

The Field Guide to Urine
book pitch by David W. Boles

Urine is wafting all around us. Urine is puddling in the street. Urine is splashing on the toilet seat at home even though the seat is in the raised position. A drop of uric piddle may be staining your underwear right now.

THE IDEA

With so much exposure to pee every day I was surprised, as a faculty member of the University of Medicine and Dentistry of New Jersey Department of Quantitative Methods and Biostatistics in the School of Public Health, that my graduate Masters of Public Health and MD students were so queasy and jittery when, one day, class discussion turned, purely by chance, to urine and its implications for crises in Public Health.

THE HOOK

Once the seal was broken, my students couldn't stop talking about and researching the urine wallowing in their lives.

My students learned urine is everywhere -- from Andres Serrano's *Piss Christ* art; to New York Yankee Jorge Posada's peeing on his hands during baseball Spring Training in order to "toughen them up;" to Wilderness Survivors who save every golden ounce in canteens lest they become disoriented and cannot find a source of fresh drinking water; to socialites in China who apply baby urine with Q-tips around their eyes and mouth in an attempt to recapture their youth (but this time without the diaper mess).

All of these urine facts are examples of just how "The Mythic Power of the Pee" has strongly framed the horizon of human experience and created meaning across cultures.

This Field Guide will examine in detail just how urine colors our lives and influences our continuing evolution as well as how we can effectively use urine to delay flushing our lives down the drain.

WHO WANTS THIS BOOK?

If you pee, you want this book.

Because once you, like my students, get over the idea that seeing the word "urine" in print does not necessarily mean you are actually touching the stuff, narrow minds begin to widen to the mystery and the folklore of the stuff that streams out of you several times a day.

This book is right up your alley or, as the crasser amongst us might dare to claim: This book is right up your urethra.

TRENDS ANALYSIS

Peeing, depending on the situation, is many times the last thing on our minds, but the first thing down our legs. On June 4, 2005 the Associated Press reported complaints that Gitmo Qurans were “being splashed with urine” as punishment for detainees. Everyone has a horror story relating to a time when they had to “hold their water” in order to comply with airline policy or to avoid social embarrassment. The trend for urine is always arcing upward even if it always ends up in the sewer.

THE COMPETITION

Doing a search for “The Field Guide to Urine” on Amazon brings up no directly competitive titles though several books on wilderness survival do appear along with several titles dealing, in-depth, with the seriousness of urine therapy. However, no other book on the used or current market will so deeply and succinctly deal with this tinkling topic on a fun, but soundly researched, level.

THE AUTHOR

I am one of the crasser amongst us and I pee pale all day every day and that is actually one of the signs of good health. If you are not peeing pale you are not getting enough water in your body.

My books include *Windows 95 Communication and Online Secrets* for IDG Books Worldwide, and *WebCT Campus Edition 6 for Dummies* (2006) and *Baby Signs for Dummies* (2006) -- both in final negotiation -- for John Wiley & Sons, as well as *Hand Jive: American Sign Language for Real Life* (2006) for Barnes & Noble Publishing, Inc.

Other writing credits include the United Kingdom’s Sheffield Hallam University conference on *Tourism & Performance: Scripts, Stages & Stories*, *Windows Magazine*, *boot*, *c|net*, the New Jersey Center for Bio Defense and *eyepiece*. As the United States East Coast editor for *eyepiece* magazine, the official publication of the Guild of British Camera Technicians, I wrote about film and television production.

My MFA is from Columbia University and my work as a Playwright has been performed on and off-Broadway and by the Brooklyn Academy of Music’s *Next Wave* festival and on national tour across 16 states and 27 cities. I have worked as an Editor for Macmillan, Pearson Education and Prentice Hall.

Teaching credits over the last fifteen years include Columbia University, New York University, Fordham University, University of Medicine and Dentistry of New Jersey, New Jersey Institute of Technology, Rutgers University, Saint Peter’s College and the College of New Rochelle.

You may read more about me here: <http://BolesBooks.com/boles.html> and my C.V. and teaching credits are included with this pitch.