

MY FOURTH TIME, WE DROWNED: Seeking Refuge on the World's Deadliest Migration Route by Sally Hayden

Winner of **THE ORWELL PRIZE
FOR POLITICAL WRITING 2022**

The esteemed judges said:

Hayden's reporting is an extraordinary exploration of a modern reality using modern means: **truly a book of our times.** While many people seeking refuge from the terrible logics of repression, war and poverty cannot easily cross frontiers, phone and Facebook messages can. They allow contact with home but are also the means by which ransoms are gruesomely demanded by traffickers. But they are also the way in which Hayden explores the lives of people stuck under the control of traffickers, militias, the UN, and lets them speak to us as full human beings: hungry, ill, and often doomed in their quest for safety.

**She gets the terrible truth out to a world
that has been far too indifferent.**

*"My Fourth Time, We Drowned is journalism of the most urgent kind." — **The Financial Times***

DROP IN NEW IN PAPERBACK with front sales
On Sale 3/7/2023 9781685890575 \$20.00/\$27.99

Manuscript & Supplementary materials

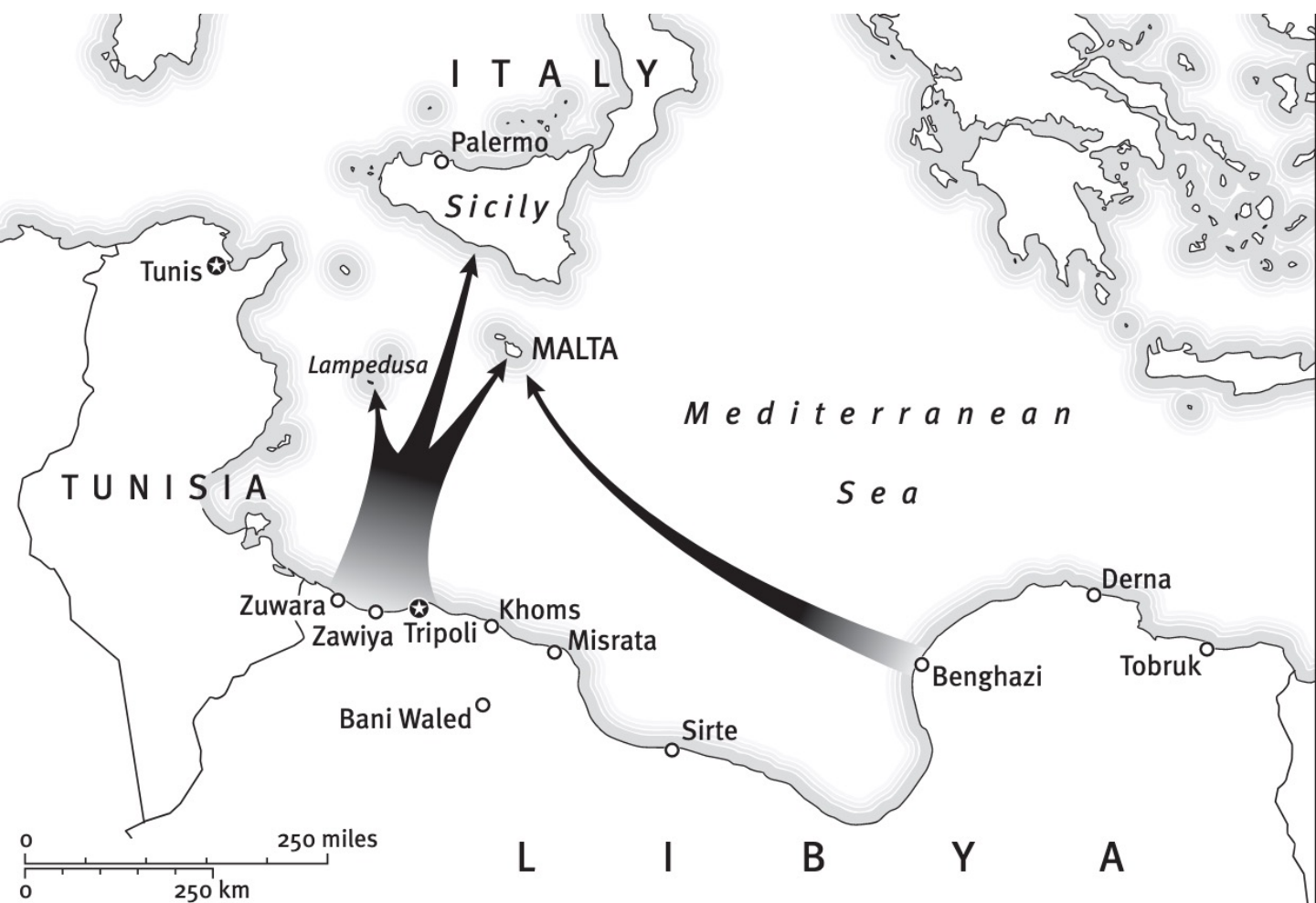
(3 Maps and 48 pages of Endnotes) are in MyHouse
New Cover will include *Winner of The Orwell Prize*

"My Fourth Time, We Drowned is a sweeping and disturbing investigation... Hayden consistently writes from a position of solidarity with the people who are her subjects. She quotes them directly and at length, centers their perspectives and acts of bravery, and joins them in placing blame on the governments and organizations that deserve it." - **The Intercept**

"Painstaking details and a roundabout timeline make My Fourth Time, We Drowned informative, while the testimonies from the refugees themselves pulse with difficult truths that will shock (and maybe mobilize) conscientious citizens across the globe" - **Foreword Reviews**

"...a brilliant, unparalleled investigation of one of the most underreported scandals and monstrous crimes of our time." - **Responsible Statecraft.org** for the **Quincy Institute** think tank

"Intrepidly reported and vividly written, this sobering account shines a spotlight on an underreported tragedy." —**Publishers Weekly**



PAPERBACK PUBLICITY PLANS

Pursue paperback coverage/roundups with national outlets including The Washington Post, the Wall Street Journal, The New York Times, and more.

Pitch interviews with author Sally Hayden to national and regional radio, podcast, and online outlets focused on immigration and international politics.

Work closely with the author to secure virtual events and speaking opportunities with universities and other academic institutions in North America.

PAPERBACK MARKETING PLANS

Early newsletter campaign targeting librarians (10K), booksellers (5K), academics (17K), readers (17K)

Exclusive content from the author targeting librarians and booksellers

Social media campaign across Melville House accounts (120K+ followers)

Activate author's social media (29K)

Big mouth campaign targeting relevant journalists and academics with large social media followings

Amazon A+ content featuring facts from the text

Position for academic adoption with Digital Desk Copy Giveaway

PUBLICITY

Events

- 06/07/22–Hippocampus Magazine–Review–circ/imp: 10,000
- 04/27/22 -The Strand in partnership with The Logan Nonfiction Program - virtual event - in conversation with NYT journalist Malachy Browne
- 04/29/22–National Press Club–Virtual event with author Sally Hayden
- 05/16/22–Across the Margins Podcast–Interview with author about book

Circulation/impressions: 10,000

Online

- **08/12/22 High Alert–Washington Post–Review in WashPo 'Monkey Cage Blog' as part of their 'African Politics Summer Reading Spectacular'–circ/imp: 436,601**
- 08/02/22–Electric Literature–Original essay–circ/imp: 300,000
- **06/20/22 High Alert–TIME Magazine–Original piece timed to publication–circ/imp: 3,281,557**
- 06/13/22–New Humanitarian–Interview with Sally Hayden–circ/imp: 180,000
- **06/13/22 High Alert–Foreign Policy Magazine–Review–circ/imp: 2,400,000**
- 05/03/22–The Baffler–Great review–circ/imp: 218,000
- 04/18/22–CNN Online–Opinion piece by author with book mention–circ/imp: 160,000,000
- 04/08/22–Counterpunch–Rave review–circ/imp: 376,000
- 04/07/22–Yes! Magazine–Book excerpt–circ/imp: 237,000
- **03/29/22 High Alert–LitHub–Book excerpt–circ/imp: 1,800,000**
- **03/25/22 High Alert–Vanity Fair–Book excerpt on Vanity Fair online–circ/imp: 1,218,645**
- 03/24/22–Responsible Statecraft–Great review
- September TK–New Lines Magazine–Interview with author Sally Hayden about the book–circ/imp: 230,000
- March 2022–The Intercept–Review–circ/imp: 2,000,000
- **March 2022 High Alert–Wired–Original essay by author timed to publication–circ/imp: 12,500,000**
- April 2022–Electric Literature–Reading list–circ/imp: 322,000

Date TK New York Journal of Books - review

Circulation/impressions: 185,499,803

National Print Media



- 03/01/22–Foreword Reviews–Great review
- 02/15/22–Kirkus Reviews–Starred review–circ/imp: 14,500
- 01/17/22–Publishers Weekly–Review - positive–circ/imp: 15,778
- **March 2022 High Alert–New York Times Book Review–Review–circ/imp: 1,132,008**

Date TK The Washington Post review

Circulation/impressions: 1,162,286

National Radio Media

- **05/20/22 High Alert–The World–Author interview on PRI's daily news show The World–circ/imp: 2,500,000**
- April TK–Keen on Democracy podcast–Interview with the Keen on Democracy podcast, hosted by Lit Hub
- April TK–WBAI Black Star News–Interview on Pacifica network show, WBAI's Black Star News

Circulation/impressions: 2,500,000

National TV Media

- **March TK High Alert–Democracy Now!–Interview with author about book**

International Radio Media

- April 2022–Global Dispatches–Interview with official UN podcast

International TV Media

- July TK–CNN International/Connect the World–Author interview on CNN International show 'Connect the World'

Local Events

- 04/06/22–WBAI - Leonard Lopate–Interview–NY - New York
- The Strand–Virtual launch event–NY - New York

Online

- 04/12/22–Washington Independent Review of Book–Review–circ/imp: 21,000 –DC - Washington, DC
- April 2022–New York Journal of Books–Review–circ/imp: 7,200 –NY - New York

Circulation/impressions: 28,200

Local Media

- 03/28/22–KQED-FM - WorldAffairs–Interview with author–CA - California

SOME OF THE PRAISE that will be included in the Front Sales pages in the Paperback:

“The most important work of contemporary reporting I have ever read. Every citizen of the European Union has not only a right, but also a responsibility, to learn about the realities described in this book. I hope that Sally Hayden’s work can help to begin a radically new and overdue discussion about Europe’s approach to migration and borders” — Sally Rooney

“I had stumbled on a human rights disaster of epic proportions,’ writes Sally Hayden in the prologue of her remarkable story of the ongoing migrant crisis in Europe. Contacted blind, on the phone, by a desperate young man locked in a brutal refugee camp in Libya, Hayden embarked on a years-long effort to document the courage, humor, kindness, and resilience of ordinary people trapped by circumstance, and the tragic moral failure of the west to help them. The refugee who sent her the first Facebook message in 2018 had no way to know it, but he had reached exactly the right person. **Read her book.” — Mark Bowden, author of ‘Black Hawk Down’**

“This vivid chronicle of the lives and dreams of those who risk all the cross the Mediterranean to reach Europe may make you cry, but it should make you angry. It is not just a blistering rebuke to those who torture, rape and imprison, but to the rest of us, who turn a blind eye.” — Lindsey Hilsum, International Editor, Channel 4 News

“This is a brilliant book, powerful and emotional – Sally Hayden is a superb journalist and through her incredible courage and eyewitness testimonies, paints a compelling picture of the poignant and horrific lives endured by so many refugees and migrants. A must read for anyone with a conscience”. — Miriam O’Callaghan, presenter RTE Prime Time

“One of the most important testaments of this awful time in life’s history. **It is both heartbreaking and stoic.** I cry reading any page of it. Sally Hayden is a young and brilliant journalist.” — Edna O’Brien

“Kafka retold... Read this great book shedding light on a monstrous crime.” — John Sweeney, author of ‘Hunting Ghislaine’

“My Fourth Time, We Drowned is **compassionate, brave, enraging, beautifully written and incredibly well researched.** Hayden exposes the truth about years of grotesque abuse committed against some of the world’s most vulnerable people in all of our names. After this, none of us can say we didn’t know.” — Oliver Bullough, author of ‘Moneyland’

“Sally Hayden’s **heart-stopping account** of the plight of contemporary refugees is both a compelling epic and an intimate encounter with exact personal experience.

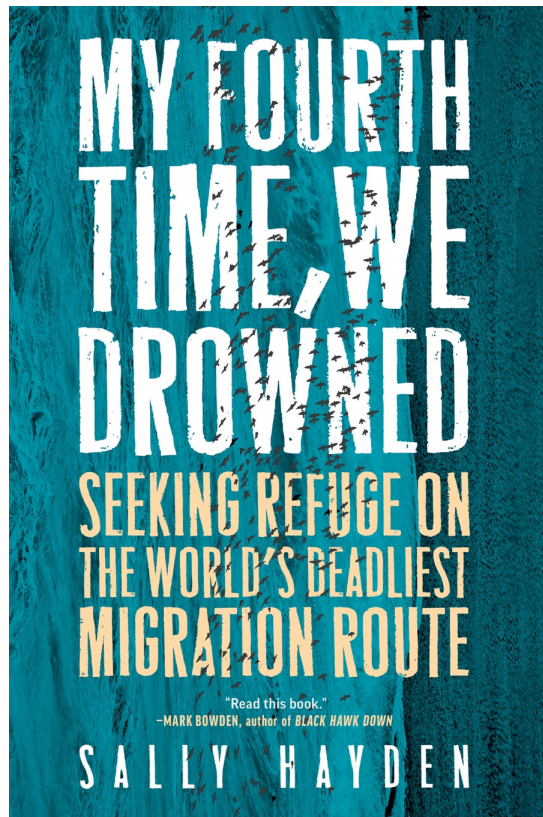
She achieves what all great writing hopes to do — the restoration of humanity to those who have been deprived of it.

This is a vital book for anyone who wants to feel what it means to be human in the 21st century.” — Fintan O’Toole, Irish Times columnist and Orwell Prize winner

“Irish journalist Sally Hayden describes one of the great tragedies of our era, the story of the thousands of refugees bent on starting new lives in the West, who instead spend years rotting in Sudanese refugee camps, trapped in Libyan prisons, clinging to sinking dinghies in the Mediterranean.

Her harrowing portrait captures the voices of the Eritreans, Somalis, Ethiopians, Gambians and Sierra Leoneans caught up in this pitiless modern slave trade, who constantly remind us that the desire to better yourself is the most fundamental of human impulses. **This is a remarkable and important book.**”
— Michela Wrong, author of ‘Do Not Disturb’

“‘My Fourth Time, We Drowned’ is a **veritable masterclass in journalism**. Unexpectedly finding herself a journalistic agony aunt for migrants being tortured, starved and raped inside horrific Libyan detention centres, Sally Hayden weaves together their WhatsApp and Facebook messages to produce **the most riveting, detailed and damning account ever written on the deadliest of migration routes**” —
Christina Lamb, chief foreign correspondent Sunday Times



“‘My Fourth Time, We Drowned’ is, quite simply, **an unexpected tour de force**, and its author, Sally Hayden, **deserves critical acclaim and a wide readership for her achievement.**

A book about African migrants to Europe becoming trapped in Libyan hellholes while fleeing repression and poverty at home does not, at first glance, make for a promising read. But Sally Hayden, **a very gifted writer as much as she is an intrepid and dogged reporter**, has done precisely that.

I found this book unputdownable. I have no doubt that whatever else she goes on to write about in the future, Sally Hayden will leave some of her words etched into our hearts and our souls.” — Jon Lee Anderson, New Yorker staff writer