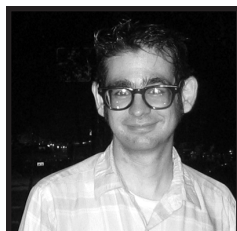


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On Subbing
The First Four Years



On Subbing: The First Four Years, 3rd Ed.



Journal by Dave Roche
chronicles tales of whimsy
and woe from inside
the American education system

FOR IMMEDIATE RELEASE

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In this day and age where everyone is seeking the lime light it is rare that a true working class hero would emerge and show up to volunteer to single-handedly unload his own books from the truck- but *On-Subbing* author Dave Roche did just that!

On Subbing consists of Dave Roche's candid, heart breaking and often hilarious stories from working as an substitute education assistant in Portland's school system. Roche spent four years keeping a journal of his experiences helping kids who can't function in a normal classroom setting, and *On Subbing* reads as a personal look into Dave's diary. Roche's undeniable honesty and irreverent sense of humor shines throughout the book, as he takes his students of field trips, helps break up classroom fights and keeps his students focused on their school work.

Roche first started *On Subbing* as a self-published zine, photocopied and made on school equipment, passed out for free to family and friends. Word spread and soon *On Subbing* became an underground cult classic, and Dave was unable to keep up with the demand of photocopying. He even started getting teaching jobs as a result of the popularity of his self-published writings!

Now collected, *On Subbing: The First Four Years* presents Dave's first four self-published zines in their entirety, plus new writings during his fourth year of substitute teaching. Now in its third edition, the book contains many illustrations from students in Dave's classes, plus indie-publishing luminaries Aaron Renier, Nicole Georges, Keith Rosson, Nate Beaty, Clutch McBastard and Shawn Granton.

"What happens to him in these classes is funny enough on its own, but Dave has a gift for making it even funnier. It's obvious that he really likes his job, and his observations and interactions with the kids are often poignant and thought-provoking. Already a zine classic, *On Subbing* is surely destined to get even more popular with the publication of this collection." - *Newpages*

"Often, [*On Subbing*] is like listening to a good conversation, where the storytelling takes its twists and turns before reaching hilarious or ironic conclusions. But there's more than punchline to these stories. As hilarious as Dave is as a writer, he's also honest and compassionate. One gets the sense of someone doing the job as best he can, while hoping to make even a small difference in these kids' lives." - *Lunar Circuitry*

"This pocket-sized book packs a big punch...[Dave Roche] uses these observations to better himself at a job he was woefully unqualified for, and he soon becomes a most helpful and caring figure for these children, some of whom can barely communicate or function. A very affecting read." - *Read Magazine*

Product Details:

ISBN# 0-9726967-5-X

Category: US labor history/ non-fiction/ memoir

Format: paperback, 5" X 7", 128, illustrated

Comparative Titles:

Holidays on Ice: David Sedaris, 144 pages, Back Bay Books 1997, ISBN 0316779237, List: \$8.95

Nickel and Dimed: On (Not) Getting by in America: Barbara Ehrenreich, 240 pages, Henry Holt & Company 2002, ISBN 0805063897, List: \$13

A Heartbreaking Work of Staggering Genius: Dave Eggers, 496 pages, Vintage Books 2001, ISBN 0375725784, List: \$14.95

Sales Handles:

- Author has toured the United States and England reading from his book
- Author self-published a fanzine for the many years that is among the most famous in his genre and subculture.

Marketing Plans:

- Advertise regularly in *Punk Planet*, *Maximum Rock and Roll*, *Slug and Lettuce*, *Reader's Guide to the Underground Press*, and *HeartattaCk* magazines.
- Continued book tours
- 25,000 postcards distributed to stores with book featured on them.

Book Release: 07.15.08

Retail: \$5 | Direct: \$4 | Wholesale: \$3

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