



Baloney Books®

Books for Children Ages 4-8

Media Kit

More Baloney, Please!

About Baloney Books®

Baloney Books® features books written by Lisa Douglass, author of the *Gwendolyn BALONEY Lomax* series of books for children. These delightfully charming tales recount childhood remembrances told to the author by her mother, who grew up as the youngest of eight siblings in a four-story row house in Baltimore. The stories are simple and ageless. They are wholesome tales about childhood and family, centered on the main character, Gwendolyn BALONEY Lomax.

The main character is familiar and likeable; each story unfolds through her eyes. The books are tenderly written, without being overly sentimental. They deliberately steer clear of moralistic themes, relying more on basic notions of love, youthful spirit, neighborliness, and the natural development of childhood awareness.

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History



Twelve months after author Lisa Douglass drafted her first series of short tales for children, she has reached more than 500 book sales.

Lisa is a graduate of the College of Notre Dame of Maryland, where she earned a Bachelor of Science degree in Political Science, and Loyola College in Maryland, where she earned a Master of Engineering Science degree. She is an award-winning, Certified Project Management Professional and software development consultant for the United States Federal Government.

A Baltimore native, Lisa has many talents, one of them being author of a series of children's books that promote strong families. Lisa's books are based on stories her mother told her when Lisa was a child, stories from her mother's childhood in a Baltimore row house. These recollections inspired Lisa to create the *Gwendolyn*

Baloney Lomax book series. Parents, teachers, children, and other avid readers of children's books can learn more about the series and purchase the books online at <http://www.baloneybooks.com/>.

Three books were published as a part of the introductory release and the very first sale was celebrated in March 2009. In September 2009 the United States Patent and Trademark Office registered Baloney Books® as a federal trademark. With this momentous start, Lisa is excited to continue to develop stories that will bring as much joy to youngsters as the production process has brought to her.

Baloney Books® have a strong social science theme, a natural extension of Lisa's background in history and political science studies. Five-year-old Gwendolyn Baloney, the main character in Lisa's three books, takes the reader to her world, one of wanting to go to school, visiting the south, and going on a movie date with her sister and her sister's boyfriend. In today's fast-paced world, Baloney Books® depicts a simpler and happier life and teaches children lasting values.

Offering stories that help to reinforce basic instructional and performance objectives of the Social Studies curriculum is Lisa's contribution to furthering what she believes to be the purpose of every citizen: understanding how each of us is responsible for relating the past to the present; recognizing changes and similarities in culture, and fostering young thinkers who contribute to building strong global communities through understanding rules, rights, and responsibilities in the family microcosm.

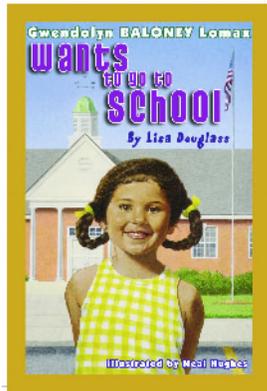
Baloney Books® offers instructional guides for the Kindergarten Grade Social Studies curriculum, focusing on the study of children and their immediate environment. Individual, family, and community themes are highlighted in the companion guides for the book series, available for download at <http://www.baloneybooks.com/>.

Children's book writer, Lisa Douglass, understands the significance of preparing children for their role in the global community and puts it to practice in a uniquely educational way that appeals to children, their parents, and educators.

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Products

Three books are available for purchase at the [Baloney Book Store](#)! Each tale centers on Gwendolyn BALONEY Lomax, the delightfully captivating principal character of Lisa Douglass' series of books for children. Each work is moderately challenging for the independent reader with some vocabulary that may spark questions. Beginning readers will love hearing these stories read aloud.



Gwendolyn BALONEY Lomax Wants to go to School

by [Lisa Douglass](#) (Author), [Neal Hughes](#) (Illustrator)
List Price \$9.99

Product Description

Gwendolyn BALONEY Lomax spends her time wishing for the day she will get to go to the elementary school across the street. This short story introduces the charming character to new readers of the series. Young readers will be excited to learn about the character's home life.

Reading Level: Ages 4 - 8

FKRA: 6.4

FKRE: 79.6 (Easy)

Soft cover: 80 Pages, B/W Text

Publisher: Blurb®

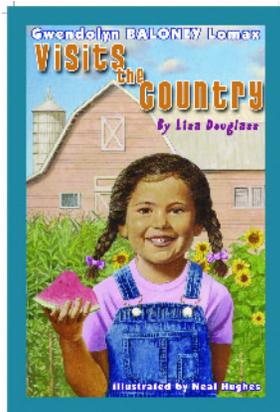
Language: English

ISBN-10: 0-615-22725-2

ISBN-13: 978-0-615-22725-2

Product Dimensions: 5 x 8 inches (13 x 20 centimeters)

Shipping Weight: 2.0 lbs/0.9 kg



Gwendolyn BALONEY Lomax Visits the Country

by [Lisa Douglass](#) (Author), [Neal Hughes](#) (Illustrator)
List Price \$9.99

Product Description

Gwendolyn BALONEY Lomax visits her cousins in the South. The differences between city and farm life are illustrated in this quick tale. Young readers will be excited to learn about the character's family adventures.

Reading Level: Ages 4 - 8

FKRA: 5.6

FKRE: 81.6 (Easy)

Soft cover: 80 Pages, B/W Text

Publisher: Blurb®

Language: English

ISBN-10: 0-615-22726-0

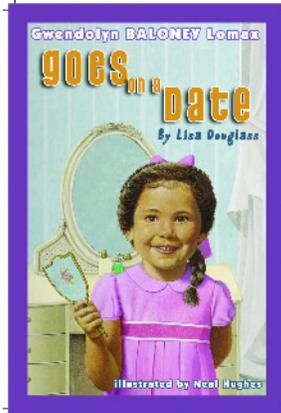
ISBN-13: 978-0-615-22726-9

Product Dimensions: 5 x 8 inches (13 x 20 centimeters)

Shipping Weight: 2.0 lbs/0.9 kg

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Products (*cont'd*)



Gwendolyn BALONEY Lomax Goes on a Date

by [Lisa Douglass](#) (Author), [Neal Hughes](#) (Illustrator)

List Price \$9.99

Product Description

Gwendolyn BALONEY Lomax goes on a date at the tender age of five. Her day starts off quite regularly, but ends in an exciting adventure with her sister and her sister's boyfriend. This short story illustrates the simple family bond between mother, child, and siblings. Young readers will be excited to learn about the character's family dynamics.

Reading Level: Ages 4 - 8

FKRA: 5.9

FKRE: 80.6 (Easy)

Soft cover: 80 Pages, B/W Text

Publisher: Blurb®

Language: English

ISBN-10: 0-615-22727-9

ISBN-13: 978-0-615-22727-6

Product Dimensions: 5 x 8 inches (13 x 20 centimeters)

Shipping Weight: 2.0 lbs/0.9 kg

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Services

Grade K Social Studies Instructional Guides

Baloney Books® offers instructional guides for the Kindergarten Grade Social Studies curriculum, focusing on the study of children and their immediate environment. Individual, family, and community themes are highlighted in the companion guides, available for download [here](#).

The Maryland State Department of Education Grade K Voluntary State Curriculum (VSC) comprises six instructional standards. Those standards are:

- Standard 1.0 Political Science
- Standard 2.0 Peoples of the Nation and World
- Standard 3.0 Geography
- Standard 4.0 Economics
- Standard 5.0 History
- Standard 6.0 Social Studies Skills and Processes

The Baloney Books® series focuses on themes that are promoted by the VSC and can be useful supplements in the instructional process.

- **Gwendolyn BALONEY Lomax Wants to go to School** can be used in helping students to understand the skills and attitudes necessary to become responsible citizens by conveying the concepts of rules, responsibilities, and rights in the context of family, a microcosm of the greater society.
- **Gwendolyn BALONEY Lomax Visits the Country** aids students in applying geographic concepts of location to human activity, highlighting demographic and vocational differences between urban and rural environments.
- **Gwendolyn BALONEY Lomax Goes on a Date** helps students to understand sequential ordering of activities and establishes an introductory understanding of past, present and future as foundational concepts for understanding societal change over the course of time.

The topics covered in the Baloney Books® series address Standard 1.0 Political Science, Standard 3.0 Geography, and Standard 5.0 History. Each guide offers recommendations for presenting curriculum objectives using content from the Baloney Books® series. The Instructional Guides follow a standard pattern for conveying information. The format is as follows:

1. Reading Comprehension
2. Vocabulary Development

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Services (cont'd)

3. Supplemented VSC Grade K Standard Instruction

Baloney Books® Instructional Guides are intended to provide explicit methods for guiding classroom discussion and activities to ensure measurable outcomes. The guides - linked below - are intended for use as Social Studies Curriculum companions for the following books:

- **Standard 1.0 Political Science** – Gwendolyn BALONEY Lomax Wants to go to School: [Grade K Social Studies - Political Science](#)
- **Standard 3.0 Geography** – Gwendolyn BALONEY Lomax Visits the Country: [Grade K Social Studies - Geography](#)
- **Standard 5.0 History** – Gwendolyn BALONEY Lomax Goes on a Date: [Grade K Social Studies - History](#)

PLEASE NOTE: Content for the Instructional Guides developed by Baloney Books® is based on the Maryland State Department of Education Grade K Voluntary State Curriculum (VSC). Baloney Books® Instructional Guides are provided as a courtesy to teachers seeking supplemental material to support their coursework in core subject areas and in no way suggests approval, sponsorship, endorsement by, or affiliation with the Maryland State Department of Education.

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Baloney Books® Author

Lisa Lomax Douglass

Lisa Lomax Douglass loves a good story. She grew up listening to them and now she's writing them. As a child, Lisa loved the stories of her mother's childhood, growing up as the youngest of eight children in a Baltimore row house. The power of those stories never left her. In fact, as an adult, she felt compelled to write them down and share them with the world. And that's how Baloney Books® was born.



Baloney Books® also incorporate Lisa's love of history. As the youngest grandchild on her mother's side, she has taken on the task of family historian. And for Lisa, it's more than just dates and locations. What she finds most fascinating is the lore that goes with each branch on her family tree. In her book series, Lisa tries to capture the spirit of that family lore while making the stories fully relatable to any child in any family.

It's that love of history that propelled her towards an undergraduate degree in political science. And Lisa brings the essence of political science – history, relationships, and geography – to her writing. It also fuels her passion for taking these timeless tales to the world audience.

As a Systems Engineer and award-winning, Certified Project Management Professional, Lisa hardly sounds like she'd be one of the freshest new voices in children's literature; but she possesses that uncommon mix of the analytical and the creative and her writing is just one area where her creativity flourishes.

Lisa is a writer with a purpose. She firmly believes in the relationship between mother and child, a strong sense of community, and societal ethics. However, she also believes that, as a story teller, it isn't her job to lecture but to let the lessons unfold. She explained, "I believe lessons should be gleaned from the story. In my books, I try to show a positive a relationship between mother and child, without just coming out and saying 'There should in life be a strong relationship between mother and child!'"

Throughout her life, Lisa has achieved her goals: losing over 120 pounds, completing two marathons, traveling extensively throughout Europe, Central America and the Caribbean, becoming an award winning project manager. With her talent and her penchant for success, the future for Baloney Books® looks bright indeed.

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Current News

Lisa Douglass has moderated her own on-air radio program, based on the book series, on WOL-AM Radio (1450) Washington, DC. She recently participated in the 14th Annual Baltimore Book Festival and is proud to have Baloney Books® featured in the December 2009 issue of *Single Parent 101 Magazine*. Spanish versions of the books are planned for release in early 2010.

Other Up-to-Date and Exciting News is as follows:

- May 2, 2010 – Baloney Books® participates in the Alpha Kappa Alpha 30th Annual Scholarship Benefit Luncheon and Fashion Show as a vendor.
- January 15, 2010 – Baloney Books® gets involved in global welfare by donating to the American Red Cross Haiti Relief and Development Fund.
- December 12, 2009 – Author [Lisa Douglass](#) participates in a Holiday Author Book Tour at Annapolis Mall in Annapolis, Maryland.
- November 19, 2009 – Baloney Books® initiates a new weekly item of interest for its online community called “Hey BALONEY!”
- November 7, 2009 – The Sunflowers, a part of [God's Reading Stars Foundation, Inc.](#), welcomes Baloney Books® author Lisa Douglass to their monthly Book Club meeting.
- November 1, 2009 – Baloney Books® is featured in the November/December issue of [Single Parent 101 Magazine](#). The article, [Make Every Moment a Memory](#), is an inspiring call to action for all parents.
- September 25-27, 2009 – Parents, teachers, children, and other avid readers of children's literature meet author [Lisa Douglass](#) and get signed copies of her books at the 14th annual Baltimore Book Festival.
- September 13, 2009 – Author Lisa Douglass is an exhibitor at the [Fourth Annual Park Your Arts Sidewalk Arts & Music Festival](#) held at the historic Prince George's County Courthouse on Main Street in Upper Marlboro, Maryland. All proceeds support the effort to augment programs offered by the Upper Marlboro Library.
- September 5, 2009 – Baloney Books® presents a 30-minute educational program each Saturday morning, starting on September 5, 2009 at 7:30 AM on the historic WOL-AM Radio (1450), Washington, DC.
- August 15, 2009 – Author Lisa Douglass is an exhibitor at the 19th Annual Stone Soul Picnic held at the RFK Stadium Grounds in Washington, DC. Stone Soul Picnic is an annual FREE event sponsored by Radio One and open to the public.
- June 25, 2009 – The Baloney Books® series is added to the Baltimore County Public Library's (BCPL) Local Author Collection housed at the Towson branch. All titles in the series are added to the library catalog and available for circulation to any BCPL customer.

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Press Releases

- [Children's Book Author Launches Saturday Morning Children's Program](#). Lisa Douglass, founder of Baloney Books® and author of the *Gwendolyn Baloney Lomax* book series, takes her creations to radio, starting Saturday, September 5, from 7:30 a.m. - 8:00 a.m., on Washington, DC's WOL-AM (1450). Children, their parents, and teachers can enjoy the 30-minute educational program that includes a story, vocabulary development, and a chat about some of the story themes. Designed for kindergarten through third grade audiences, Lisa's radio show will reinforce classroom subject matter. (08/31/09) [Read more...](#)
- [Maryland Writer of Children's Books Goes Back to Family](#). "A strong nation is made up of strong families," according to President Barack Obama. The President identified Family as a key issue of his administration and pledged to invest in public school education to "[prepare] all children for success in the new global workplace." Children's book writer, Lisa Douglass, understands the significance of the President's message and puts it to practice in a uniquely educational way that appeals to children, their parents, and educators. (06/30/09) [Read more...](#)

Press Clippings

- December 2009 – [Single Parent 101 Magazine](#). Baloney Books® is featured in the December 2009 issue of *Single Parent 101 Magazine*. The article, “[Make Every Moment a Memory](#),” is an inspiring call to action for all parents.
- August 2009 – [Upper Marlboro woman finds joy in writing children's books](#) *Author bases work on mother's childhood in Baltimore*. An Upper Marlboro woman has capitalized on her mother's stories of a childhood growing up in Baltimore as the youngest of eight children by beginning a part-time career creating children's stories. [The Gazette 08/27/09](#)
- April 2009 – Author Lisa Douglass is featured in the [Black Pearls Magazine](#), newsletter, and community blog. Black Pearls Magazine is a free digital magazine committed to inspire, encourage and empower an international group of readers. Their mission is to provide information that is essential, enlightening and entertaining. Please take a moment and visit [Black Pearls Magazine](#) to view the interview.

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Reader Reactions

"I want to know more about Baloney. More Baloney, Please!" – A. Reneau, Bronx, NY

"I could not be more impressed by these incredible stories; they're fresh and invigorating, and portray a time and place we all should strive to reach again... A new and exquisite voice for a venerable storytelling tradition...Lisa LOMAX Douglass." – Barry Clapsaddle, Oakton, VA

"The stories remind me of growing up in the city and being afraid that my neighbor would catch me doing something wrong! I miss that sense of community." – Kenneth W., Washington, DC

"They were a delightful read showing family love and simple pleasures that are far from the imaginings of many of today's children, particularly those living in inner cities. The books can be vehicles that excite and motivate children, stimulate their imagination, and offer powerful life-long lessons." – Patricia Green, Olney, MD

"The stories were fun to read." – Ted Chan, Chino Hills, CA

"The stories are skillfully written; classic, playful, timeless, and engaging. Each page artfully builds the main character, making you want to know more." – Michael Pida, Mechanicsburg, PA

"I read all three books and enjoyed them! They're well written and very sweet. I shared them with some family members; the feedback was positive." – Donna Owens, Baltimore, MD

"What a wonderful and joyful little story (*Gwendolyn BALONEY Lomax Goes on a Date*)!! I loved it. I can just imagine the primping in order to go on her very special date." – Teresa Weber, Milwaukee, WI

"Gwendolyn BALONEY Lomax is an imaginative five-year old whose wholesome escapades are relatable to child and to adult, alike. I read *Gwendolyn BALONEY Lomax Wants to Go to School* to my two nieces (ages 5 and 8). Both thoroughly enjoyed the tale asking pre-emptive questions about the story as we turned each page!" – Anonymous commenter on Black Pearls Magazine Blog

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Speaking Engagements

- April 29, 2010 – Fountain Green Elementary School in Harford County, MD welcomed Baloney Books' author Lisa Douglass, who delivered an exciting presentation on The Importance of Writing Revision using Play-Doh! Students enjoyed listening to one of the Baloney tales and were inspired to tell tales of their own.
 - *"I just wanted to let you know EVERYONE LOVED your presentation. You are a natural with children. My students are still bragging, in front of the other 4th and 5th graders, about meeting a local author. This was a wonderful experience for us. I am THRILLED beyond words that you have become "the hot topic" around school. All of the aides that were in my room have shared how impressed they are with you. Thank you so much for sharing your talents, time and "sunshine spirit" with my school!"*

*Sincerely,
Mrs. Nandalal, Fourth Grade Teacher
Fountain Green Elementary*

- February 22, 2010 – Baloney Books® was invited to present a Lunch & Learn session for the [Winston-Salem/Forsyth County Schools \(W-S/FCS\) Title I Program](#). We are happy to announce that the Baloney series was approved for use in the W-S/FCS district! Baloney Books® meets the Competency Goals & Objectives of the North Carolina Standard Course of Study, which includes curriculum that should be made available to every child in North Carolina's public schools. While Title I does not endorse any program or vendor, approval for use by elementary schools within the district means that Baloney Books® is deemed a product that will meet the needs of struggling learners.
- November 7, 2009 – The Sunflowers, a part of [God's Reading Stars Foundation, Inc.](#), welcomed Baloney Books'® author Lisa Douglass to their monthly Book Club meeting. The girls had lots of fun learning new vocabulary words and discussing lessons on rules, rights, and responsibilities. They were bright, excited, and creative; just the sort of children Baloney Books® seeks to inspire!
- September 5, 2009 – Baloney Books® presented a 30-minute educational program each Saturday morning, starting on September 5, 2009 at 7:30 AM on the historic WOL-AM Radio (1450), Washington, DC. The broadcast was for kindergarteners, first, second, and third graders...and parents, of course! Each program covered social studies topics like rules, rights, responsibilities, geography, economics, time, and sequential ordering of activities. Language arts skills were also reviewed. The program was offered LIVE on the World Wide Web through streaming internet radio. Each broadcast was recorded and made available to listeners via the Baloney Books website under the [Baloney Books® Reading Room](#) link.

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Contact

Lisa Douglass makes an animated, enthusiastic, and enjoyable interview. Contact her directly for additional information or to book her for your show!

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