**November 2019**

**Publishers Publicity Circle Launches Fourth Year of its Book Publicist Mentoring Scheme**

Dear All,

The Publishers’ Publicity Circle is pleased to announce the fourth round of its mentoring scheme, which will start after the enrolment process in January 2020. Launched in 2016, the programme sets out to pair successful applicants with their very own publicity expert, to whom they can turn for independent, trusted advice.

For our fourth year, we will have eight brilliant new mentors. Each will have exceptional campaign experience from across the industry, including an independent publisher, an agency, a big publisher and a children’s expert. Each will be matched with a publicist by the end of December in time to schedule the first meeting for the New Year.

All levels of publicists can apply for a mentor as long as they are a member of the PPC. Further information about the scheme and instructions on how to apply can be found in the online information pack linked at the bottom of this message.

I would like to thank Lucie Cuthbertson-Twiggs for her continuous work and Yassine Belkacemi who will be working alongside Lucie on the 2020 scheme. Their dedication to keeping the scheme running at such a hectic time of year is greatly appreciated.

The deadline for completed mentee application forms is 5.30pm on Monday 2nd December

This is, an exciting and invaluable experience for all of you to consider and I hope you will all benefit from it greatly.

Sophie Calder

PPC Chair

**THE PPC OFFICIAL PUBLICIST APPLICATION FORM**

This is a confidential form that will only be looked at by members of the PPC who are making the final publicist selection. Please email your completed form and separate A4 sheet to Lucie Cuthbertson-Twiggs [lcuthbertsontwiggs@penguinrandomhouse.co.uk](mailto:lcuthbertsontwiggs@penguinrandomhouse.co.uk) and Yassine Belkacemi [Yassine.Belkacemi@hodder.co.uk](mailto:Yassine.Belkacemi@hodder.co.uk) by Monday 2rd December 2019

Please fill in here:

Name:

Email:

Current Job Title:

Employer name:

Location of Employment:

Length of Employment Contract:

Mobile number:

Gender:

Ethnic Origin:

Postal address:

Do you have any seen or unseen disabilities?

Please fill out the following and answer each question below on a separate A4 typed sheet of paper using 100 words or less for each answer. Please note your word count after each answer and number each answer 1 – 6.

1. Why have you decided to apply for a mentor?
2. What do you think you would like to learn most from your mentor and why?
3. What goals do you have over the next year?
4. What are the biggest challenges your face in your job and how do you see having a mentor will help you deal with these challenges?
5. What else would you like us to know about you?
6. What do you enjoy doing outside work? What are your interests and hobbies?
7. Where did you hear about the PPC Mentoring Scheme?

**PPC MEETING GUIDELINES FOR MENTORS AND PUBLICISTS**

**These are guidelines only but we hope they prove useful in the early days when setting up your meetings.**

INTRODUCTION

* Publicists and mentors will be introduced to each other by a PPC member before the end of December 2018 via email. Publicists should then suggest a first meeting date to their mentor.
* The first meeting must take place before the 31st January 2020.
* Individual publicists are responsible for setting up each quarterly meeting with their mentor.

MEETING PREPARATION

* Publicists to email mentors two weeks before the meeting with specific questions and subjects that they would like to address; these must relate to their career and work only. No work related subject is out of bounds.
* Publicists should bring two examples of campaigns or authors they have worked on in the past to the first meeting, as well as their current job description to give the mentor at the first meeting for background.
* Mentors should provide their publicist with clear ‘homework goals’ for the next meeting.
* It is up to the publicist to prepare and think about what they want to discuss in the meetings and how to make the time with their mentor as constructive as possible.

MEETING SET-UP

* It is up to both mentor and publicist to decide on a convenient time and place to meet.
* Meetings can take place in person, or skype | facetime if publicist and mentor live in different places outside London.
* Meetings are financially independent. Publicist and mentor should pay for anything at the meeting individually.
* Meetings are completely confidential.



**PPC Short Code of Conduct and Ethical Guidelines for Mentoring Pairs**

The mentoring relationship, acting either as a mentor or a publicist, may present you with a number of issues or dilemmas. Often, there are no easy or obvious solutions and there may be no clear-cut sense of ‘right’ or ‘wrong’.

Here are some general guidelines to help you along the way:

**Responsibility**

Responsibility lies with both mentor and publicist to be aware that their behaviour has the potential to negatively affect the mentoring relationship.

**Confidentiality of the identity of the person being mentored**

Confidentiality involves preserving the name of those being mentored unless they have given active assent to disclosing them.

**Confidentiality of the mentoring conversation**

Both the mentor and the publicist have great responsibility to maintain and respect the confidentiality of all the information imparted during the mentoring relationship as they may hear sensitive and personal information. However, if such information is dangerous or illegal, an appropriate approach for the mentor is to encourage the publicist to take appropriate action themselves.

**Boundary management & roles**

Those working in a mentoring relationship may develop friendships over time. It is important to have a clear mentoring relationship and not allow personal bias to influence professional actions. Stay mindful of maintaining confidentiality, objectivity and equal partnership.

**Competence**

Mentors need to be conscious of their own levels of mentoring competence and experience and to never overstate them. An appropriate approach for mentors to foster this consciousness might be to engage in reflective practice using a journal or similar approach. When the mentoring conversation appears to stray away from mentoring (forward-looking, solution focused) towards counselling (typically talk is firmly rooted in problems in the past), an appropriate approach might be to suggest that further conversation of that particular topic might be better with those competent to assist.

**Contracting**

Examples of clear contracting should include clarity over length and frequency of sessions; agreement on whether it is permissible or not to make email/telephone/text contact concerning mentoring issues between mentoring sessions; responsibility for finding a suitable location for the mentoring session etc.

**Dealing with self-distractions**

Mentors need to recognise that bias, preconceived ideas, initial impressions, opinions and stereotypes can all influence the ability to pay full attention and be present and focused on those being mentored. If it is not

possible to achieve this level of self-management, an appropriate approach might be for the mentor to either absent themselves temporarily or suggest that the publicist work with someone else. If mentors feel they need to ‘advise’ to give value to the publicist, they may need to step back to examine the relationship with those being mentored and their own understanding of mentoring.