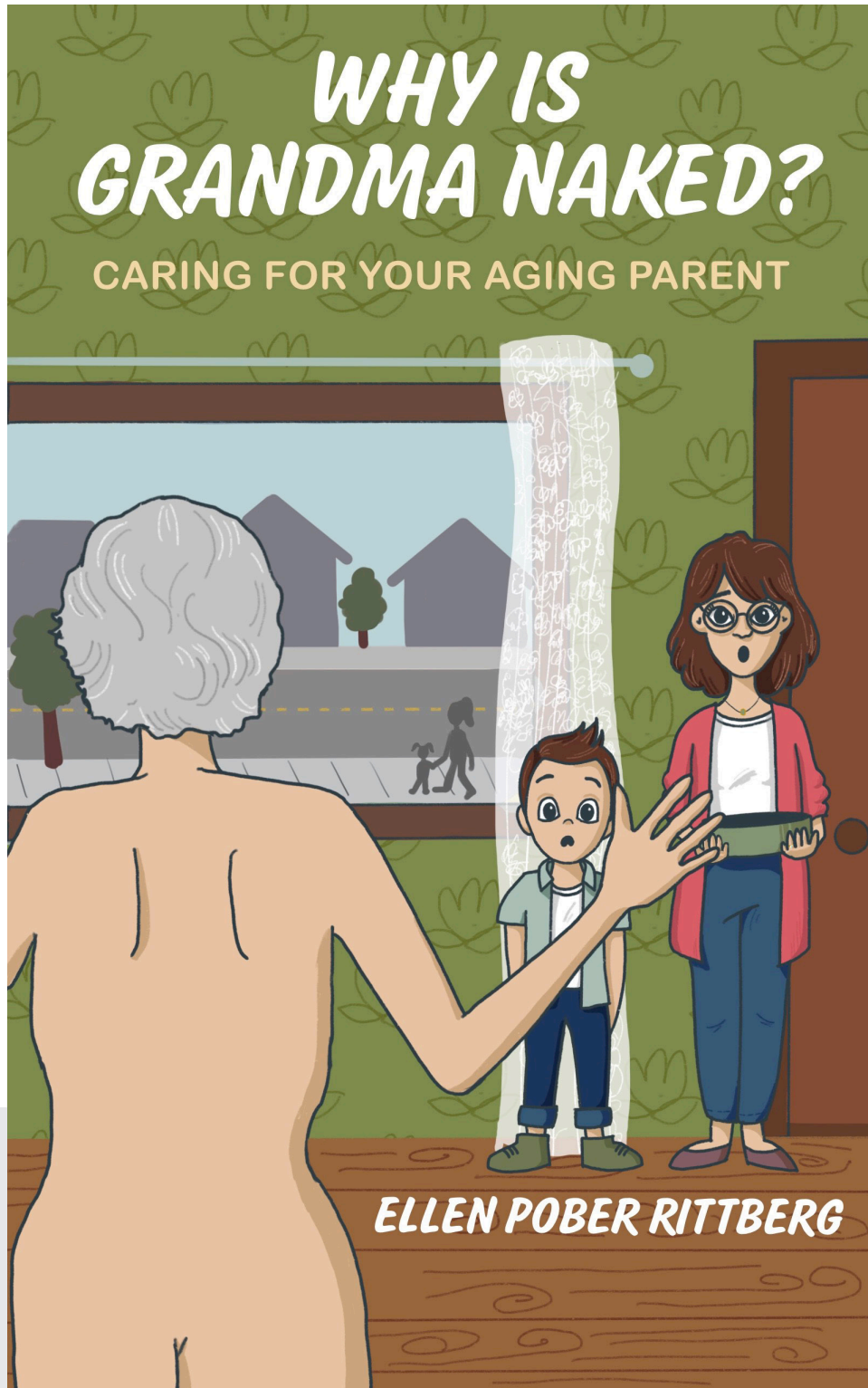


ELLEN POBER RITTBERG



**WHY IS GRANDMA NAKED? - CARING FOR YOUR AGING PARENT**

MEDIA KIT

# 01

# Author Biography

When journalist/attorney Ellen Pober Rittberg's temporary stay at her aging mother's home turned into six years, she didn't think it would be life changing, funny or a sink-or-swim course in aging, but in looking back, she feels it was all of the above.

Ellen Pober Rittberg is an award winning journalist, author and attorney who represented hundreds of senior citizens in guardianship and mental hygiene cases. She also served as a court evaluator, writing reports and recommendations for judges and interviewing many experts.

Her humorous essays and features have been published in the New York Times, HuffPost, Reader's Digest, Newsday and other large platforms and media outlets. Her first humorous self-help book, *35 Things Your Teen Won't Tell You So I Will* was published by Turner Publishing.

A young grandmother and parent of three close-in-age now-adult children, she enjoys sharing what she learned from personal experiences.



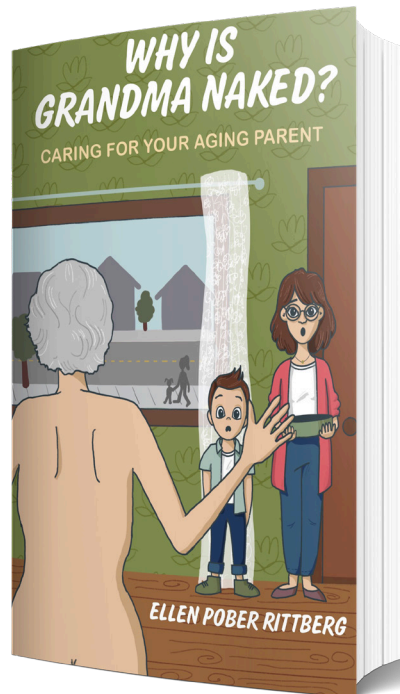
**Ellen Pober Rittberg**

# Author Bio cont.

A playwright drawn to dramatic life situations (including, sometimes, her own) she is the author of two plays, Sci Fi and the me too play, Sabbath Elevator, which were performed on New York City stages in 2019 and early 2020 and on zoom in November, 2020. Her full length book of poetry, He is Walking Wider, is scheduled for publication June, 2021 by Kelsay Books.

To find out more information about her book, please visit her website at:

[ellenrittberg.com](http://ellenrittberg.com)



# 02 Book Details

---

**AUTHOR:** Ellen Pober Rittberg

**CATEGORY:** Non-Fiction, Humor, Self-Help, Memoir

---

**In this humorous self-help book, award-winning journalist and attorney Ellen Pober Rittberg serves as a guide and cheerleader to family members who undertake to care for their elderly parents.**

Sharing the stresses and satisfactions when caring for her aging mother, Rittberg uses comical chapter headings such as:

- **Be The Alpha Dog**
- **Boundaries? Huh? Your Aging Parent Has None**
- **Your Parent May Develop Sticky Fingers**
- **JEOPARDY!** (why elderly parents need their favorite show even when they can't answer any of the questions)

Rittberg employs an upbeat breezy, can-do tone. She details common scenarios and techniques she used when caring for her aging parent at home, such as:

- Toilet training your senior parents using the “rump on the hump” technique when incontinence is an issue
- Taking away car keys before reading about a parent in a newspaper crime blotter
- Their hobby of digging deep into their nostrils and other recesses
- Staying awake while hearing the nineteenth retelling of childhood stories from your parent with dementia
- Playing matchmaker to hired caregivers
- Avoiding shopping trips turning into shoplifting trips
- Understanding declining parents’ sometimes hilarious fantasies and delusions.

Rittberg shares with readers the life-changing, humbling and deeply rewarding benefits of caring for elderly parents and knows a good belly laugh is the best stress reliever.

## 03

# Chapter Excerpt

## EXCERPTED FROM THE INTRODUCTION

### ABOUT OUR PARENTS' GENERATION: SOME GENERAL POINTERS

1. Some of our parents had what used to be called “deprived childhoods.” If you are unsure what that means, think of a Charles Dickens chimney sweep but eliminate the chimney. Then, gaze out to some far-off place when your mom slides the entire contents of a restaurant wicker basket of Melba Toast into her purse.
2. Even if your parents were as emotionally closed off as Fort Knox, when they decline, all their issues, all their *stuff*, comes out...and the form it takes is *weirdness*.
3. “Put it back on the shelf, Dad. It’s not free,” is a new rote phrase I suggest you memorize. Un-empathetic types may regard taking other’s belongings as flagrant theft. Which is why having an attorney’s phone number handy whenever your parent is near merchandise that is not locked up, nailed down or adequately secured makes sense. But, hey, look, the good news is: it’s not like Mom or Dad have suddenly embraced Communism.
4. If your parents could have taught a master class, “Parenting Without Visible Displays of Affection,” and you now think they will suddenly turn all kinds of warm and fuzzy, to use a popular Brooklynism: fuhgeddaboutit. My family members’ repeated attempts to kiss or hug Mom were met with “Don’t kiss me. I have a cold.” This led to a standard warning given to all future family members: “*Don’t touch Mom/Grandma!*” I’m convinced Mom would have won the *Guinness Book of World Records* for Person Whose Cold Lasted the Longest if there was such a category. (Hey, they have a category for the Person Whose Hiccups Lasted the Longest. So why not?)
5. If, prior to their decline, your parent liked to play musical tables and chairs in restaurants (asking to change tables after your party was seated), there’s good news: now your parent will be fine wherever the host or hostess puts you. But now it’s you who’s requesting the change because you’re worried Mom or Dad will catch a draft.

# 04

## Sample Interview Questions

01

*What made you write this book?*

---

02

*What was the funniest thing that happened with caregiving your mother?*

---

03

*What was the funniest mistake or decision you made?*

---

04

*What were you proudest of?*

05

*What was the wisest thing you did?*

---

06

*What did you learn about your mother that surprised you after your moved in with her?*

---

07

*How did you deal with health care providers you felt weren't doing right by your parent?*

---

08

*How did you deal with your parent's belongings and the condition of her household?*

---

09

*In what way if any have you changed from the experience of caring for your mother?*

---

10

*What did you learn about yourself from the experience?*

# 05

## Media Coverage Headline Ideas

01

*Who said going back to your childhood home to care for your aging parent was comfortable or easy?*

---

02

*Having That Talk with your aging parent about taking away the car keys: it's not pretty*

---

03

*The ins-and-outs of incontinence for adult children caring for their elderly parents*

---

04

*Just when your aging parent thinks they've mastered toilet training, they haven't*



05

*What to do if your aging parent develops sticky fingers*

---

06

*What to do when your elderly parent seems to embrace nudism*

---

07

*Ten funny things to know when you become the parent to your aging parent*

---

08

*Why learning not to cringe may be the most important skill to master when going out in public with your aging parent*

---

09

*Ten ways to spend meaningful time with your declining parent: how not go into the Adult Zombie Zone*

---

10

*Going it alone is foolish if you are caring for your elderly parent*

# 06

# Target Audience

## CAREGIVERS OF ELDERLY FAMILY MEMBERS

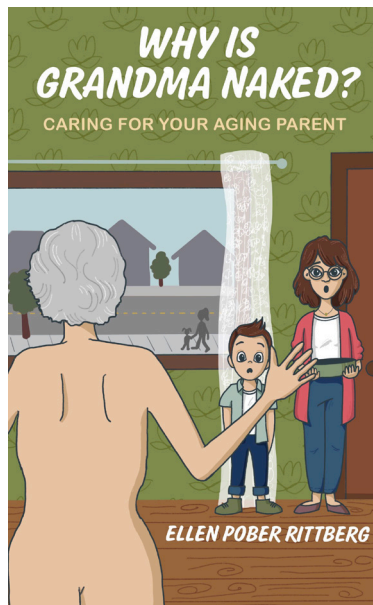
---

*Caregivers who are looking for a relatable, light-hearted read will enjoy the levity provided by Rittberg as she humorously recounts life with her mother during her final years.*



WHY IS GRANDMA NAKED? | MEDIA KIT

# 07 Downloadable Cover Image



---

Contact the author at [ellen@ellenrittberg.com](mailto:ellen@ellenrittberg.com) to request a copy of their cover image for usage in articles and other various media coverage.

08

**Connect with  
Ellen Pober Rittberg  
via email**

[ellen@ellenrittberg.com](mailto:ellen@ellenrittberg.com)

**or online at**

[Website](#) - [GoodReads](#) - [Twitter](#)  
[Facebook](#) - [LinkedIn](#) - [Instagram](#)