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Blurbs

SIMPLE TRIPLE STANDARD: The Real Official, Almost True Backstory for Modern Commercial Radio

SIMPLE TRIPLE STANDARD is Historical Fiction gnawing the gut of local radio news reporter Bryant L Herman in a close-knit community rife with extrapolated double standards that garner deadly impact.

This story is about how every day we are affected by standards, whether we perceive their presence or not. "The Real Official, Almost True Backstory for Modern Commercial Radio" is fiction with a lot of truth hiding in the wings. If you've ever lived in a small town or close-knit community, you know about double standards. How much more complicated can a triple standard be, right?

World famous Austin music celebrities, and behind the scenes radio personalities embody Bryant's descriptive of this genuine 1970s Texas style nostalgic romp which also includes love and passion, and an unexpected lethal twist.

"When I was young and impressionable I saw some things that permanently changed me, changed my mind, and altered life even as I live it today. Things that are defined by standards are often that impactful. The world would surely be a terrible place without them though—standards I mean; you've got to have them! Too much of a good thing on the other hand is also impacting. Relative to where you stand, the impact can be deadly."

Notable Reviews:

"Writer to watch in 2015."

—Marsha Wright, BBC ★★★★★

"Personalities rise up from the page."

—Derrill Holly, Texas Radio Hall of Fame Inductee & Washington DC Journalist ★★★★★☆

"A brimming time capsule of '70s Austin, TX nostalgia."

—Jay Levine, Emmy Winning Sound Editor ★★★★★

"A fascinating, humble player on a huge stage."

—Wes Chick, Playwright ★★★★★

"Insider's Perspective."

—Hilary Haney ★★★★★

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KRILL AMERICA

"Krill America" is an aged seaman's action-suspense-thriller and a vessel tasked to "feed the world" while sequestered in the most treacherous place on earth. Broken and set adrift in an Antarctic sea of chaos, saturated in relentless tension, and fed by self-doubt the ship's crew triumphs in a stunning humanity baring conclusion.

This novel is an essay on human interaction when people are thrown together and forced to work toward a common goal, although they have little in common and would likely not (of their own volition) ever choose to be connected to each other. It's the story of struggle and the measure of man's success. An action, adventure, thriller; KRILL AMERICA is relentless and "rife with tension and suspense." The characters and the plot are so real that the impending death story of the Galveston research vessel is styled by critics as having "I was there" graphic wealth.

Described as a cross between "The Old Man and the Sea", "The Flight of the Phoenix" and "Titanic" and crippled in the Antarctic Weddell Sea, the ship is stricken adrift and sinking with no means of communication and no certainty of rescue. Chief Engineer, MAX VILLANUEVA faces his torn life and the greatest challenge of a lifetime. Max and a few surviving crewmen must create their own way home or face certain death-by-winter at the bottom of the world.

Notable Reviews:

"Painted in Fantastic Gritty Reality."

—Wes Chick, Playwright ★★★★★

"Quite deft... reminded me of MOBY DICK."

—Bud Scott, Author ★★★★★☆

"A stick with you... lasting impression."

—Laurie Forehand ★★★★★

"A great study on personalities."

—Bobbie Davis ★★★★★☆

"Action, adventure & suspense... eerily plausible."

—Selma Wehrman ★★★★★

"Unrelenting tension and suspenseful drama"

—Marian E. O'Meara ★★★★★

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H: Infidels of Oil

Cultural beliefs and raw cowboy personalities clash along the backroads leading to the Hydrogen Highway, exposing a variety of contradictions in human perceptions of reality. Undaunted, world migration from gasoline engines to hydrogen/electric power breeds death and destruction under the cloud of a terrorist nuclear bomb explosion that could prove to be the impetus for World War III.

"H" is a Cliffhanger Suspense-Thriller pumping blood curdling deception through the oil field veins of west Texas and Middle Eastern deserts. Amid turmoil of ever increasing production costs, suffrage from continued plunging barrel prices, and pundit predictions for a future hydrogen powered world, oil industry laborers realize the imminent demise of their livelihoods, and the worst is yet to come.

Notable Observations:

"Writer to watch in 2015." —Marsha Wright, BBC

"Can't wait for this one." —L Forehand, Critic

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Long Tagline / Mini Bio:

Ray Palla is the author of Simple Triple Standard and Krill America. He was a large market radio broadcast news reporter and anchorman for almost three decades and then completely changed career paths to become a successful computer database programmer for the next twenty years. He's held some type of paying job since he was eight years old when he started pushing his father's lawn mower across miles of their home town. Ray has traversed the United States extensively from Seattle to Miami, and Boston to San Diego. He presently lives close to Austin with his RV packed and is ready to travel with his imaginary word seeking dog, Ranger Wordsmith. His website is self-crafted at <http://RPalla.com>.

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Short Tagline:

Ray Palla is by his own account, "an antiquated juvenile delinquent" and frequent contributor to the [Alzheimer's Foundation](#) and [Texas Books for the Blind](#). His website is <http://RPalla.com>.

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