

The Publicity Handbook By David R. Yale

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Not Going Out Like That HomeAboutDaily Reads Not Going Out Like That A working Mom writing about anything but motherhood AWOLNATION December 21, 2012 by jciriello | Leave a comment A few new-ish songs by Awolnation that I have had on repeat in the car. Both have a great hook, so give it a minute or two to hear each one. Promise you will download at least one of these. Each of their songs has a pretty different sound, so the album is a bit all over the place. I also like Not Your Fault, which you can check out here. Share this: [Twitter](#) [Pinterest](#) [Google +1](#) [Email](#) [Print](#) [Facebook](#) Like this: Like One blogger likes this. Categories: Music | Tags: best indie songs of 2012, best rock songs of 2012, best songs from awolnation, indie dance songs, kill your heroes, sail by awolnation, upbeat indie songs, upbeat rock songs of 2012 | Permalink. December 19, 2012 by jciriello Leave a comment Easy & Festive Roasted Winter Vegetables A super easy, and healthy way to serve veggies in the winter is to chop, combine and roast. Here is what I like about roasting veggies: you can make a big bunch and serve it for a few nights, they feel warm and more comforting than a salad when it s cold outside, roasted veggies are filling and hearty, the combination of colors and flavors not only tastes great but looks colorful and appetizing on a plate. I found this recipe in an old December issue of Cooking Light but adapted based on what I found at the store and my personal taste (the original recipe included fennel, which I don t love). Feel free to include your own pick of veggies, but make sure they are ones that can stand 40-45 minutes in an oven. I don t recommend using tomatoes for instance. What you will need to serve 4-6 adults: Fresh thyme sprigs 4 carrots, peeled and cut in half lengthwise 6 peeled garlic cloves 1 medium red onion 6 small red potatoes small bag of brussel sprouts (about 12 pieces) halved or quartered, depending on size 2 chopped bell peppers (I picked a red and an orange one for color) 1) Preheat oven to 425 degrees 2) Combine all vegetables and thyme in a big bowl, making sure all veggies are cut to an approximately even size so they all cook evenly. 3) Add olive oil, salt and pepper and toss so all are coated evenly. 4) Arrange on a jelly-roll pan and bake at 425 for 40-45 minutes. You can stir once or twice to turn the veggies over. Enjoy with a protein or work into a dish like pasta for a new twist on the 2nd or 3rd night. Share this: [Twitter](#) [Pinterest](#) [Google +1](#) [Email](#) [Print](#) [Facebook](#) Like this: Like Be the first to like this. Categories: Food & Entertaining | Tags: easy holiday recipes, easy roasted vegetables, holiday dishes | Permalink. December 17, 2012 by jciriello Leave a comment Snake Eyes Howdy folks! I spent the better part of last week and most of Saturday in the great state of Texas, so that is why you may have not heard from me in a little while. I am still recovering from a very busy few days and this post is sort of all over the place. It was inspired by a lovely new Kenneth Jay Lane bracelet I recently purchased through Rue La La. Seeing the turquoise beads on the bracelet, inspired me to go through my scarf drawer and whip out a turquoise scarf I bought years ago during a trip to New York. Then walking by a store in Beverly Hills, I saw a window display with the same color featured prominently. On a totally separate but related subject, I am wearing leggings in these pics and I had just read a post yesterday from Marion Berry asking the question can you wear leggings without covering your backside ? and I decided to address that question as well. I think the answer is, your backside should be mostly covered and a lot of depends on the quality of the legging (preferrably one that is NOT at all transparent) and the size of the backside Wearing: Danskin leggings, here. Jcrew boots, old. Gap sweater, similar here and jacket, old. Scarf, old. Kenneth Jay Lane bracelet, here. Rotary Men s Watch, here . Orange handbag, here. And a few pics of my turquoise inspiration ! Share this: [Twitter](#) [Pinterest](#) [Google +1](#) [Email](#) [Print](#) [Facebook](#) Like this: Like Be the first to like this. Categories: Fashion & Beauty | Tags: color in your wardrobe, how to wear a scarf, how to wear riding

boots, orange handbag, orange tote bag, riding boots with leggings, snake bracelet, turquoise color for 2013, turquoise scarf | Permalink. December 12, 2012 by jciriello Leave a comment On the Road & Feeling Blue I am on the road today, traveling for work, leaving the many comforts of home and heading to a state where most green foods are fried or coated in butter so this will be a quick post. Just wanted to share a pic I took of myself from this past week, when I went to dinner with friends. Inspired by a few different images I have seen lately of head to toe blue specifically cobalt blue. Here is one version of the look by Wendy of Wendy's Lookbook. Here is an image of Rachel Zoe looking fab-u-lous in a head to toe blue Hutton tuxedo at Fashion Week. I also love this post from Coco Kelly on the cobalt blue look which also includes the same shot of Rachel Zoe from Fashion Week. I am wearing: Jessica Simpson heels, here (reasonably comfy for higher heels) Drawstring Harem Pants by F21 in Royal, here (love these!) Share this:TwitterPinterestGoogle +1EmailPrintFacebookLike this:LikeBe the first to like this. Categories: Fashion & Beauty | Tags: cobalt heels, head to toe cobalt blue, how to pair cobalt blue, how to wear cobalt blue, royal blue heels, royal blue pants | Permalink. December 11, 2012 by jciriello Leave a comment Marimekko Marimekko recently opened a new store in Beverly Hills and I noticed it on Canon Drive as I was walking to pick up some lunch on nearby Beverly Drive. You may have seen Marimekko bedding at Crate & Barrel, or will recognize the iconic poppy print pattern that is pictured below. The Finnish brand originated in 1951 and had a long lapse in a US presence, but happily they are expanding again in the US and opening several stores. I took some pics of the store when I went to check it out and also included a few of my favorite items from their on-line store at the bottom of this post. For more on the Marimekko story, check out this. Joonas Pillow Kekko dress for girls Malto Skirt Kivet Cotton Fabric Unikko Yellow Comforter Share this:TwitterPinterestGoogle +1EmailPrintFacebookLike this:LikeBe the first to like this. Categories: Decorating | Tags: polka dot bow tie, pop colors, pop design, retro bedding, retro fabric, retro pot holders, vintage fabrics | Permalink. December 10, 2012 by jciriello Leave a comment Gold Rush As a follow up to my previous post, I wanted to share another easy Bourbon cocktail that I think is perfect for the winter and the holidays. It's called a Gold Rush, which is a pretty classic cocktail and happens to be a cold variation of a hot toddy. One of the best things about it is that it's 3 simple ingredients that you probably have on hand in your home right now. It's also a cocktail you will probably find on a the drink menu of a swanky speakeasy style bar or restaurant. Cocktails from the prohibition era are all the rage right now so maybe you can sip on this one while watching Boardwalk Empire. Here is the recipe which makes 2 drinks: 3 tablespoons honey 2 tablespoons boiling water 4 ounces of bourbon 2-3 ounces of fresh squeezed lemon juice * Pour honey into a small mixing bowl and add the boiling water. Whisk vigorously until the honey and water turns into a thin syrup. Pour in the bourbon and lemon juice and mix until all parts are evenly combined. You can make this ahead and serve later if you want to skip this process in front of guests. Garnish with a lemon slice. * Use more or less lemon juice based on your preference. I don't like sweet drinks so I would rather use less honey and more lemon juice. Pour and enjoy ! Share this:TwitterPinterestGoogle +1EmailPrintFacebookLike this:LikeBe the first to like this. Categories: Food & Entertaining | Tags: 1920's cocktails, easy bourbon cocktails, gold rush cocktail, speakeasy cocktail | Permalink. December 5, 2012 by jciriello 2 Comments Blue Suede Shoes I know it's December and most people are freezing their butts off but it's 65 in LA and I can still wear bright pink ! But getting back to the purpose of this post I have been searching for dark blue shoes this fall and could only find bright cobalt blue until I found these beauties on-line at Talbots. They were originally \$159 and were JUST reduced to (drum roll) . \$79 PLUS an additional 40% off !!!!! They are suede with leather bottom sole so it's really good quality and value. I know most people think of Talbots as a place 60 year old women shop but for about a hot minute they changed up their look and tried to go the JCrew route so I actually bought a few items there. Then they went right back to Oldsville but I still like their shoes. I am not a fan of the 4-5 heel (ouchy!) so I like that Talbots offers heels in the 3 inch range. If you are in the market for blue heels, definitely check these out as they are comfy and can be worn for work or fun ! Also wearing Top Shop jacket (old, but similar here and here) H&M top (old, but similar here) Club Monaco belt Old Navy Rockstar Pop Jeans, here * Talbots shoes, here * If you decide to buy the ON skinny jeans, please know to size up quite a bit. For the POP Color ones, I wear a size 8 and for regular denim Rockstar jeans, I am a size 4 or 6. Share this:TwitterPinterestGoogle +1EmailPrintFacebookLike this:LikeOne blogger likes this. Categories: Fashion & Beauty | Tags: best colored denim, best skinny jeans, blue d'orsay heels, gray biker jacket, gray women's motorcycle jacket, navy blue heels, pink skinny jeans | Permalink. 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David Mayhew. David R. Mayhew is Sterling Professor of Political Science at Yale University and a specialist in American politics.

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The publicity handbook, new edition: the inside

David R. Yale is an award-winning marketing consultant who has held creative and marketing positions at Marketing & Publishing Associates, Lindenwold Fine Jewelers

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