

Re: A Dad's Point-of-View: We ARE Half the Equation

“A Dad’s Point-of-View: We ARE Half the Equation isn’t only about parenthood; it’s about the complex pieces that combine to form a complete life. The author includes issues everyone recognizes but not everyone discusses, though they should. Like holidays, the role of faith, family dinners, guy friends, man-woman differences, and the “big stuff” such as feelings of failure and the meaning of life.” — Michael Medved, syndicated radio talk show host and Diane Medved, author of 6 books.

Raising kids has never been a road that is completely smooth, stress free or void of challenges. However, if you’re a dad, and a single or divorced dad at that, raising kids alone can be all the more challenging. Fortunately, now there is help with the newly released book by popular columnist and radio show host, Bruce Sallan, who himself is a full-time dad. This insightful book on parenting and so much more shows dads (and moms too) that it’s not only about the ride; it’s about the kids sitting next to you and the ability to enjoy those precious moments, while also instilling in your children a good sense of purpose and responsibility. We would welcome the opportunity to send you a copy for review.

Sallan, a former ABC Vice-President with a quarter of a century of experience in show business is now a well-known columnist, radio-show host, and an active blogger with a substantial social media presence. He conveys in his book the same wit and humor that he conveys in his column, A Dad’s Point-of-View (now in over 100 newspapers and websites) and radio show (currently on three AM stations and the PWRN Internet Radio Network, with others being added regularly.) He also was recently chosen as the #5 Dad Blogger among the top 50 Daddy Bloggers on Cision, <http://bit.ly/CisionTopDads>, one of the leading global providers of media relations.

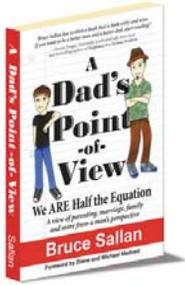
Utilizing his own real life experiences as a single full-time dad (who is now happily remarried), Sallan imparts his wisdom, sharing practical tips for successful parenting as he has learned them over the years. He addresses many of the current-day myths about parenting, and manages to squelch most of them, with a fresh, new perspective. Parents with children of all ages will enjoy the messages he brings as well as the humor he shares.

As Sallan points out, the primary focus in his book is on parenting and other issues from the dad and man’s point of view, though often the situations are gender-neutral. The subjects cover everything from single parenting, raising teenagers, school, marriage (first, second +), technology and families, holidays, friends, to stepparent issues, dealing with teens, drug and alcohol issues with teens, money issues, and sometimes, just general issues about gender differences.

A Dad’s Point-of-View: We ARE Half the Equation (ISBN # 978-0-9833166-0-2) is published by JuneDavid Publishing and sells for \$19.95 at leading bookstores or through the author’s website at <http://www.BruceSallan.com>.

In today’s society raising children is harder than it has ever been and parents need all the help and support they can get. *A Dad’s Point-of-View: We ARE Half the Equation* offers just that. We hope you enjoy the book and we would welcome a review. We can be reached at (954) 971-4025 or Diana@virtualwordpublishing.com if you have any questions or would like additional information.

Thank you for your consideration. We look forward to hearing from you.



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Fresh New Book Offers Insight on Parenting, Marriage, and Life from A Dad's Point of View

Calabasas, California (May, 2011) Newly released parenting book, *A Dad's Point-of-View: We ARE Half the Equation* takes on tough parenting and other issues with wit and humor, challenging you to be the best parent you can be. From raising teenagers to second marriages and family and faith, author Bruce Sallan (<http://www.BruceSallan.com>) dispels many of the current-day parenting myths and provides practical tips for parenting and marital success.

Taking the best of his columns, *A Dad's Point-of-View* (published in over 100 newspapers and websites) about life as a single divorced dad now remarried, Sallan brings it all together in the one parenting and relationship book that readers will totally connect to and catch themselves saying, "I'm right there with you, Bruce!" In fact, many will be turning to it again and again as they face the challenges of raising today's youths.

And for the thousands of Sallan fans, it truly delivers. Not only is it receiving very positive feedback, but it has received numerous stellar reviews including one from Stan Lee, Marvel Comics, creator of Spiderman, The Fantastic Four and Xman. Lee states, "Bruce's fascinating look at the ups and downs of parenting reminds me of Marvel Comics. There too, we choose not to hide the blemishes of life, but to discuss them in an entertaining and helpful manner. Must reading for all parents and would-be parents."

Sallan's goal with the book is simple. "It's my hope that families of all faiths and circumstances will enjoy it and benefit from it as they face the many challenges of parenting. Through my own stories and experiences, I share from the heart about raising my sons, surviving after a divorce, adding a new step-parent to the mix, and how to have more joy in the small things, such as family traditions."

A Dad's Point-of-View: We ARE Half the Equation (ISBN # 978-0-9833166-0-2) is published by JuneDavid Publishing and sells for \$19.95 at leading bookstores including Amazon or through the author's website, <http://www.BruceSallan.com>. For media interviews, contact Publicist, Diana Ennen, at Diana@virtualwordpublishing.com

Sallan was recently chosen as the #5 Dad Blogger among the top 50 Daddy Bloggers on Cision, one of the leading global providers of media relations. Get his book now just in time for Father's Day, for the dad in your life, the mom who can also use a few parenting tips, or for yourself. It's the gift that will be enjoyed year after year.



About Bruce Sallan

While earning my Master of Business Administration from University of California, I was fortunate to get an internship with a television producer. What followed was an award-winning career in television, which within a short time led to being vice president at ABC. Throughout my career, I produced over 30 television movies, pilots, and series. I produced my first television movie at age 24 and was a vice president at ABC by the time I was 29. Along the way I had the opportunity to work with such actors as Ingrid Bergman, Ron Howard, Mickey Rourke, Don Johnson, Ben Affleck, Brooke Shields, Hal Holbrook, Barbara Hershey, Sissy Spacek, Henry Winkler, Alan Arkin, and more.

I have the unique ability to see what needs changing and make those changes. For example, an article I wrote, “Murders of the Week,” was a response to the then popular trend of taking just about every unsavory murder story and making it into a television movie. That article sparked a healthy debate and I like to believe helped usher out that low period in the history of television movies.

I became a first-time dad, to a son, four days after my 40th birthday, less than 9 months after getting married. My second son was born three years later. When my boys were still quite young, I left show biz to become a full-time dad and to care for my ailing parents, the classic “sandwich” situation. Sadly, shortly thereafter, my marriage ended and my wife left the state leaving the boys with me. I found myself a full-time single dad, in my late-forties.

This in turn led to my desire to help other dads (and families) going through similar circumstances. In 2008 I began writing a column “A Dad’s Point-of-View,” which is now in over 100 newspapers and websites. The response to this was so positive that I shortly thereafter started a radio show, The Bruce Sallan Show – A Dad’s Point-of-View, currently on three AM stations and on the PWRN Internet Radio Network. I also embraced social media and have a very active facebook page with over 3,600 members from literally all over the world and my twitter presence @brucesallan has a Klout score of 67. I also host a twitter chat each week with the hashtag, #adadspov. Recently, I was voted among the top 50 Daddy Bloggers on Cision, <http://bit.ly/CisionTopDads>, which is one of the leading global providers of media relations specializing in social media.

Remarried now and still learning about parenting as I go, my hope is to share my message of parenting survival and learning how to enjoy all those parenting moments to the fullest through my newly released book, radio show, and columns. My fervent belief is that from my layman experiences I reach and touch people as they relate to my everyday stories and feel I am one of them rather than preaching from an ivory tower or with a load of degrees following my name.

Media - Q&A

1. Question: What is it about your writing on parenting, relationships, marriage, etc. that is different from all the other writers on this subject?

Answer: My writing comes from my life experience. I don't preach. I don't offer opinions from the lofty height of having degrees and a PhD in front of my name. Instead, I consider myself more of a "layman expert" and most of my columns have lessons that I've learned. Readers and listeners, I've been told, relate to me because they see themselves and their lives in my writing and stories on my radio show.

2. Question: You express pretty strongly that you offer a man's view of things. Why do you make this point so strongly?

Answer: If you Google "parenting experts" or "parenting writers," you will find about 15 women for every man. Yet, as with the title of my book: *We ARE Half the Equation*, men do not only contribute 50% to the making of children but more and more men/fathers are doing their share of parenting. And, it's my contention that men are under-served on this subject, often and regularly the butt of jokes regarding their parenting, and need their voices heard and respected. As Michael Medved says in the foreword of my book, the common cultural portrayal of dads has gone from the respect of "Father Knows Best" to the caricature of Homer Simpson.

3. Question: Why should a consumer buy your book and what distinguishes it from the hundreds of books out there on parenting and relationships?

Answer: My "voice" is unique. I speak the truth, I illustrate my points with personal stories, it contains much humor, and sometimes my approach is in less "pc" ways, though with complete respect for everyone. All of this is different from the often-sanitized books I've seen on these subjects. Since my book is broken into chapters that each are self-contained, such as marriage, teens, big issues, parenting, etc., I like to think that my book is the perfect book to take with you on vacation as you can open up to literally any part of it and begin reading. Unlike a traditional narrative style, *A Dad's Point-of-View: We Are Half The Equation* is easily read in pieces. I also believe it has absolutely equal appeal to both men and women, with or without children, and has almost literally something to offer for everyone.

4. Question: Please tell us more about your book and what readers can expect and discover when they read it?

Answer: My book takes on very familiar subjects but does so with a real-life, no spin, non-academic, largely no-holds-barred, approach. The chapter titles alone give you a sense of the diversity of thought and ideas present, such as the obvious ones on Parenting, Marriage, and Teenagers. But, more unexpected are the chapters "Big Ideas," "Friends," "Holidays," "Family Life and School," and "Faith, Giving, and Religion" in which the readers will get views on familiar topics but in unfamiliar ways of thinking that I believe will resonate with them. A great example is the column in the "Family Life and School" chapter called, "The Middle School Syndrome" in which I explore a common and difficult transition for kids and especially their parents that isn't often talked or written about. Numerous other examples abound within the book.

5. Question: You had a 25-year career in television. Why did you give it up and how/if does it relate to your new career as a columnist, radio show host, and now book author?

Answer: I had a wonderful career in television, for which I'm very grateful, but when I became a father (in my early 40's), my life changed. My marriage, at the time, was weak and my former wife worked a lot. I chose to allow my TV career to drift and spent more and more time with my boys, ultimately choosing to leave my career and become a full-time dad. In many ways, I was choosing to act on what I believed - that if a family can afford to have one stay-at-home-parent, they should. It was the best decision I ever made.

6. Question: What followed that decision, to stay home with your kids, and how did you end up a writer and radio show host, and now a book author?

What followed was joy, boredom, and many surprises. The joy was that being with my boys was just a lot of fun. Not always "fun" but watching each passage, for me, was miraculous. The boredom is that parenting can and is boring at times. Dirty little parenting secret, but that is me - I tell it like it is. And the surprises were really two. First, that I ended up a single 24/7 dad when my marriage ended and second how different and unsupportive my "community" was toward me as a SAHD (stay-at-home-dad).

7. Question: Please elaborate on those two surprises, of becoming a single dad and the reaction you received from your friends and family to being a SAHD?

Answer: I suppose it really was no surprise that my first marriage ended, but I never expected the mother of my children to abandon our boys so completely. While she saw them on a limited basis in the early months, she gradually withdrew to the point where she no longer had any contact with them. For a long while, we didn't even know where she was. Regarding the community reaction, and friend's response to my being a stay-at-home-dad, I was confronted by the same two questions just about all the time, from men and women. Women, aka the moms I'd interact with, would ask me, "What do you do all day?" I literally was stunned every time I heard that question as if they'd ever ask another mom that! Men inevitably asked me, "When are you going back to work?" That response speaks for itself. And, it was those reactions that helped motivate me to writing and my second career.

8. Question: Explain how those questions from men and women motivated your new career as a writer?

Answer: Simply, it dramatically illustrated how even well-educated men and women still viewed parental and men's roles. I was, at the time, not only raising my young boys alone, after their mother had left, but I was also in the classic "sandwich" situation of taking care of my ailing and more and more infirmed parents! My job was quite full, especially since I had no siblings or immediate family to help me during what I call those "dark days of divorce." I realized that the man's point--of-view was not only un-represented, but as I said earlier, we were often the butt of jokes and insensitive comments. It was sexism at its worst but it was okay to disparage men in this way. I felt the need to not only address that specific point, with my writing, but to more address how we men may approach these familial situations differently than our female counterparts.

9. Question: How does or did your career in showbiz inform your writing and views?

Answer: I think that my showbiz career simply gave me tools in showmanship, how to choose titles, and from my development background in working with writers, stories, and scripts, I learned how to tell a good story. Also, ironically, being around so many stars certainly showed me the way not to be a good parent, spouse, or partner.

10. Question: Some of your writing touches on social media and technology. How and why did this evolve and what is your relationship with "social media?"

Answer: I began to learn social media simultaneous with writing my "A Dad's Point-of-View" columns. It was clearly the only tool available to me and I studied and learned it well. At first I wrote literally thousands of e-mails to every editor and publisher I could find. That is how I ultimately got my column out there. But, then I began to utilize Facebook, Twitter, and other websites. With Facebook, I created the "A Dad's Point-of-View" page which now has nearly 4,000 members -- moms and dads from literally all over the world. The #2 city represented among the 30+ countries where members come from on my page is Mumbai, India! With Twitter, I have about 5,000 followers, many experts in both social media and parenting bloggers. I lead a tweet-chat each week where we discuss topical subjects. It is known by the hashtag, #adadspov. Social media is also an area where our kids live so as parents we must be aware of that world. Finally, I created a website, called BoomerTechTalk.com that is a primer, a 101 course in how to use new technology. On that site I write "Boomer Parenting Tips" plus more. It's an adjunct to my primary work, writing and talking about parenting, relationships, and more. Social media has allowed me to connect with the world. It has helped me grow my writing, my radio show, and so much more.