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Endorsements and Reviews

SIMPLE TRIPLE STANDARD

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.

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

"Personalities rise up from the page" - Ray Palla's SIMPLE TRIPLE STANDARD is about radio, Texas, the music scene, and a city called Austin that's as famous for bringing out the craziness of all three as it is for being a stomping ground for colorful politicians. SIMPLE TRIPLE STANDARD is more than just another "See what happened was" story about rednecks, long necks and college interns. It's a tale spun from the heart that brings it all together and makes the *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" - Austin is a liberal jewel in a conservative state, and great place to live, then and now. Ray has captured the essence, sounds, and personalities of radio wars, music, & people of the '70s that put Austin on the path to become a world-class hub of culture. I was lucky enough to be a deejay on KOKE-FM, 'Super Roper Radio,' from 1973-76. Palla tells it like it was when Austin's unique culture first began to bloom. —Jay Levine, Emmy Winning Hollywood Sound Editor ★★★★★

"A fascinating, humble player on a huge stage" - Ray Palla has created a truly interesting voice in his main character. His insight is unique, his view into the past is *fascinating*, and his position as a *humble player on a huge stage* is refreshing. Following Bryant L Herman through the world of radio so many years ago

AUTHOR, RAY PALLA

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grabbed my attention and was truly entertaining. I highly recommend SIMPLE TRIPLE STANDARD as a wonderful read. — Wes Chick, Playwright ★★★★★

“Insider’s Perspective” - Ray Palla has created a real original gem in his Simple Triple Standard. Although it’s an ‘almost true’ story about the evolution of modern commercial radio, there are many references that had me nodding as if I remembered the facts myself! Palla involves the reader in the daily life and passions of radio, giving us detailed accounts from an *insider’s perspective*. He keeps it fresh and entertaining as we see different relatable personalities-including some current ‘big names’... but I won’t give it away. A fun read from the author of Krill America, worth every minute! —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 a sea of chaos mingled with relentless tension fed by self-doubt the ship's crew triumphs in a stunning conclusion.

KRILL AMERICA is a "relentless impending death" fast-paced thriller suspense novel that has been described as a cross between "The Old Man and the Sea", "The Flight of the Phoenix" and "Titanic".

Prepare to take a mind-bending roller-coaster journey to the bottom of the world as KRILL AMERICA sails to crush a frigid cabin-fever winter with "I was there" graphic wealth.

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

"Painted in Fantastic Gritty Reality" - Ray Palla takes us into a world he knows extremely well, giving our journey with him an emotional, insightful, impacting, and rich with descriptive depth. The environment of Antarctica's Southern Ocean with all its danger, challenge and beauty is painted in *fantastic gritty reality*.

Ray's characters have intensity and history which makes them thoughtful and multidimensional — lending their interactions and struggles a real, entertaining, and so deeply human in all their wants and desires "worth the read" grasp for life. —Wes Chick, Playwright ★★★★★

"Quite deft... reminded me of MOBY DICK" - Krill America, is certainly an interesting read and I must agree with Dr. Marian that there's "unrelenting tension and suspense" from the very first sentence where we hear the command, "Come about!"

Several things impressed me about the book. One was the author's challenge to recount a story like this by a narrator who

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is, as he says of himself, "not completely English literate." Max may not be literate but he's usually got something interesting to say. And I liked the technical side of the narrator and the book in general, e.g., facts about the vessels involved, the southern ocean currents, the seals, the icy condition of the sea, the rescue organization of Argentina, etc. Ray must have done a lot of research to be able to convey a sense of reality about such a remote region. Also, it's *quite deft* the way the writer, in the middle of the book, has Max transition from a participant to merely an observer of everything that's happening to the crew in its struggle to survive. They are a rough-hewn lot but I appreciate the way Ray develops their character as the story progresses.

Sometimes this book about struggles on the seas *reminded me of Moby Dick* (especially the underlying technology layer). I notice Ray even calls Krill America the "whale" (versus the Minnow).

Palla is a good writer, handling vernacular particularly well (even if a bit rough at times for my taste), but also his discursive prose come across particularly well (in the observations Max makes).

—Bud Scott, Author ★★★★★☆

"A stick with you... lasting impression" - KRILL AMERICA is one of those books that will *stick with you* for a while. It makes you think about the impact that you can make on others and how your life is defined. The technical aspects are very well written and are insightful into what it must be like to make a living on a ship. The characters are likable and leave *a lasting impression*. The end solidifies the premise that what you do in life has meaning. —Laurie Forehand ★★★★★

"A great study on personalities" - Really well written, particularly *a great study on personalities* put into a life threatening environment and how to survive not only the disaster but relationships. Definitely has a surprise twist that flips many of the reader's assumptions! Loved how the author allows you a

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glimpse of post disaster personalities and life. —Bobbie Davis

★★★★☆

“Action, adventure & suspense... eerily plausible”

Ray Palla's *Krill America* has it all; *action, adventure, and suspense*. Fast-paced and well-written, Palla introduces the research vessel, "Krill America" as she is impaled by an iceberg in the Antarctic. In icy waters, crew members know they have little time to repair the ship because slipping into the sea is certain death. As they regroup, the survival of the seven remaining members of the original sixteen depends on decisions that will ensure they return to their families.

As the tension builds, the crew struggles with leadership issues as well as immediate survival problems. Since the captain perished and left the others to cope with his absence, Kat, the only female, struggles with the men about the best way to deal with their dilemma. Palla develops characters that capture the reader's sympathy and compassion, and because the author pays attention to detail, the plot is *eerily plausible*.

The ship suffers after the incident by losing its ability to provide protection. With such stark environment, the challenges to the crew almost become unbearable until the author saves the reader's emotions by successfully supplying a stunning ending.

—Selma Wehrman ★★★★★

"Unrelenting tension and suspenseful drama" - For those of us who love adventure stories *Krill America* has all the elements to keep us on the edge of our seats as the excitement mounts at breathtaking speed.

I literally couldn't put the book down. Ray Palla's characters evince depth and human warmth amid disaster as they face almost certain death.

The skillful and colorful descriptions made me feel as if I were actually there, right in the middle of all the *unrelenting tension and suspenseful drama*. —Marian E. O'Meara ★★★★★

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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 near 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 hometown. 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 ready to travel and 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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