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Sample Interview

Host: Would you say SIMPLE TRIPLE STANDARD is in the Historical Fiction genre?

Author: Yes, 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.

When I originally began the story, I attempted to write a "Satire" novel. I admire Kinky Friedman's satirical writing style. However, over time a book grows legs and builds a life of its own. In the six months it took to write the story, it became more of a fictional look at the history of Austin, the music scene, and the broadcast industry, so now it is marketed as "Historical Fiction."

Host: How can explain what you mean by the title, "Simple Triple Standard?"

Author: Everyone knows what a double standard is. A triple standard is a concept that I dreamed up that expands on the idea of two sides to every story. In reality there are often more than just two black and white choices in life. If you say, "the sky is blue," most people will agree with you, but we all know that at night the sky can be black, at sunset it may be orange or lavender, and when there is a rainbow, the sky can be multi-colored.

For me, the best example of a triple standard is, "mind, body, and soul." You may think with your mind about how to live, but your gut may have another idea of how to behave, and ultimately what you leave behind is the spirit of what your actions mark up in legacy.

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Host: In KRILL AMERICA you describe in vivid detail a number of technical concepts and geographic features surrounding a stricken ship in the Antarctic. Have you visited Antarctica, and if not, how did you gather those especially graphic images?

Author: In 1988 I did a great deal of research, seriously looking into the idea of harvesting krill, which is a small crustacean similar to shrimp, only smaller. I was interested at the time in harvesting the abundance of the animal for human consumption thinking it was a great way to help feed the world. I spent about six months researching krill, Antarctica, the environment and geographic conditions, as well as various methods for gathering and processing krill. There were a number of methods already in use for harvesting the animals, but they all included bring the krill onboard, like shrimp trawling, which resulted in the death of the creatures due to the sub-freezing temperatures in the Antarctic. My aspiration was to harvest the krill alive to have it be more fresh and palatable for consumption. That forced me to look at other means of catching krill and my research then began to focus on cryogenic tanker ships and pumping devices to take the krill directly from the ocean into holding tanks. It was a fascinating bit of research that stuck with me even after it was determined that the process may not be cost effective. I carried that work forward into the development of the book, KRILL AMERICA.

Host: Your protagonist in KRILL AMERICA, the ships chief engineer, Max, is a Mexican American. How did you arrive at creating his character and background and are you fluent in speaking Spanish?

Author: One of my favorite places in Texas is Galveston, where I've spent a great deal of time in both summer and winter. I was comfortable placing the home port for "Krill America" in Galveston because of my first-hand knowledge of the place, but I realized that much of the support staff and most of the personnel hired on large ships are of Mexican-American

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ancestry. I felt I was obligated to create the character of Max as Mexican to keep that real-life parallel in the book. Max was a big challenge for me, because I do not know Spanish very well at all. I had to do a lot of studying to pick up vernacular and disposition for Max. In addition to helping expand my vocabulary, I feel like the character Max brings a special reality to the story. I began to love him like family as I wrote his fisherman's tale.

Host: Without giving it away, the ending for KRILL AMERICA is an especially stunning conclusion. How did you manufacture that idea?

Author: I imagine that every writer has an ending in mind before writing the first words of a story. At least, that's always true for me. But in the case of KRILL AMERICA, I didn't fully figure out exactly what I ultimately wanted to have happen until I was half way into the book. I ended up re-writing several of the first few chapters to accommodate the final scenes. It is a real shocker to the reader, and even to the characters in the book. Believe me the ending surprised me as much as it does anyone else. I've had people tell me that "even if the rest of the book had been a stinker, and it's not, the ending makes the whole thing a compelling read." I'm very proud of that ending... it sets the book apart from all other tales of the sea and puts KRILL AMERICA in its own league.

Host: What's next for Ray Palla and writing?

Author: I haven't decided yet. I have two novels in mind and can't yet make up my mind on which to do next. There's always the possibility of a sequel to SIMPLE TRIPLE STANDARD, but more attractive to me is a *gut in my wrench* to write a completely different story about corruption... one that's been hounding my brain's back burners for about three years now that has to do with local governments and justice systems.

Other than that, I may follow my instincts into something I've already begun to research which may be named something like,

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"H: Infidels of Oil" and will be a mystery/thriller about murder and deception in the oil industry, both in the US (Texas) and the Middle East. The anarchy and cultural beliefs of the mid-east and the cowboy western personalities of Texas will combine to juxtapose a variety of diverse opinions and culminate in the migration of gasoline engines of today into the hydrogen cars of the future, along with a hydrogen bomb explosion that could be the impetus to World War III. It is gonna be a cliff-hanger when it finally comes together, but it may not be what's initially next for me. I usually spend about six months in research and the research for "Gut Wrench" is already done.

I'll let you know what I decide after the beginning of next year. I enjoy autumn in Texas... I'm taking a couple of months for myself, but soon, when the passion begins nagging like a festered woman, I'll just sit down one day and start writing something new. I enjoy the escape.

AUTHOR, RAY PALLA

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Ray Palla is the author of SIMPLE TRIPLE STANDARD and KRILL AMERICA. Both novels have five star ratings on [Amazon](#) and [Barnes & Noble](#). Ray is a lifetime member of the Texas Radio Hall of Fame and was a large market 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. Ray has traversed the United States extensively from Seattle to Miami, and Boston to San Diego. He presently lives near Austin with his RV packed and ready to travel, along with his imaginary word seeking dog, [Ranger Wordsmith](#). His website is at <http://RPalla.com>.

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