A	X: https://twitter.com/constancegrady?lang=en LinkedIn: https://www.linkedin.com/in/constance-grady-08957963/	N/A	Why half the people you know are obsessed with this book series , The planned Penguin Random House-Simon & Schuster merger has been struck down in court	Used to work in book publishing, took Columbia's publishing course

SOCIAL MEDIA AUDIT: TABLE VIEW

MOST ACTIVE/RELEVANT PLATFORMS

WHO	WHERE CHANNEL	WHAT CONTENT	WHEN DATE/FREQUENCY	WHY PURPOSE/PERFORMANCE	OPPORTUNITY AREAS TO IMPROVE
 RUNNING PRESS GROUP (COMPANY)	Instagram @runningpressbooks 1,213 posts 26.3K followers - Verified Account - Imprint: @runningpresskids	- Photos of book releases - Synopsis in caption (very lengthy, in paragraph form) - Caption tags author's handle 25-30 hashtags per post - High-quality reels themed to content of marketed book - Consistent feed on grid (color scheme, type of content)	Averaging 2 posts a week - Inconsistent: some weeks no posts at all - Sporadic: 2-3 posts per day on some weeks - No set day of week for posts, most consistency on Tuesdays	Drive visitors to website or bookstores to purchase new releases - Few comments - Likes and views hidden	- Consumer engagement (low comments and tags) - Consumer interaction (questions left in comments go unanswered) - Higher activity on reels
	X @running_press 5,106 Followers 4,917 posts - Non-verified Account - Imprint: @RP_kids	- Links to blog posts - Highlighting sales - Featuring book collections - Call-to-action language - Photos of book releases	- Averaging 1 tweet per month - Inactive	- Drive visitors to website or bookstores to purchase new releases - Low views, low likes, low comments. low retweets - Drive readers to blog	- Increase activity - Emerge as a brand voice (i.e. replying to current book news, authors, etc) - Retweeting
CONSUMER	Instagram - Occasional comments - Tagged posts of merchandise and titles found in-store	Complaints - Dislike of Harry Potter collaboration due to J.K Rowling's reputation Praise - Congratulating author - Enjoying packaging	Averaging 20 comments a month Many posts lack any consumer comments	- To express interest in purchase - To complain - To congratulate author - To show products found in-store	Low comments
	X - Very little engagement - Occasional like or retweet	N/A No consumer engagement found (no replies found)	Averaging 70 views per tweet, 10 likes per tweet Many tweets have 0 likes	- N/A - No written engagement (i.e. comments) found	- Little to no engagement - Low viewership
AVID READER PRESS (COMPETITOR)	Instagram @avidreaderpress 1,112 posts 44.2K followers - Verified Account	- Photos of book releases - Infographics - Timely images (i.e. eclipse) - Fun TikTok style reels - Collaborative posts with other instagram accounts - Feed on grid lacks color scheme/consistency	Averaging 6 posts a week Many timely posts (i.e. eclipse photo on 4/8)	- Drive visitors to website or bookstores to purchase new releases - Bond with book-loving community through relatable posts	Overall aesthetics, such as grid feed
	X @avidreaderpress 2,832 Followers 3,694 posts - Verified Account	- Photos of book releases - Infographics - Retweets of book related content - Links to awards and featured articles - Engagement with consumers	Averaging 4 tweets per week	- Emerge with a brand voice to audience, build relationship with them - Drive visitors to website or bookstores to purchase new releases	Increase consumer enagement



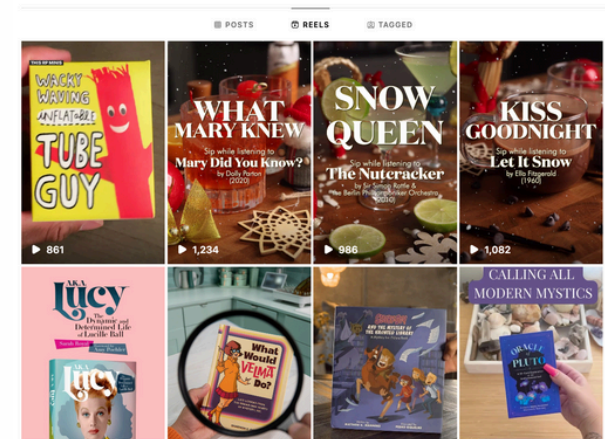
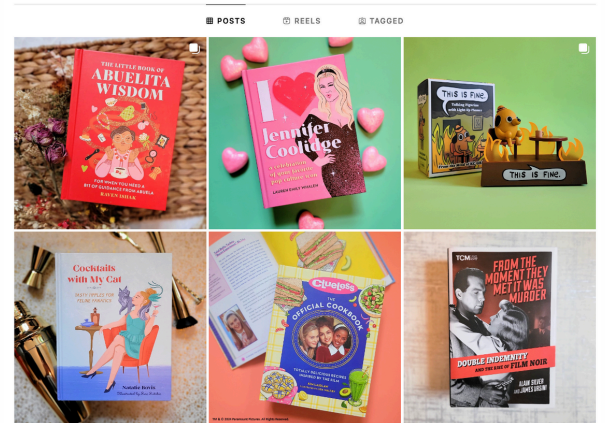
runningpressbooks INSTAGRAM

Running Press has a presence on Instagram under the handle @runningpressbooks. Their sub-imprint, Running Press Kids, is also present on Instagram under the handle @runningpresskids. However, this audit focuses on its main imprint's account, which encompasses all 7 of its smaller imprints.

The account has a substantial following of 26.3K and a total of 1,213 brightly-colored, professional-quality posts that are pleasing to the eye. Posts are almost exclusively book covers laid upon a relevant background, with rather lengthy captions in paragraph form, followed by 25-30 hashtags. Under the Reels tab (but not included in the feed grid) are a variety of professionally produced, film-like Reels featuring their titles and products in use.

Running Press is moderately active on the platform, averaging 2 posts a week. However, there is no clear posting schedule and posts are highly inconsistent. On some weeks, no content is posted at all, and on others, 2-3 posts are made daily. A competitor's audit has revealed that higher post frequency may translate to higher like and comment counts.

There is an opportunity for increased consumer interaction (i.e. replying to comments, posting user-generated content), higher activity via reels, and implementation of a consistent/frequent posting schedule.





@Running_Press

X (TWITTER)

Running Press has a presence on X under the handle @Running_Press. Their sub-imprint, Running Press Kids, is also present on X under the handle @RP_Kids. However, this audit focuses on its main imprint's account, which encompasses all 7 of its smaller imprints.

The account has a significantly lower follower count than its other active platform, Instagram, sitting at 5,105 followers. Posts consist mainly of links to their personal blog, highlighting current sales/promotions and featuring new releases. There is an abundance of call-to-action language.

Running Press is highly inactive on the platform, averaging only 1 tweet per month. Many posts have 0 likes and extremely low viewership, averaging 70 views per tweet and only 10 likes per tweet. They lack mentions and do not engage with other users via retweets and replies. Its banner is outdated and not aligned with current branding.

There is an opportunity to become active on X and to establish a posting schedule, as well as emerge as a thought leader by interacting with literary/book-related content on the platform, as well as authors, and other publishers.



OBJECTIVES

1 Develop a strong, recognizable brand personality that consumers can trust.

2 Nourish the book-loving community through varied content and increased consumer engagement.

3 Become a resource for both information and entertainment for consumers.

4 Increase social media activity frequency across Instagram, X and TikTok to a weekly posting schedule of 4-5 posts per week.

5 Streamline branding on social channels.



TARGET AUDIENCES

RUNNING PRESS GROUP

Running Press' target audiences/priority publics are unique due to their structure as an imprint of Hachette Book Group with smaller sub-imprints that make up Running Press as a whole. Their social media must cater to each of these audiences, leaning toward one in particular when relevant to the product/event featured in a post.

RP ADULT RP STUDIO

POP CULTURE LOVIN' ADULTS



With publications from cocktail recipes to 90's TV show-inspired books, RP Adult and RP Studio target adults over 21 and most especially those with a love for pop culture. This audience should be most heavily targeted on Running Press' socials.



KIDS, TWEENS AND PARENTS



With publications ranging from board and picture books to middle-grade and young-adult fiction and nonfiction, RP Kids targets parents buying books on behalf of their children. However, content must also be targeted to younger minds to persuade parents it is right for their child.

RP MINIS

COLLECTORS, TWEENS AND TEENS



With a collection of pop-culture and book-inspired pocket-sized trinkets, RP Minis targets collectors as well as the younger audiences of tweens and teens that can play with these goofy, amusing products.



SERIOUS READERS AND LITERARY ENTHUSIASTS



With content-rich publications from expert authors, Black Dog & Leventhal Publishers targets the serious reader and literary enthusiast, reading a book not for entertainment but to be informed and inspired.

TACTICS

Given data and insights from the social media audit, the platforms of Instagram and X should continue to be leveraged, but with much higher post frequency and diversity in content. These channels are very successful for competitors with more frequent posting schedules and higher post variety.

An emphasis should also be placed on the company's TikTok, which is an ideal place to reach target audiences and leverage the popularity of "BookTok," a subcommunity on the app that focuses on books and literature. Many of the target audiences frequent this platform and contribute content to the community.

Copy and content that reveals a fun and quirky brand personality and allows Running Press to emerge as a leading voice in the book community should increase consumer engagement.

OBJECTIVE 1: Develop a strong, recognizable brand personality that consumers can trust.

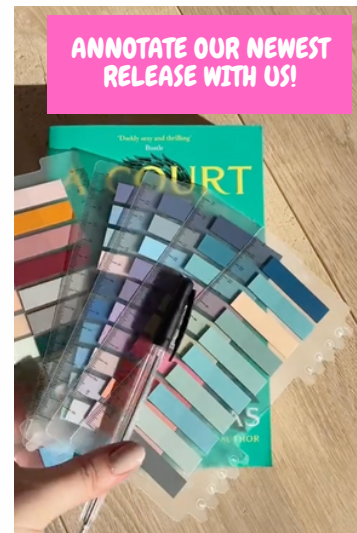
TACTIC 1.1:

- Sharing more organic content (i.e. images from events, videos using relevant "BookTok" trends, see mockups)

MOCKUPS:



Caption: Are any of these on your TBR? Let us know #BookTok!



Caption: Don't scroll - no spoilers here! 🤫

Annotated one of our books? Tag us so we can share! #BookTok

TACTIC 1.2:

- Highlight user/reader experience (i.e. photos submitted by readers/consumers)

MOCKUP:



Caption: 🏖️Talk about a #beachread! 🏖️

@Author's new book, **BOOK TITLE**, is the perfect companion for a relaxing day by the ocean. Shoutout to @Reader for the amazing sunrise shot.

Shop today and get free expedited shipping with code BEACH -- it'll come just in time for vacay 😎

TACTIC 1.3:

- Engaging with consumers and other users via comment sections, DMs, or retweets/replies.

MOCKUP:



Running Press @Running_Press · Apr 25

The @nytimes is GUSHING over this one! 🤩🤩🤩

...

BOOK TITLE by @Author is out today!



The New York Times @nytimes · 5h

A "delicious debut novel."

...

OBJECTIVE 2: Nourish the book-loving community through varied content and increased consumer engagement.

TACTIC 2.1:

- Post general literary content and display attention to book news.

TACTIC 2.2:

- Emphasize community-building surrounding the brand

MOCKUPS:



To be scheduled as the Run Into Reading Program commences.

Caption: Run Into Reading makes its first delivery!
We love all those smiling faces!

Shoutout to our new friend @MissSmith for the photo!



To be scheduled for June 2024 as a multi-slide post.

Caption: Don't forget to save these for your TBR 😊

#Bookstagram

OBJECTIVE 3:
Become a resource for both information and entertainment for consumers.

TACTIC 3.1:

- Emerge as a thought leader rather than merely posting product promotions.

OBJECTIVE 4:
Increase social media activity frequency across Instagram, X and TikTok to a weekly posting schedule of 4-5 posts per week.

TACTIC 4.1:

- Develop a weekly posting schedule of 4-5 posts per week.

TACTIC 4.2:

- Harness #BookTok via TikTok while relevant.

OBJECTIVE 5:
Streamline branding on all social channels.

TACTIC 5.1:

- Acquire the same handle across all platforms (@runningpressbooks)

TACTIC 5.2:

- Update profile images to reflect current brand/content.

MOCKUP:



EVALUATION

Success in these public relations efforts via the social channels of Instagram, X, and TikTok will be measured by social media metrics such as likes, comments, views, reposts, tagged content, mentions, etc, and frequency of social posts by Running Press via Instagram, X, and TikTok.

These PR efforts will take place over 6 months, beginning in April 2024 and hopefully producing the desired results by October 2024.



- 30% increase in comments on Instagram posts by July 2024.
- 40% increase in the view-to-like ratio on X by October 2024.
- 50% increase in TikTok followers by October 2024.
- Maintenance of a weekly posting schedule that averages 4-5 posts per week



The Real-Life Women Behind Your Favorite Disney Princesses



By: Gabby Piccirilli

In the *Disney Princess Trivia Deck and Character Guide*, our officially licensed trivia card game and book set, Disney fans will find all their favorite Disney princesses and enjoy testing their knowledge of these strong and resilient women on 50 full-color trivia cards with 200 questions to test their expertise. Author Christine Kopacewski brings us a riveting 112-page (!!!) character guide of complete profiles for all 12 of our beloved princesses, from Snow White to Moana.

While we all know and love these *fictitious* women, it turns out some of our favorite princesses were inspired by real-life women. Their characters exist as testaments to their legacies of hard work, strength, and courage—giving young women excellent role models to look up to.



Tiana

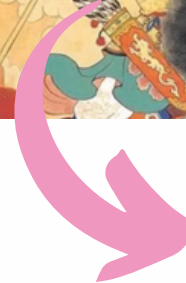
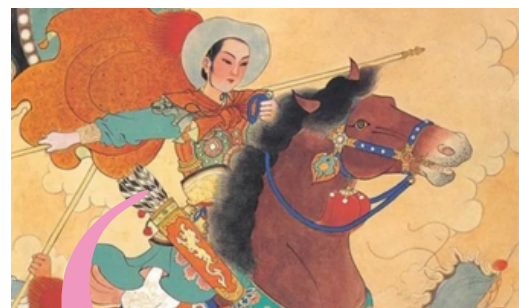
From Creole Kitchen to Civil Rights Hub

Tiana of *Princess and the Frog* was inspired by real-life chef and American civil rights activist, Leah Chase. She opened a legendary New Orleans restaurant, Dooky Chase, that isn't just about mouthwatering Creole cuisine, but is a cultural institution where everyone from Barack Obama to Beyoncé (Queen Bey!) has pulled up a chair. Chase's work ethic allowed her restaurant to evolve from a casual shop into a top spot for locals and civil rights leaders alike. Dooky Chase frequently broke local segregation laws by allowing all customers to dine together, becoming known as the meeting place for activists to plan campaigns. Leah Chase's story isn't just about food; it's about breaking barriers and making dreams a reality for little girls everywhere.

Mulan

Unleashing the Fierce Warrior

Inspired by the ancient Chinese poem "Ballad of Mulan," Disney's adaptation tells the story of a fierce warrior who disguises herself as a man to fight in her father's place, totally flipping the script on the notion that women need a knight in shining armor. Meet Fu Hao, a total girl boss from the Shang Dynasty who commanded armies, led military campaigns and even rocked the title of high priestess—all while being a wife and mother. While there are some differences between Mulan and Fu Hao's stories, both women embody strength, courage, and the power to defy expectations.





Pocahontas

A Timeless Act of Courage

Pocahontas is based on the true story of a courageous 14-year-old girl, Matoaka, also known by the name of Rebecca Rolfe, who saved the life of an explorer named John Smith. Born around 1596, she was a Native American woman belonging to the Powhatan people in Werowocomoco, Tsenacommacah (present-day Virginia). Her playful nature earned her the nickname of Pocahontas. The story goes that Smith was brought before Chief Powhatan for a brutal execution by club as his head lay between two large stones. The young Matoaka rushed in and placed her head upon his moments before the strike, which stopped the execution. While the Disney movie adds a romantic element to her story, Matoaka's brave rescue lives on through the beloved film.

Ready to dive into the characters behind these legendary ladies? Put your knowledge to the test with the help of our [Disney Princess Trivia Deck and Character Guide](#), available wherever books are sold!



Read More From RP! →

Running Press' general blog is challenging to locate on its website, perhaps a clickable logo in the navigation bar would drive traffic to the blog:

**BLOG POSTS & QUIZZES
INSPIRED BY RP TITLES**



SPEECH

STEP UP TO THE PODIUM	
SMILE	Good afternoon! How's everyone doing? Enjoying some food and perhaps picking up a copy of my book I hope!
SMILE AFTER JOKE	
PAUSE FOR LAUGHTER	For those of you who may not be familiar, I'm Sheila Moeschen. I'm a Boston-based gender and pop culture writer with a doctorate in gender and theater studies. Not only do I play an active role in this wonderful festival, but I've also been involved with the Women in Comedy Festival since its inception in 2009.
HOLD UP COPY OF BOOK	I've had the privilege of publishing two books with Running Press, and I must say, it's truly an honor to be speaking before you all today. Partially because it allows me to promote my book, <i>The League of Extraordinarily Funny Women</i> , <i>50 Trailblazers of Comedy</i> , but mostly because it gives me a platform to discuss a cause that is incredibly close to my heart: diversity, equity, and inclusion in the publishing industry.
PUT BOOK DOWN	
GESTURE TO BOOK	Let me be candid with you all. Publishing this book was not easy. Many publishers were hesitant to take it on, believing that a woman writing about the achievements of other women wouldn't make for a bestseller. Just when I was about to throw in the towel on getting this book out there, guess who rang me up? Running Press!
SMILE	

GESTURE TO ANNE IN FRONT ROW PAUSE PAUSE SMILE EXIT PODIUM	Not only were they eager to publish my book, but they were committed to making it a beloved gem, something that readers would cherish time and time again. They connected me with the talented Anne Bentley, whose beautiful illustrations brought the book to life in ways I could never have imagined. Together, we created a book that fills me with immense pride, especially when I see it in the hands of young women. However, books like mine are just the beginning of a larger journey towards inclusivity in publishing. We must ensure that everyone, especially those who have been historically underserved by the industry, has access to literature that reflects their experiences and aspirations. We must make it easy for everyone to both share and discover new worlds of ideas, learning, entertainment, and opportunity. We must publish for <i>all</i>. Through my collaborative efforts with Running Press, I've gotten to know some of the excellent leaders behind their DEI work, and I cannot imagine a group of individuals more committed to the cause. They make it a priority to integrate these principles into their daily operations. But change doesn't happen overnight. It requires dedication and action. That's why, on behalf of Running Press and myself, I'm proud to say that we're committed to being part of the solution. We're dedicated to acquiring more books by authors of color, hiring diverse illustrators and artists, and strengthening our support for BIPOC-owned retailers that carry books. Together, we can create a publishing landscape where every voice is valued and heard. Thank you for being part of our community, and thank you for your commitment to diversity, equity, and inclusion.
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Speech Context:

Author Dr. Sheila Moeschen is scheduled to give this speech at a literary festival celebrating Running Press' DEI efforts in publishing hosted at Parkway Central Library. Her book, "The League of Extraordinarily Funny Women", highlights groundbreaking women in comedy who used humor to shake up the status quo and change perceptions of gender and comedy forever. She passionately advocates for DEI, especially in the publishing realm, and will highlight RP's efforts. Known for her efforts in the comedy space for women, her tone is intended to be informal and draws on humor, but is serious when appropriate.