



My Buddy Butch

~ A Book

~ A Radio Talk Show

~ An Award Winning Web Site



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My Buddy Butch ~ Confessions of a new Dog Dad

by Jeff Marginean

"Parenting, Boston terrier style!" ~ Publishers Weekly
Honorable Mention ~ New York Book Festival

A funny, heartwarming story of how a little rambunctious Boston terrier named "Butch" gives Jeff a new perspective on single parenthood, unconditional love, and patience, while bringing Jeff and his father closer together after the loss of a mother and wife. From eating the carpet to the strange noises he makes, Butch manages to soften Jeff's heart, turning this busy bachelor into a "New Dog Dad!"

- ~10 city strategic book tour beginning with release on September 5, 2008
 - ~ Large scale national magazine and press blitz beginning with upscale "Modern Dog Magazine" print and Web.
 - ~ Regional and national TV booking campaign including: The Today Show Good Morning America - Oprah - Ellen - others.
 - ~ 35 station national major market radio book tour.
 - ~ Entered in "Mom's Choice Awards" and "USA Best Book" Contests.
 - ~ Currently out to a Major Hollywood Voice-Over Company to develop a voice for Butch.
- Publicity by KSB Promotions, Kate Bandos, 800-304-3269, kate@ksbpromotions.com



Debut Show: August 14, 2008
Weekly 6 to 7pm EST.
Free iTunes Podcast
a jemar entertainment production

The **My Buddy Butch Radio Talk Show** will be hosted by author, producer Jeff Marginean and, of course, "Butch!" This weekly one-hour "family-friendly" radio talk show will be sourced from our Award-Winning Web site in association with the critically acclaimed "Blog Talk Radio" boasting over 3.3 Million downloads in 2008 alone. The show will cover all pet topics ranging from food recalls, new pet products, relevant books, interviews with various celebrities and pet experts, authors, and general topics of the day. Major press release has been distributed to every major media outlet across the Web in the USA and other countries around the world. See www.prweb.com for the release. Radio show will be shopped into regional and national syndication to targeted markets on commercial radio.

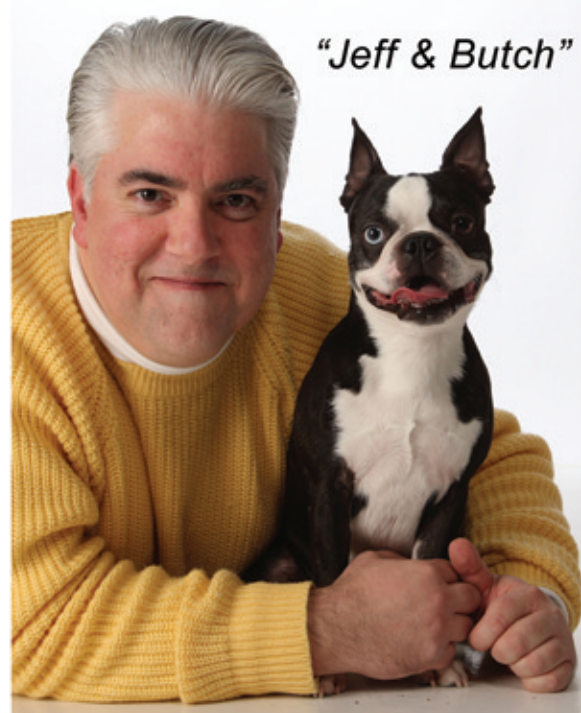
www.mybuddybutch.com



A "Family-Friendly" site, our Award-Winning Web Site www.mybuddybutch.com has grown to over 40,000 hits in July '08 alone. With the very popular Blog hosted by Jeff and Butch, the strategic SEO, radio show and media campaign, the goal of the site is to reach 1 Million total hits, impressions, and new visitors collectively in 2008. A formidable goal, but *attainable* with the impressive PR, sales, and marketing team that jemar entertainment has assembled for this worthy project.

My Buddy Butch is a trademark of Jemar Entertainment, Inc.

"My Buddy Butch - Confessions of a New Dog Dad"



"Jeff & Butch"

About the Author

Jeff Marginean is a dog dad, author, musician, and music producer. He is president and CEO of JEMAR Entertainment, Inc., and Frog & Scorpion Records Corporation. He lives in a nice, quiet little city in Ohio with his dog son Butch and loves working outside, getting his best ideas while mowing the lawn!

Music Producer

Jeff has been writing and producing music for over 20 years. He is a nationally released producer and for the past 6 years has been a voting member of the National Academy for Recording Arts and Sciences for the annual Grammy Awards®. He has also produced many live shows, ranging from rock concerts to large corporate talent shows benefitting the United Way. With 8 full length national releases to his credit, his musical tastes range from rock to classical and mainstream to indie artists. As co-founder and CEO of Frog & Scorpion Records since 1999, Jeff has been involved in all aspects of the business at one time or another.

Writer

Jeff is a member of the Dog Writers Association of America. Well versed in many topics, Marginean has, in the past, limited his writing ability to technical applications and legal contracts for the record label. That is, until now. Unleashing (so to speak) his creative writing ability with his first non-fiction title, "My Buddy Butch - Confessions of a New Dog Dad," he tells the story of how one little 4 legged life can so deeply impact one human being. Currently, in addition to the sequel to My Buddy Butch, he has outlines for 2 other fiction titles also. Being prolific, Jeff has never had a problem with ideas. In his words, "It's finding the time for the development of those ideas that is the hard part. Working with an idea long enough to know if there is enough substance to make a good story is every writer's double edged sword. If the idea stinks it's possible that you've just wasted a lot of time. It's the other side of the coin that keeps you going, the rush you get seeing the possibilities take shape in any project, whether it is producing, writing music, or writing a book."

Radio Talk Show Host

Having been a Radio personality at the University of Akron during his college days, Jeff has always been interested in getting back on the airwaves again. When asked about why he hasn't pursued radio since college, Jeff said, "Being so involved in music and live production over the years since college, I haven't had the opportunity to get back on the radio for some time except for interviews." As the book was being written the ideas began to grow as did his bond with Butch. When asked why he was getting back into broadcasting now, Jeff answered, "With all of the crazy things Butch and I do together, I thought that the blog on the web site was a great idea, but I quickly realized how limited and one-way it is." Jeff continued, "You write your opinion or information, post it on the blog, and although there is opportunity to comment, you don't really have the interaction with people like you do on the radio. What better way to share knowledge with people who have something great in common - Dogs! I think we will be able to help a lot of people with their animals." The show will of course discuss the book, but it will also discuss pet concerns such as health issues, seasonal care for different breeds, current events, and also host interviews with trainers, vets, breeders, and other authors. The internet radio show will be hosted by Jeff and Butch and is scheduled every Thursday evening at 6pm starting on August 14th on Blog Talk Radio.

For more information and complete media-kit, please visit www.mybuddybutch.com.