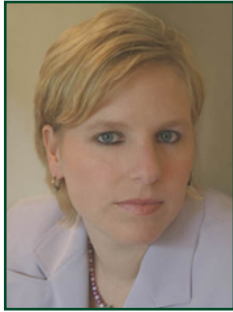




PR STAR



Marika Flatt: A Textbook Example of Public Relations Professionalism

[By Brooke Heath]

As the owner of publicity firm PR by the Book, LLC, Marika Flatt works to help her clients receive positive media exposure. Based in Austin, Texas, PR by the Book offers campaign and consulting services targeted to authors and publishers. Flatt has helped to increase sales for her clients through media and radio campaigns, tour execution, and development of press material.

Experience in the Industry

Prior to starting PR by the Book in 2002, Flatt attended Texas A&M University. There, she gained experience in media with her college newspaper and TV station. Upon graduation, Flatt received cum laude honors. She continued to increase her knowledge of the industry by working on her own cable television show and with NBC's affiliate in Dallas.

Flatt then spent seven years in the literary publicity sector, working for Phenix & Phenix, a book publicity firm in Austin. There, she served as the director of the company's publisher services division and managed campaigns. She was also able to establish a name for herself by serving as the firm's spokesperson. This experience served as a launching pad for Flatt to begin her own firm.

Being fairly new has not stopped PR by the Book from gaining success and exposure for its clients through book tours, interviews, and reviews. Flatt works to ensure quality

media exposure for her clients and has worked with multiple media outlets, including *The New York Times*, *Los Angeles Times*, *O Magazine*, *USA Today*, and *The Wall Street Journal*.

Flatt not only owns and operates her own firm but also works to educate others on public relations strategies and tactics. She speaks regularly at conferences across the country and submits freelance writing projects. Flatt has written several articles to provide insight to readers on how to receive quality media exposure. Several of her articles have been published online, including "Finding Your Niche...Market, That Is: How Authors Can Effectively Market Their Work," "Tips for Working with Freelancers," and "The Publicity Puzzle" (which has been featured in PRCrossing's "[PR Pointers](#)" column).

Awards and Recognition

As an expert in the industry, Flatt has been the recipient of many awards, including the 2002 Anne D. Robinson Creative Initiative

Award, the 2004 Gold Bulldog Award for her work in creating exposure for *Revolve: The Complete New Testament* (a Bible for teen girls), and the 2005 Austin Public Relations Society of America Outstanding Mentor Award; she was also nominated for the 2004 Profiles in Power Award. Additionally, her firm, PR by the Book, LLC, was recognized as one of the top 25 PR firms in Austin, Texas, by the *Austin Business Journal* for two consecutive years (2005 and 2006).

Flatt also served as president of the Austin chapter of the Association for Women in Communications in 2003 and 2004.

This successful publicist/entrepreneur is not only accomplished in her professional life but also in her personal life. Flatt spends her free time competing in triathlons and is a wife and mother.

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