



Ahoy there, matey!

Attached is a media kit for CAP'N BILLY "THE BUTCHER" MACDOUGALL'S GUIDE TO PIRATE PARENTING: Why you should raise your kids as pirates and 101 tips on how to do it.

A few good dates for stories include:

- May 25, 2007: Opening of Pirates of the Caribbean: At World's End, the third in the movie franchise.
- June 17, 2007: Father's Day
- Sept. 19, 2007: Talk Like A Pirate Day  
([www.TalkLikeaPirate.com](http://www.TalkLikeaPirate.com))

If you're looking for a trend story, you might consider reviewing three new books that teach landlubbers to be pirates. In addition to Guide to Pirate Parenting, there's also:

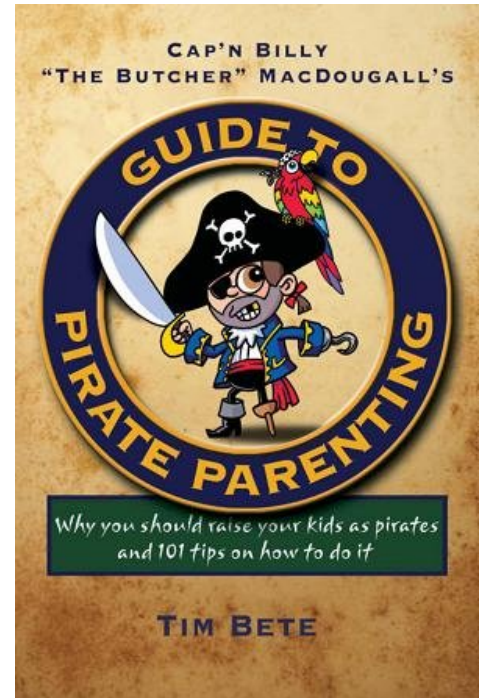
The Government Manual for New Pirates  
by Matthew David Rozik and Jacob Sager Weinstein  
Paperback: 144 pages; Publisher: Andrews McMeel Publishing  
Publication date: April 1, 2007; ISBN-13: 978-0740767906

The Pirate Guidelines:  
A Book for Those Who Desire to Keep to the Code and Live a Pirate's Life  
by Joshamee Gibbs  
Paperback: 112 pages ; Publisher: Disney Editions  
Publication date: May 15, 2007; ISBN-13: 978-1423106548

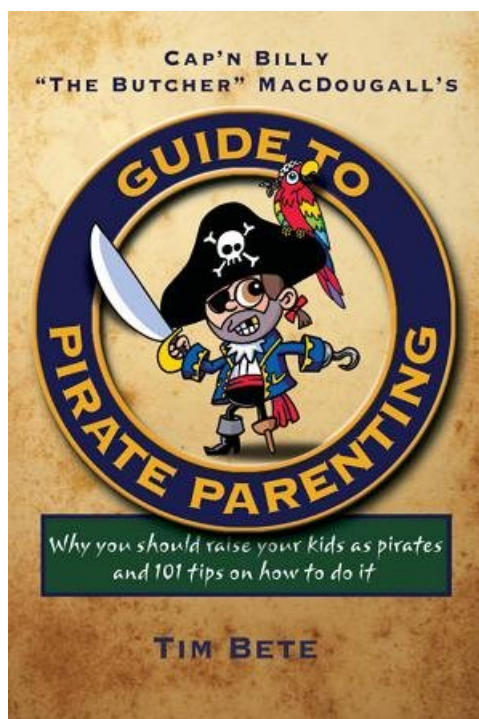
This media kit can also be found at: [www.PirateParenting.com/media.pdf](http://www.PirateParenting.com/media.pdf)

Happy plundering, and don't let the bilge rats bite,

*Tim Bete* CAP'N BILLY



# MEDIA GUIDE



## PIRATE PRAISE...

**"A brilliantly funny alternative to the usual hit and miss approach to raising children. I say let's give it a shot. The kids are turning out badly anyway."**  
– Tony "Jumpy Cabin Boy" Cochran, nationally syndicated cartoonist of *Agnes*

**"This book made me laugh so hard I had to wipe the tears from my eyes. Not a good thing when you have a hook."**  
– "Fingerless Fred" Rubin, Producer of *Night Court* and *Family Matters*

**"The funniest book I've read in years! If you're only going to buy one book about how to raise your kids as pirates, this should be it!"**  
– Karyl "Cutthroat" Miller, Emmy Award winning sitcom writer, whose credits include *The Cosby Show* and *The Mary Tyler Moore Show*

**"I loved *Guide to Pirate Parenting!* It's as if Cap'n Billy was ripped from me own loins, which would explain that drafty feelin' I get in me nethers."**  
– Mark "Cap'n Slappy" Summers, co-author of *Pirattitude! So You Wanna Be A Pirate? Here's How*, and co-founder of Talk Like a Pirate Day

**"The only book a parent needs to turn his lily-livered land-lubbin' lunkhead children into true pirates! Arrgh!"**  
– W. Bruce "Lumpy Socks" Cameron, *New York Times* best-selling author of *8 Simple Rules for Dating My Teenage Daughter*

## NEVER BEFORE HAS RAISING A PIRATE BEEN SO EASY!

If you're like most parents, you long to raise your children as pirates but just don't know how. In *Guide to Pirate Parenting*, Cap'n Billy "The Butcher" MacDougall provides everything you need to know to turn your little powder monkeys into happy, healthy buccaneers.

In *Guide to Pirate Parenting* you'll learn:

- Ten benefits of raising a pirate
- At what age your child should be able to remove a bottle cap by taking out his glass eye and using his eye socket as an opener
- Which offense requires administering The Flying Dutchman Wedgie
- How to prevent sogging the quartermaster
- The best place to maroon your disobedient child
- How to remove chewing gum or a giant octopus from your child's hair
- The difference between plundering and pillaging
- How to convert your minivan into a pirate schooner
- When to smack your teenager in the side of the head with an oar

Each information-packed section ends with "Your pirate's progress," a short quiz that shows whether your child is reaching his or her pirate development milestones.

### CAP'N BILLY "THE BUTCHER" MACDOUGALL'S GUIDE TO PIRATE PARENTING

Why you should raise your kids as pirates and 101 tips on how to do it

ISBN: 978-1-58385-127-2 • Parenting/Humor • Paperback  
6 x 9 • 123 pages • \$10.95 • Cold Tree Press • April 2007

## ABOUT THE AUTHORS

**Tim Bete** (pronounced "beet") began his nautical adventures as a child sailing on Buzzards Bay off the coast of Massachusetts. At age 10, he longed for a small cannon to put on his grandfather's 30-foot wooden ketch—a quick, two-masted vessel that is perfect for catching other ships so you can plunder 'em. His parents scuttled the cannon idea, saying he "would terrorize other boats with it." That's exactly what he had in mind.

Bete's parenting advice has been published in dozens of newspapers, magazines and Web sites, including *The Christian Science Monitor*, *Atlanta Parent*, *Big Apple Parent*, *Northwest Family*, *FathersWorld.com* and *ParentingHumor.com*. His first book, *In the Beginning... There Were No Diapers*, was a 2006 *Foreword* Best Book of the Year finalist.

Bete's hobbies include pushing his luck and skating on thin ice. In his spare time, he's director of the Erma Bombeck Writers' Workshop ([www.HumorWriters.org](http://www.HumorWriters.org).)

**Cap'n Billy "The Butcher" MacDougall** (pronounced "MacDougall") has been hiding from authorities for most of his life. He lives on his ship, *The Frightened Flounder*, but can sometimes be found at the Crow's Nest Tavern. His hobbies include plundering and rum.

**Tim is available for TV, radio and print interviews. Contact him at [Tim@PirateParenting.com](mailto:Tim@PirateParenting.com).**

### Review copies can be requested from:

Tim Bete  
[Tim@PirateParenting.com](mailto:Tim@PirateParenting.com)  
[www.PirateParenting.com](http://www.PirateParenting.com)

### This book can be purchased at:

Bookstores, [ColdTreePress.com](http://ColdTreePress.com), [Amazon.com](http://Amazon.com), [BN.com](http://BN.com), [BooksAMillion.com](http://BooksAMillion.com), and other online booksellers. Autographed copies can be ordered at [www.PirateParenting.com](http://www.PirateParenting.com).

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Winner of a 2007



"Awesomely funny! *Guide to Pirate Parenting* showcases' Bete's warped, yet lovable, creativeness that makes this book a must-read for parents trying to escape the overwhelming trials of everyday life!"  
— Jodie Lynn, syndicated family/health columnist, best-selling author, *Mom CEO (Chief Everything Officer)* and CEO, Parent to Parent

## NEWS RELEASE

### AVAST YE MOMS AND DADS, BECOME “PARENTS OF THE CARIBBEAN!” NEW BOOK TEACHES PARENTS HOW TO RAISE KIDS AS PIRATES

Dayton, OHIO – *Pirates of the Caribbean* movies are a thrill-a-minute. But if you really want to add some real excitement to your life, consider becoming a “Parent of the Caribbean.”

“Most parents have been on the wrong end of a mutiny at one time or another,” says Tim Bete, author of the new book, *Cap’n Billy “The Butcher” MacDougall’s Guide to Pirate Parenting: Why you should raise your kids as pirates and 101 tips on how to do it* (2007, Cold Tree Press). “My book teaches parents every aspect of pirate growth and development – from baby pirate care through the teen years – so their kids can become self-respecting swashbucklers of the high seas or suburbs.”

*Guide to Pirate Parenting* answers common questions such as:

- At what age a child should be able to remove a bottle cap by taking out his glass eye and using his eye socket as an opener
- Which offense requires administering The Flying Dutchman Wedgie
- How to prevent sogging the quartermaster
- The best place to maroon a disobedient child
- How to remove chewing gum or a giant octopus from a child’s hair
- How to convert a minivan into a pirate schooner
- When to smack a teenager in the side of the head with an oar

Each information-packed section ends with “Your pirate’s progress,” a short quiz that shows whether a child is reaching his or her pirate development milestones. For example, if your son has said “I’ll need another ration of grog if you expect me to eat these peas,” or told his teacher his homework was “eaten by a giant barracuda when the family’s ship wrecked on a coral reef near the Dry Tortugas,” you’re well on your way to having a pirate in the family.

Cap’n Billy says there are many benefits to raising kids as pirates. For example, when other parents hear you’re raising your kids as pirates, they’ll stop asking you to volunteer at school. Replacing “family movie night” with “family terrorizing the neighbors with cannons night” is a wonderful change of pace. Divvying up booty is good quality time with the kids, and it’s fun to watch the emergency room doctor’s reaction when you say your son was injured during “a little mishap boarding a merchant vessel that refused to surrender.”

“It’s Cap’n Billy’s dream that millions of parents will raise their kids as pirates,” says Bete. “For years he’s had trouble putting together a crew, and there’s no more exciting life than to sail with the Cap’n, see the world, make new friends, and plunder ’em.”

The book’s Web site ([www.PirateParenting.com](http://www.PirateParenting.com)) is loaded to the gunnels with pirate fun, including an excerpt from the book, Cap’n Billy’s random pirate schooner name generator, a chance to plunder Cap’n Billy’s treasure chest, plus a quiz to see if your child is already a pirate. The Web site even includes a few of Cap’n Billy’s nursery rhymes for little pirates.

*Pirates of the Caribbean: At World’s End*, the third in the movie franchise, opens on May 25, 2007. *Guide to Pirate Parenting* is already opening in homes across the nation.

For more information and pirate fun, visit [www.PirateParenting.com](http://www.PirateParenting.com).

**Contact:** Tim Bete, [Tim@PirateParenting.com](mailto:Tim@PirateParenting.com)

**High-res cover photo:** <http://www.pirateparenting.com/photos/photo.jpg>

## COLUMN (PERMISSION TO REPRINT THIS COLUMN IS GRANTED.)

### Ahoy there, parents! Raise yer kids as pirates!

by Tim Bete

I'm not sure when the idea to raise my kids as pirates first came to me. It may have been one of those days when I felt like I was on the wrong end of a mutiny. Or it may have been that Saturday morning when I woke up to my kids shouting and fighting and realized that, unknowingly, I had already raised four little buccaneers.

But I soon realized there are many benefits to raising kids as pirates. If your kids are already rotten, it helps you explain their behavior. Say you're in the grocery store and your children are destroying the produce section. All you need to say to the manager is, "Arrgh! Me kids have been at sea for months and are looking for oranges to prevent the scurvy." The produce manager will be apologizing to you, matey.

You want your children to have high self-esteem, don't ye? Pirates have the highest self-esteem of any occupation, except the occupation of "actor." But you don't want your children to be chased by paparazzi everywhere they go. Pirates are never chased by paparazzi ... unless the pirate is Johnny Depp at the opening of *Pirates of the Caribbean* ... but that doesn't count because he's not a real pirate.

Raising your children as pirates teaches them discipline, hard work and a colorful vocabulary. Typical household chores become exciting and fun when done in the pirate way. Your children may not want to sweep the kitchen floor but they'll beg for the chance to swab the poop deck, even if it's only because they can say the word "poop" without being flogged for it.

And young pirates are much more likely to listen to their parents. Your son may not obey you when you say, "Stop fighting with your sister," but he'll listen when you bellow, "Avast ye scurvy dog or I'll give ye a taste of me hook!"

But the best part is that pirates are happy, deal well with difficult circumstances and are team players. They're financially independent and rarely live with their parents past age 18. And they love their mothers, as is often indicated by their tattoos. What more could you want for your little urchins?

Besides, when other parents hear you're raising your children as pirates, they'll stop asking you to volunteer at school. And replacing "family movie night" with "family terrorizing the neighbors with cannons night" is a wonderful change of pace. Divvying up booty is good quality time with the kids, and it's fun to watch the emergency room doctor's reaction when you say your son was injured during "a little mishap boarding a merchant vessel that refused to surrender."

So, what are ye waiting for, me bucko, a cannon ball through yer mizzen mast? Get your kids some eye patches, a few gold teeth and a dagger or two. Before you know it, you'll be one big, happy pirate family, sailing the high seas or suburbs. And you and your spouse can use the kids' college savings for a trip to Las Vegas.

**Tim Bete** is author of *Captain Billy "The Butcher" MacDougall's Guide to Pirate Parenting: Why you should raise your kids as pirates and 101 tips on how to do it*, which can be purchased in bookstores, and at Amazon.com and [www.PirateParenting.com](http://www.PirateParenting.com). The book teaches parents every aspect of pirate growth and development – from baby pirate care through the teen years.