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Instabook Writers Take Advantage of POD Publishing in the Wake of Hurricane Katrina

October 13, 2005
 By Kimberly Maul

Hurricane Katrina has led to a lot of various instant things: instant news reports, instant relief funds and now, "instabooks." As of this week, the book *Katrina and the Lost City of New Orleans*, by Rod Amis, is the first book about Katrina to be made available on Amazon.com.

Katrina was published on Sept. 29 by lulu.com, a site that specializes in print-on-demand publishing. According to Lulu's director of business development, Jeremy Hogan, writers can publish and sell their books through the site, and can also arrange to sell through online retailers such as Amazon.com. Amis, a New Orleans resident, spent ten days writing about the city before and after Hurricane Katrina made landfall, on Aug. 29, and published it soon after. **Story continues below** ↓

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Lulu has published several other Katrina-related instabooks, though none is yet available on Amazon: *The Webcomic Hurricane Relief Telethon Book*, published Sept. 20, with original artwork; Dave Wendt's *Beyond the Storm: Shadows of the Big Easy*, a collection of essays, stories and art that capture the essence of New Orleans, published Oct. 2; and Sean Gerowin's *Catte Au Lait and the Big Hurricane*, published on Sept. 5, about a "cool kitty from New Orleans . . . and his animal friends . . . contend[ing] with a powerful hurricane about to hit their beloved city."

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