



Contact:
Rick Leonard
203-227-7060
rick@dxmatters.com

Online Newsletter is Published as a Book

"Cool News of the Day" is bound, but not gagged

WESTPORT, CONN. (March 17, 2003) -- What started five years ago as an e-mail newsletter is now a 503-page book: *Cool News of the Day (Volume 1)*, written by Tim Manners, the editor of the online magazine *Reveries.com*. The book is published by Xlibris in hardback, trade paperback and e-book formats.

"It is a compendium of every edition of *Cool News* published in 2002," says Tim, who explains that he wakes up each morning at five o'clock to decide what is "cool news" that day. "Every weekday morning, I look at a variety of newspapers and magazines, select two stories that harbor useful insights and tell my readers about them. The hope is that my interpretations of these stories will make people think and crack open a little more creativity for them."

Tim says *Cool News* subject matter varies wildly, and notes that while the primary audiences for his newsletter are business and marketing people, much of the material is sourced from outside the realm of business, and marketing, *per se*. "I was surprised, at first, to find that the most relevant stories frequently are not published on the business pages or in the marketing columns. Actually, they more often are found just about everywhere else."

Subtitled, "A Stimulant of Insights and Ideas for Thinking Business People," *Cool News of the Day (Volume 1)* cuts a wide path of subject matter, including, according to Tim, stories about art, people, economics, fashion, prices, communication, cars, drugs, music, money, tactics, media, retailing, design, humor, management, health, strategy, loyalty, food, sports, colors, poetry, sex, technology, culture, behavior, attitude, life, death, love, hate, triumph and tragedy.

Says Tim: "The magic happens when ostensibly unrelated ideas find their connecting points -- that's what I'm hoping our readers get out of *Cool News*. It's not about product or service categories, or advertising versus other kinds of marketing. It's about the insights that lead to big and exciting ideas, and getting at that means cutting across the artificial boundaries that business people sometimes set up for themselves."

A former on-air disc jockey and newscaster, Tim says the style and substance of *Cool News* owes a lot to his radio days. In fact, he says he writes his *Cool News* dispatches in much the same way he once wrote copy for WMMM-AM in Westport, in the early 1980s. "We had no budget to send reporters to cover local news events, so we re-wrote what the newspapers published for the air. I had to write the same story three or four different ways, so I wasn't repeating myself over several newscasts."

That discipline is at the very center of what *Cool News* is all about, he says, noting that he frequently finds his lead in the sixth or seventh paragraphs of his source material. "I love it when people say that they read the original story, but got something different out of it when they read the *Cool News* version," he comments, adding, "That's what I'm going for."

Cool News of the Day (Volume 1) is available for purchase online at [http://xlibris.com/coolnewssoftoday\(volume1\).html](http://xlibris.com/coolnewssoftoday(volume1).html)

About the author

A *magna cum laude* graduate of Tufts University with a B.A. in History, Tim Manners is also president of David X. Manners Company, Inc., a thought-leadership content development and communications company, based in Westport, Connecticut.

Launched by Manners in October, 1996, [Reveries.com](http://reveries.com) <<http://reveries.com>> today averages 250,000 page views per month, more than 50,000 unique visitors and 600,000 "hits." *Cool News of the Day* <<http://reveries.com/coolnews>> is sent free of charge each weekday morning to more than 6,500 opt-in subscribers.

--END--