

FOR IMMEDIATE RELEASE
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**NEW NOVEL SPINS COMICAL TALE OF ARTS TALK RADIO THAT POSITS CLASSIST
AND SEXIST THEORIES WHY SPORTS IS VALUED ABOVE THE ARTS**

(Bloomington, IL) Author William Truesdell's new novel, *For Love of Art and Ericka*, will be released by Kindle Books October 16, 2021. This romantic comedy will be available for download on Amazon.com as a Kindle Select feature, 233 pages as e-book only. List price is \$6.99. More information available at WilliamTruesdell.com.

The plot revolves around Ted Greenstone, who inherits a radio station in Cleveland on the condition that he pulls the failing sports talker out of the red in one year. There he reunites with communications specialist Ericka Hanson with whom he had a fling five years prior. When she pushes him to change the format to "arts talk with attitude," Ted relents and makes her program director. A colorful cadre of radio station characters take on the new format, often with hilarious results.

Mr. Truesdell's own background includes radio and thirty years in arts management. While holding positions in Chicago, Boston, and Cleveland, he honed his writing skills, studying with novelist George V. Higgins at Boston University.

"*For Love of Art and Ericka* was inspired by 1930s comedies with social commentary," said Truesdell. "I love the films by Preston Sturges and plays of Philip Barry; how they masterfully threaded critical observations into romantic comedies with satirical finesse."

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