

Transmedia for *The Ninth Day* (And the *Blue Thread* Universe)

About *The Ninth Day*



In this companion novel following the Oregon Book Award-winning *Blue Thread*, Ruth Tenzer Feldman once again weaves a tale full of history, culture, and fantasy. In the 1960s, Hope Friis leads a normal life in Berkeley, California: she hangs out with friends, spends time with her family, and dreams of winning a singing competition and college scholarship despite her pronounced stutter. It seems like she has everything under control, until she takes part in the Free Speech movement that engulfs the city—a choice that could crush her chance of competing.

Feeling trapped, she is visited by the mysterious Serakh, a woman from another time who desperately needs Hope's help. By using her grandmother's magical prayer shawl, Hope travels with Serakh to eleventh-century Paris where she has only nine days to solve a mystery that could have deadly consequences. To save the life of an innocent child, Hope must overcome her fears and discover the one thing she can't find: her voice.

In her companion novel to *Blue Thread*, Ruth Tenzer Feldman weaves past and present together to create a one-of-a-kind story of friendship, family, strength, and survival.

Audiences

- Teenagers (13-17), especially girls
- Adult readers of YA books
 - 55% of YA books are bought by adults and 78% of the time those books are for themselves
- Young adults and adults who read fantasy or historical fiction
- Book bloggers, YA vloggers, etc. (thought leaders and influencers)
- Jewish organizations and schools
- Women's rights organizations
- Supporters of the Free Speech Movement
- Parents of teenagers
- Teachers
- Librarians

Existing Channels

- Facebook ([Ruth](#) and [Ooligan Press](#))
- Ruth's [website and blog](#)
- Twitter ([Ruth](#) and [Ooligan Press](#))
- E-newsletter
- [Goodreads](#)
- Ooligan [YouTube](#) channel ([Blue Thread trailer](#))
- Live events (Wordstock, readings, PNBA, etc.)

Build on Existing Channels

- Set up a “likeable” Facebook page.
- Build Ruth's Twitter presence.
- Build connections between channels where appropriate (post or tweet links to blog posts, YouTube videos, etc.).
- Add more videos to YouTube (*Ninth Day* trailer, an interview with Ruth, a conversation between Ruth and local Rabbi, etc.).

Twitter

- Create Twitter accounts for key characters.
- Florrie is a natural place to start because of *Florrie's Story* and the blog posts written from her perspective. Can include tweets related to her ongoing political activism and adventures.
- Serakh's twitter would be a travel diary—a chronicle of her travels through time told through tweets.
- Henry Friis's tweets would focus on all things time travel, with an emphasis on the science of time travel (given his background as a physicist). Can also tweet about time travel in other books, movies, etc. and the history of thought on time travel.
- Could also tweet links to relevant content, such as this Minute Physics [video on time travel](#).

Tumblr

- Out of all the new digital channels, this is the one that we should pursue first. It's a haven for booklovers and the target demographic (YA-readers and teens). It doesn't take much effort to set up and is easy to use, and tagging makes it easy for other users to find you and your content.
- This should be separate from Ruth's blog and more inline with the type of content that tends to spread rapidly on Tumblr: images, quotes, things that are quickly rebloggable (and she should include plenty of reblogged content in an effort to integrate into the community).
- This would also be a great way to connect with fans, readers, teachers, etc. via the built in “ask” feature.

Spotify

Create themed playlists for each era or for specific characters and events in the book. Share via social media outlets, and link on Ruth's website and blog.

Pinterest

Create boards for fashion from each era and for individual characters, Medieval French architecture, typography and design from the 1920s and 1960s, important images from the women's suffrage and free speech movements, and images showing Ooligan's design process for the books.

Print

- Create "wish you were here!" postcards from Serakh from her travels through time and around the world. Include a QR code that unlocks special content on Ruth's website.
- Send postcards to readers as mini-prizes or incentives for a contest.

Contest

- Hold a contest in which students submit stories, art, poems, essays, etc. inspired by the books.
- They can win a spot in an afternoon letterpress workshop held at either Ooligan or the IPRC.
- Promote to students via social media outlets, and reach out to teachers and librarians—they can encourage students to enter, and enter to win a visit from Ruth or a set of books for their classroom.
- Pieces submitted by students can be posted on Ruth's blog.