

## WEEK 2

Local: Marlette, Sandusky, Caro, Bad Axe, Port Huron, Saginaw

Celebrating 25 years: what you might not know about local businessman David Stieler

Hi {{MediaContactFirstName}},

David Stieler, owner and operator of Carco Auto Electric since the company opened in 1991, has a long history in the Marlette, Mich., community. However, the whole community might not know how fitting it is that Stieler's business is automotive repair.

Nine years ago, Stieler and his wife Carole were the victims of a hit-and-run accident that left them trying to repair their bodies, their relationship, and their financial life.

Would you be interested in talking with the Stielers about the business' anniversary and about the accident that left their motorcycle, their bodies, and their finances in need of repair?

Thank you for your consideration.

Best,

Jaymie Shook

[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)

317.602.7137

## WEEK 3

Automotive travel; public affairs/issues & public health & safety

Hit-and-run motorcycle wreck victim urges travel safety this Labor Day weekend

Hot weather and a three-day weekend to celebrate Labor Day mean more motorcyclists on the road, soaking up the late summer before changing weather forces bikes into storage.

According to the National Highway Traffic Safety Administration, the number of fatalities on motorcycles is more than 27 times the number of fatalities in cars, per mile traveled. In 2007, when David and Carole Stieler almost lost their lives due to a hit-and-run wreck, 5,050 motorcyclists died in motor vehicle crashes.

David Stieler, who wrote a memoir about the wreck and how it affected his and his wife's lives, would love to talk about preventing future deaths and injuries by stressing safety on the roads this Labor Day weekend. He offers his story as a deterrent to careless driving.

May I connect you with him for an interview?

Best,

Jaymie Shook

[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)

317.602.7137

#### WEEK 4

Romance and relationships, women's interest, men's interest, marriage/weddings

Keeping a marriage together after traumatic brain injury

In 2007, David and Carole Stieler were the victims of a hit-and-run motorcycle wreck that left Carole with traumatic brain injury. Besides the overwhelming nature of their physical injuries, the couple also had to deal with the fact that fewer than 1 in 10 marriages survive brain trauma, according to a pamphlet given to David by a counselor after the wreck.

The Stielers had been married thirty-seven years at the time of the accident, so they knew each other well, were best friends, and were deeply in love. Even with those advantages, though, things had changed.

Would you be interested in an interview with David and Carole or in a guest article from David on how they kept their marriage together?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

#### WEEK 5

First responders, human interest

She never thought her parents would be the hit-and-run victims she arrived to help

The scene of a hit-and-run wreck is never pleasant, but Nicole, an EMT, thrived in an emergency. Even, it turned out, when it was her parents' motorcycle she found lying twisted and their blood she found staining the pavement.

Would you be interested in an interview with Nicole and her parents to hear their story?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

#### WEEK 6

Veterans' interest, music

Musician, Vietnam veteran USAF David Stieler marks 45-year-old Bluegrass moment

With Bluegrass music festivals scheduled this weekend in Massachusetts, Colorado, Vermont and Toronto and next weekend in Tennessee, David Stieler is reminiscing about the highlight of his musical career.

As a USAF airman, Stieler and his friend Billy Lee Cox played together while stationed in Taiwan. Talent contest winners, they won a trip to Japan, where they were asked to perform as guests of honor in downtown Tokyo at the 1971 Japanese National Bluegrass Festival.

After his honorable discharge in 1973, Stieler went on to tour as a musician with road groups throughout the United States for 4 years. Would you be interested in an interview with Stieler about this opportunity as a reflection after 45 years?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

WEEK 7  
Healing, Christian (non-Catholic) interest

Vehicle of healing became vehicle of God's message after hit-and-run wreck

It was almost ten years ago that David Stieler and his wife Carole were left bleeding in the street by a hit-and-run motorist. Their daughter, a part of the first responder team to the site, knew even before she saw her parents' motorcycle that this incident was a bad one, just from the sight of her colleague's face who arrived at the scene before she did.

Her instinct was right. David and Carole both faced injuries that kept them from taking care of themselves, each other, David's business, or their home. They were left to the mercy of anyone who would lend a hand.

David began keeping a journal after the accident to help with his healing journey. It was only upon writing about the trauma that he was able to process the miracles that had occurred to keep him and Carole alive.

That journal became *The Ride, the Rose, and the Resurrection*, and is an inspiring example of God's healing hand. May I send you a copy or put you in touch with the author for an interview?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

WEEK 8  
Popular culture, books and literature

They took a Vow: tragic hit-and-run pits traumatic brain injury against couple's marriage

It was Will Smith's *Concussion* plus Channing Tatum and Rachel McAdams' *The Vow*: David and Carole Stieler were hit by a car while riding their motorcycle, and each was left bleeding and unconscious on the pavement. David broke bones, and Carole almost died at the scene but made it through with traumatic brain injury.

As David discovered, only one in ten marriages survives the aftermath of TBI. His memoir *The Ride, the Rose, and the Resurrection* tells the story of how, one day and one decision at a time, he and Carole saved their relationship.

May I send you a free copy of the book to review?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

WEEK 9

Human interest, veterans' interest

PTSD: not only for veterans

In sharp contrast to comments on PTSD by presidential candidate Donald Trump, the disorder is commonly tied to military combat experience but in fact more frequently results from domestic trauma. In David Stieler's case, the answer is all of the above.

Stieler experienced traumatic conditions as a US airman in Vietnam, but that trauma only surfaced after he and his wife were the victims of a hit-and-run crash. Would you be interested in an interview with Stieler on his experience with PTSD?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137

WEEK 10

Christian (non-Catholic) interest

10 years after a hit-and-run driver devastated them: where are David and Carole Stieler now?

In June 2007, David and Carole Stieler were out for a relaxing motorcycle drive when a vehicle crashed into them, sending them flying and leaving them bleeding and broken.

The past ten years have been full of both nightmares and miracles and the couple tries to move past the devastating effects of the wreck.

Would you be interested in featuring David and Carole on how their lives have changed over the last ten years due to the hit-and-run?

Best,  
Jaymie Shook  
[jshook@bohlsengroup.com](mailto:jshook@bohlsengroup.com)  
317.602.7137