

Final Publicity Campaign Report

Dave Stieler
“The Ride, the Rose, and the Resurrection”
354619
Final Report

Publicist: Jaymie Shook
Campaign started: 8/8/16
Campaign ends: 10/24/16
Final report sent: 10/31/16

I. Strategic stage (Week 1)

During the strategic stage, I developed three documents for Dave:

- Strategic campaign plan describing messaging strategy and tactics I will use to generate publicity for the campaign
- Timeline outlining the media outreach schedule for the campaign
- Press release to launch the campaign and to be sent to media throughout

Dave approved all documents on July 11.

The strategic stage accounted for the first week of the campaign. The subsequent 11 weeks involve media outreach, as outlined in the approved timeline document.

II. Media outreach (Week 2-12)

Date	Week Starting	Media categories
Aug. 8	2	Media outreach officially starts General press release distributed PRWeb release sent
Aug. 15	3	Begin weekly targeted pitches to media outlets in author's hometown, local interest areas and requested areas
Aug. 22	4	Targeted pitching to outlets focused on human interest, features/profiles, travel
Aug. 29	5	Targeted pitching to outlets focused on romance and relationships, women's interest, men's interest, marriage/weddings, Christian (non-Catholic) interest
Sept. 5*	6	Targeted pitching to outlets focused on first responders, medical, human interest
Sept. 12	7	Targeted pitching to outlets focused on veterans' interest, music
Sept. 19	8	Targeted pitching to outlets focused on healing, Christian (non-Catholic) interest
Sept. 26	9	Targeted pitching to outlets focused on popular culture, books and literature
Oct. 3	Pause	Publicist out of office
Oct. 10	10	Targeted pitching to outlets focused on human interest, veterans' interest
Oct. 17	11	Targeted pitching to outlets focused on books and literature
Oct. 24	12	Targeted pitching to outlets focused on Christian (non-Catholic) interest
Oct. 31	None	Campaign ends

Press release distribution recap

Main press release (to officially start campaign) distributed on Monday, August 8 to 2,837 online, print, radio and TV broadcast media specifically researched and created for “The Ride, the Rose, and the Resurrection.” The topics included:

- Christian (non-Catholic) interest
- Politics
- Campaigns/elections
- Books and literature interests
- Book critics/reviewers
- Book bloggers
- General interest
- Local interest areas

The kinds of media outlets included:

- Top newspapers
- Community newspapers
- Magazines
- Trade publications – newsletters, magazines
- TV Broadcasts (stations, programs and networks)
- Radio Broadcasts (stations, programs and networks)
- Bloggers
- Association publications – newsletters, magazines

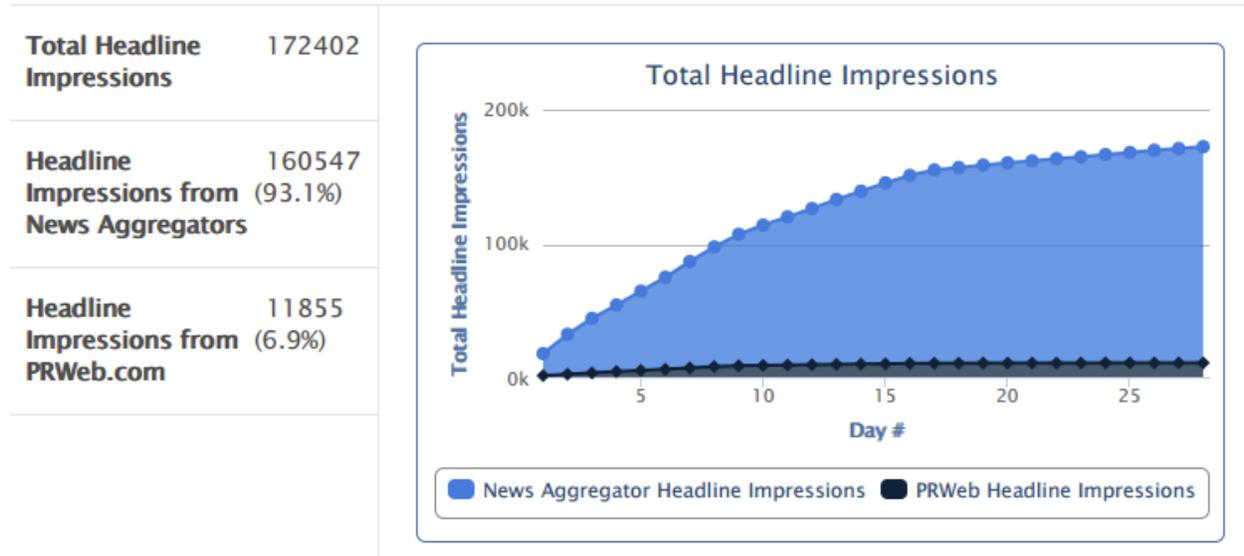
PRWeb

The press release was distributed via PRWeb during the first week of the campaign. Below are cumulative metrics, including all placements that resulted from the distribution.

Headline impressions

This chart shows the cumulative number of headline impressions since the distribution. This includes headlines displayed on the PRWeb websites, Javascript and RSS feeds.

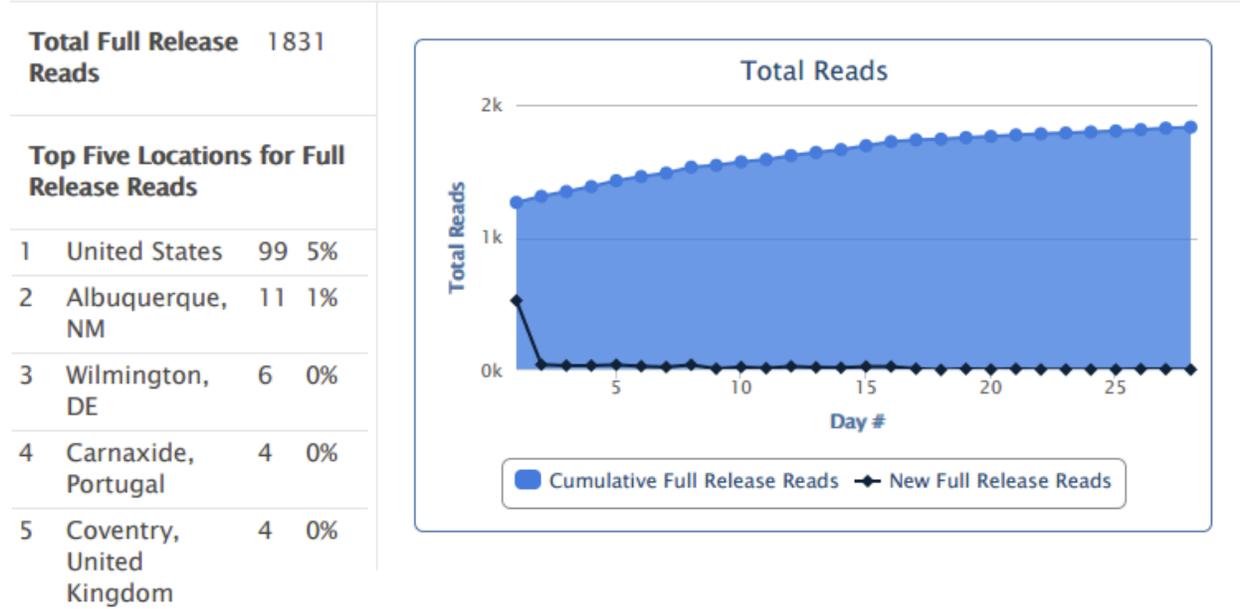
Headline Impressions



Full page reads

This chart tells how many people loaded a full version of the news release hosted on PRWeb. Please note that the actual number of reads is significantly larger however PRWeb does not currently have the ability to track readership on its partner sites.

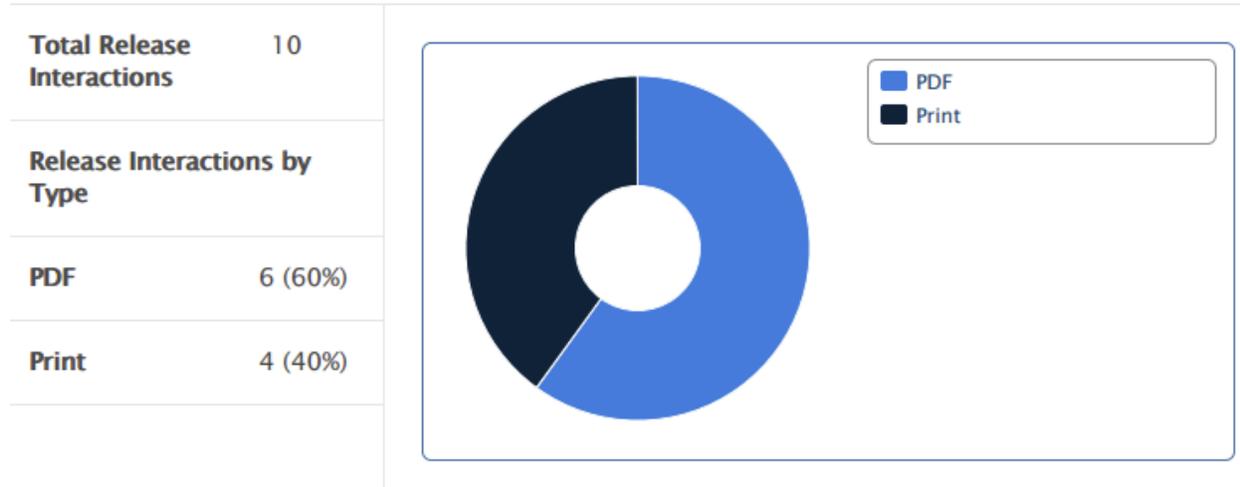
Full Release Reads



Online interactions

This chart provides an aggregate number of different activities that people performed when visiting the release including printing the release, forwarding it, downloading a PDF version, clicking on a link or interacting with the embedded Web site.

Release Interactions



Clicks

Total Clicks	2
Clicks on Release Links	2 (100%)
Clicks on Website URL	0 (0%)



Press release pickups

This report provides a sampling of sites where the release has been picked up. The audience number reported with each press release pick up is the estimated number of people your release had the potential to reach when posted on this website. This number is based on the amount of monthly page views each site reports.

Total Media Deliveries 2,837

Top Five Public Mentions (by potential audience)

- 


Loving Christian
@JT_Christ via Twitter 11 weeks, 3 days ago
Future of Middle Class in Flux with 2016 Election: Hit-and-run victims David and Carole Stieler have eyes pee... <https://t.co/1qsvwBiDGj>
- 


Enda Kachmar
@Endarnew via Twitter 11 weeks, 3 days ago
Future of Middle Class in Flux with 2016 Election <https://t.co/nxSGesd8wc>

Total Online PickUp 127

Final Publicity Campaign Report

WFSB
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 6,164,445

No Image Available

WTHR
[View Release](#)
Type: Television
Affiliate
Location: Indianapolis, IN
Audience: 5,535,739

No Image Available

WHDH
[View Release](#)
Type: Television
Affiliate
Location: Boston, MA
Audience: 4,484,149

No Image Available

WDRB
[View Release](#)
Type: Television
Affiliate
Location: Louisville, KY
Audience: 3,980,965

No Image Available

WHNS
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 3,640,683

No Image Available

WSMV
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 3,570,451

No Image Available

WNEM
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 3,508,136

No Image Available

KMOV
[View Release](#)
Type: Television
Affiliate
Location: St. Louis, MO
Audience: 2,657,206

No Image Available

KTVK
[View Release](#)
Type: Television
Affiliate
Location: Phoenix, AZ
Audience: 2,589,756

No Image Available

WCAX
[View Release](#)
Type: Television
Affiliate
Location: South Burlington, VT
Audience: 2,536,085

No Image Available

KCTV
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 2,480,199

No Image Available

WRCB
[View Release](#)
Type: Television
Affiliate
Location: Chattanooga, TN
Audience: 2,459,127

No Image Available

Final Publicity Campaign Report

WSTV
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Columbia, SC
Audience: 2,103,205

WBBH
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Fort Meyers, FL
Audience: 2,055,542

WPSD
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Long Island City, NY
Audience: 2,009,518

WWTV
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Long Island City, NY
Audience: 1,968,628

KVVU
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Long Island City, NY
Audience: 1,959,512

WLBT
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Jackson, MS
Audience: 1,926,182

WTOL
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Toledo, OH
Audience: 1,839,820

WWTB
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Richmond, VA
Audience: 1,816,506

WBTV
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Charlotte, NC
Audience: 1,764,463

WAFB
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Baton Rouge, LA
Audience: 1,695,725

KOTV
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Tulsa, OK
Audience: 1,511,457

KHQ
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Yakima, WA
Audience: 1,490,989

KPHO
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Long Island City, NY
Audience: 1,469,315

KTBS
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Long Island City, NY
Audience: 1,449,430

WBOC
[View Release](#)
Type: Television
Affiliate
No Image Available
Location: Salisbury, MD
Audience: 1,429,221

Final Publicity Campaign Report

WAFF
[View Release](#)
Type: Television
Affiliate
Location: Huntsville, AL
Audience: 1,396,228

No Image Available

KFMB
[View Release](#)
Type: Television
Affiliate
Location: San Diego, CA
Audience: 1,344,581

No Image Available

WFMJ
[View Release](#)
Type: Television
Affiliate
Location: Youngstown, OH
Audience: 1,321,631

No Image Available

WOWK
[View Release](#)
Type: Television
Affiliate
Location: Huntington, WV
Audience: 1,270,504

No Image Available

WFIE
[View Release](#)
Type: Television
Affiliate
Location: Evansville, IN
Audience: 1,230,143

No Image Available

WLOX
[View Release](#)
Type: Television
Affiliate
Location: Biloxi, MS
Audience: 1,219,982

No Image Available

WBOY
[View Release](#)
Type: Television
Affiliate
Location: Clarksburg, WV
Audience: 1,208,246

No Image Available

WAVE
[View Release](#)
Type: Television
Affiliate
Location: Louisville, KY
Audience: 1,198,017

No Image Available

KCEN
[View Release](#)
Type: Television
Affiliate
Location: Waco, TX
Audience: 1,191,882

No Image Available

WALA
[View Release](#)
Type: Television
Affiliate
Location: Mobile, AL
Audience: 1,181,053

No Image Available

KRGV
[View Release](#)
Type: Television
Affiliate
Location: Weslaco, TX
Audience: 1,091,774

No Image Available

WBRC
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 1,085,698

No Image Available

WSFA
[View Release](#)
Type: Television
Affiliate
Location: Montgomery, AL
Audience: 1,080,042

No Image Available

WXIX
[View Release](#)
Type: Television
Affiliate
Location: Cincinnati, OH
Audience: 1,071,879

No Image Available

WTRF
[View Release](#)
Type: Television
Affiliate
Location: Wheeling, WV
Audience: 1,069,522

No Image Available

Final Publicity Campaign Report

KWTV
[View Release](#)
Type: Television
Affiliate
Location: Oklahoma City, OK
Audience: 1,066,944

No Image Available

KFVS12
[View Release](#)
Type: Television
Affiliate
Location: Cape Girardeau, MO
Audience: 1,000,100

No Image Available

WWIR
[View Release](#)
Type: Television
Affiliate
Location: Charlottesville, VA
Audience: 986,454

No Image Available

KRIS
[View Release](#)
Type: Television
Affiliate
Location: Corpus Christi, TX
Audience: 984,313

No Image Available

KIII
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 924,115

No Image Available

KSLA
[View Release](#)
Type: Television
Affiliate
Location: Shreveport, LA
Audience: 887,826

No Image Available

WSHM
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 879,970

No Image Available

KWES
[View Release](#)
Type: Television
Affiliate
Location: Midland, TX
Audience: 812,748

No Image Available

WWUE
[View Release](#)
Type: Television
Affiliate
Location: New Orleans, LA
Audience: 810,103

No Image Available

KPLC
[View Release](#)
Type: Television
Affiliate
Location: Lake Charles, LA
Audience: 789,746

No Image Available

WDAM
[View Release](#)
Type: Television
Affiliate
Location: Hattiesburg, MS
Audience: 788,840

No Image Available

KLTV
[View Release](#)
Type: Television
Affiliate
Location: Tyler, TX
Audience: 778,678

No Image Available

WCSC
[View Release](#)
Type: Television
Affiliate
Location: Charleston, SC
Audience: 778,658

No Image Available

KSWO
[View Release](#)
Type: Television
Affiliate
Location: Lawton, OK
Audience: 766,922

No Image Available

WDJT
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 745,245

No Image Available

Final Publicity Campaign Report

KXXV
[View Release](#)
Type: Television
Affiliate
Location: Waco, TX
Audience: 729,704

No Image Available

KFDA
[View Release](#)
Type: Television
Affiliate
Location: Amarillo, TX
Audience: 706,312

No Image Available

WSVN
[View Release](#)
Type: Television
Affiliate
Location: Boston, MA
Audience: 695,781

No Image Available

StreetInsider.com
[View Release](#)
Type: Other
Location: Other
Audience: 690,800



StreetInsider.com
[View Release](#)
Type: Other
Location: Other
Audience: 690,800



KEYC
[View Release](#)
Type: Television
Affiliate
Location: Mankato, MN
Audience: 689,308

No Image Available

KRTV
[View Release](#)
Type: Television
Affiliate
Location: Black Eagle, MT
Audience: 675,616

No Image Available

WALB
[View Release](#)
Type: Television
Affiliate
Location: Albany, GA
Audience: 646,737

No Image Available

WSIL
[View Release](#)
Type: Television
Affiliate
Location: Carterville, IL
Audience: 639,671

No Image Available

KTVN
[View Release](#)
Type: Television
Affiliate
Location: Reno, NV
Audience: 635,495

No Image Available

KXNET
[View Release](#)
Type: Television
Affiliate
Location: Minot, ND
Audience: 630,326

No Image Available

WOIO
[View Release](#)
Type: Television
Affiliate
Location: Cleveland, OH
Audience: 621,707

No Image Available

WVNS
[View Release](#)
Type: Television
Affiliate
Location: Lewisburg, WV
Audience: 613,951

No Image Available

KITV
[View Release](#)
Type: Television
Affiliate
Location: Honolulu, HI
Audience: 577,493

No Image Available

WTVM
[View Release](#)
Type: Television
Affiliate
Location: Columbus, GA
Audience: 565,120

No Image Available

Final Publicity Campaign Report

WECT
[View Release](#)
Type: Television
Affiliate
Location: Wilmington, NC
Audience: 562,427

No Image Available

WTOG
[View Release](#)
Type: Television
Affiliate
Location: Savannah, GA
Audience: 533,617

No Image Available

WAND
[View Release](#)
Type: Television
Affiliate
Location: Indianapolis, IN
Audience: 507,606

No Image Available

KOLD
[View Release](#)
Type: Television
Affiliate
Location: Tucson, AZ
Audience: 493,573

No Image Available

KAIT
[View Release](#)
Type: Television
Affiliate
Location: Jonesboro, AR
Audience: 480,321

No Image Available

KUSI
[View Release](#)
Type: Television
Affiliate
Location: San Diego, CA
Audience: 453,930

No Image Available

WMBF
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 450,116

No Image Available

Insurance News Net Online
[View Release](#)
Type: Other
Location: Other
Audience: 447,525

No Image Available

Insurance News Net Online
[View Release](#)
Type: Other
Location: Other
Audience: 447,525

No Image Available

WLNE
[View Release](#)
Type: Television
Affiliate
Location: Providence, RI
Audience: 433,891

No Image Available

WBND
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 404,133

No Image Available

KLKN
[View Release](#)
Type: Television
Affiliate
Location: Lincoln, NE
Audience: 358,293

No Image Available

KOAM
[View Release](#)
Type: Television
Affiliate
Location: Pittsburg, KS
Audience: 345,097

No Image Available

KCBD
[View Release](#)
Type: Television
Affiliate
Location: Lubbock, TX
Audience: 343,934

No Image Available

KYTX
[View Release](#)
Type: Television
Affiliate
Location: Tyler, TX
Audience: 336,490

No Image Available

Final Publicity Campaign Report

KTEN
[View Release](#)
Type: Television
Affiliate
Location: Denison, TX
Audience: 292,849

No Image Available

KAUZ
[View Release](#)
Type: Television
Affiliate
Location: Wichita Falls, TX
Audience: 283,197

No Image Available

WLIO
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 264,715

No Image Available

WZVN
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 261,734

No Image Available

KULR
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 250,996

No Image Available

KTRE
[View Release](#)
Type: Television
Affiliate
Location: Lufkin, TX
Audience: 242,836

No Image Available

KMIR
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 201,337

No Image Available

KUAM
[View Release](#)
Type: Television
Affiliate
Location: New York, NY
Audience: 175,645

No Image Available

WLTZ
[View Release](#)
Type: Television
Affiliate
Location: Columbus, GA
Audience: 114,952

No Image Available

KNBN
[View Release](#)
Type: Television
Affiliate
Location: Rapid City, SD
Audience: 102,473

No Image Available

KTMF
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 68,762

No Image Available

KFBB
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 64,470

No Image Available

WFXG
[View Release](#)
Type: Television
Affiliate
Location: Augusta, GA
Audience: 58,245

No Image Available

KIDY
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 54,025

No Image Available

WFLX
[View Release](#)
Type: Television
Affiliate
Location: West Palm Beach, FL
Audience: 52,822

No Image Available

Final Publicity Campaign Report

WAAY
[View Release](#)
Type: Television
Affiliate
Location: Huntsville, AL
Audience: 31,311

No Image Available

KFJX
[View Release](#)
Type: Television
Affiliate
Location: Pittsburg, KS
Audience: 27,373

No Image Available

WSFX
[View Release](#)
Type: Television
Affiliate
Location: Wilmington, NC
Audience: 26,594

No Image Available

KVHP
[View Release](#)
Type: Television
Affiliate
Location: Lake Charles, LA
Audience: 23,052

No Image Available

KFVE
[View Release](#)
Type: Television
Affiliate
Location: Honolulu, HI
Audience: 21,719

No Image Available

KRHD
[View Release](#)
Type: Television
Affiliate
Location: Waco, TX
Audience: 12,169

No Image Available

WLWC
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 9,688

No Image Available

WNKY
[View Release](#)
Type: Television
Affiliate
Location: Long Island City, NY
Audience: 9,408

No Image Available

presskontakt.se
[View Release](#)
Type: Other
Location: Other
Audience: 5,667



WUPV
[View Release](#)
Type: Television
Affiliate
Location: Richmond, VA
Audience: 5,101

No Image Available

KQCW
[View Release](#)
Type: Television
Affiliate
Location: Tulsa, OK
Audience: 4,688

No Image Available

WXTX
[View Release](#)
Type: Television
Affiliate
Location: Columbus, GA
Audience: 3,830

No Image Available

KHNL
[View Release](#)
Type: Television
Affiliate
Location: Honolulu, HI
Audience: Unknown

No Image Available

WMCTV
[View Release](#)
Type: Television
Affiliate
Location: Memphis, TN
Audience: Unknown

No Image Available

KNDU
[View Release](#)
Type: Television
Affiliate
Location: Yakima, WA
Audience: Unknown

No Image Available

WICU
[View Release](#)
Type: Television
Affiliate
Location: Erie, PA
Audience: Unknown

No Image Available

WVSTATE
[View Release](#)
Type: Television
Affiliate
Location: Long
Island City, NY
Audience: Unknown

No Image Available

WVILL
[View Release](#)
Type: Television
Affiliate
Location: Long
Island City, NY
Audience: Unknown

No Image Available

dailyhobbies.net
[View Release](#)
Type: Other
Location: Other
Audience: Unknown

No Image Available

dailyhobbies.net
[View Release](#)
Type: Other
Location: Other
Audience: Unknown

No Image Available

dailyhobbies.net
[View Release](#)
Type: Other
Location: Other
Audience: Unknown

No Image Available

essentialscho.com
[View Release](#)
Type: Other
Location: Other
Audience: Unknown

No Image Available

essentialscho.com
[View Release](#)
Type: Other
Location: Other
Audience: Unknown

No Image Available

PR Finder
[View Release](#)
Type: Online,
Trade/Industry
Location: Other
Audience: Unknown



prweb.com
[View Release](#)
Type: News/Release
Distribution Service
Location: Beltsville,
MD
Audience: Unknown



III. Publicity opportunities (**urgent**, **new**, **completed**, **passed for now**)

- **Book Marketing Buzz Blog** is interested in an email interview. His questions are below. Please answer and send them to me by Thursday, Oct. 27.
 1. What inspired you to write your book?
 2. What is it about?
 3. What do you hope will be the everlasting thoughts for readers who finish your book?
 4. What advice do you have for writers?
 5. Where do you think the book publishing industry is heading?
 6. What challenges did you have in writing your book?
 7. If people can only buy one book this month, why should it be yours?
- **Mystic Living Today** received your guest article 10/27. They have your contact info to send you the link when it is published in the next issue.

- **The Wellness Farmer podcast** is interested in talking with you about your experience. Jaymie followed up with him about scheduling, and I will let you know what he decides upon.
- **Mystic Living Today** received the book excerpts 10/26. They have your contact info to send you the link when it is published in the next issue.
- **PEOPLE Magazine** is interested in a digital story centered on Nicole's experience of the night of the wreck. They'd like to do this closer to the tenth anniversary. In March please reach out to Nicole Egan, Senior Writer, at Nicole_egan@peoplemag.com.
- **Christian Television Network HOUSEKEEPERS program** requested a book with a possible interview to follow. I followed up this week but haven't yet heard back, so I'll keep you updated.
- **The Washington Post** expressed interest in Nicole's perspective of the wreck. I've sent a book and followed up this week.
- **Inside Edition** expressed interest. In Nicole's perspective of the wreck as well. If they do move forward with a story, it would be closer to the tenth anniversary. In the meantime, I have forwarded all the information you've sent me along to my contact there, John-Oliver Valentin. He would like you to reach out to him in April/May to talk about moving forward in June. His email address is John-Oliver.Valentin@insideedition.com.
- **WGGs Nite Line** interview held October 13. Sending DVD.
- **WBPI Watchmen Broadcasting** interview held October 14. Sending DVD.
- **Shattered Magazine** interview completed 10/18.
- **Hitched Magazine** is interested in a guest article similar to the one you wrote for Better After 50. It should be a minimum of 500 words (no maximum), due to them by Thursday, October 6. Dave completed the article Sept. 27, and Jaymie forwarded to editor. Available at <http://www.hitchedmag.com/article.php?id=2532>.
- **The Advertiser** interview held Wednesday, Sept. 28. Available at <http://www.tuscolatoday.com/index.php/2016/10/01/the-ride-and-the-recovery-marlette-couple-keep-the-faith-2/>.
- **Sanilac County News** interview held Tuesday, Sept. 20 at 1 pm. Available at http://sanilacountynews.mihomepaper.com/news/2016-10-05/News/Couples_lives_molded_by_tragedy_inspiration.html.
- **Better After 50** would like a 750-word guest article from you on keeping a marriage together after traumatic brain injury. Dave completed the article Sept. 9, and Jaymie forwarded to editor.
- **KUNM** interview completed September 2.
- **Common Sense Radio Program** (Clear Channel Radio) interview completed September 1 available at <http://www.jimbrownla.com/blog/?p=15943>.
- **WDLB** interview completed August 29, available at http://97.87.221.74/insight/Insight_08-29-2016.mp3.
- **WPHM** morning show interview completed Monday, August 22 available at <http://www.wphm.net/episode/august-22-david-stieler/>.

- Press release picked up, published by **Broadway World** at <http://www.broadwayworld.com/bwwbooks/article/The-Ride-the-Rose-and-the-Resurrection-is-Released-20160808>
- **The Mental Illness Happy Hour podcast** is interested in your story but only records in person, and he is based in LA. He says he warns all his guests he can't promise the episode will air and that his schedule can change at the last minute, so he discourages people from coming to LA specifically to record. However, if you have friends or family you could visit there or would want to turn it into a vacation/motorcycle ride, let me know what dates you would be thinking, and we could get it set up. Paul records on Sunday, Monday, or Tuesday nights. – *Dave has decided to pass on this opportunity, since the host cannot guarantee the episode will air.*
- **The New York Post** expressed interest in the book but could not end up writing a review because the published date was so far in the past.
- **WKOK** in Pennsylvania indicated interest but decided not to pursue since the local angle isn't there.
- **WBEZ**, Chicago public radio, indicated interest in an interviewed on Wednesday August 24 but ended up canceling. They promised to keep Dave in mind as a source on future stories.
- I'd reached out to the producer of **Money Matters Radio and Podcast** show in Houston about having you on as a call-in guest. He's not booking for the near future but will keep you in mind.
- **WNEM TV** indicated interest in Dave, so I followed up for a publicity opportunity. They ended up deciding not to pursue a story.

IV. Media copies sent

Below is a list of the media outlets that received a copy of *The Ride, the Rose, and the Resurrection* during the publicity campaign. *I followed up with my contacts during the campaign. If any media outlet expresses interest after the campaign has ended, I will let you know immediately. I will also give the outlet your contact information so they may reach out to you as well.*

Common Sense Radio program	Baton Rouge	LA
CrossWalk	Richmond	VA
Christianity Today	Carol Stream	IL
Sacramento Book Review	Sacramento	CA
San Francisco Book Review	Sacramento	CA
The New York Review of Books	New York	NY
Nite Line	Greenville	SC
Christian Television Network - HOMEKEEPERS	Largo	FL
Portland Book Review	Portland	OR
American Book Review	Victoria	TX
KUNM	Albuquerque	NM
WSGW-AM	Saginaw	MI
WBTI-FM	Port Huron	MI

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Listen to the Mrs. - WSGW-AM	Saginaw	MI
The Times Herald	Port Huron	MI
FamilyLife Radio	Little Rock	AR
	Fort Walton	
A Christian Perspective - WPSM-FM	Beach	FL
Christianity Today	Carol Stream	IL
CBN/Christian Broadcasting Network	Virginia Beach	VA
Inside Edition	New York	NY
1st Responder Newspaper	New Windsor	NY
This is Life with Lisa Ling - CNN	Brooklyn	NY
The Meredith Vieira Show	New York	NY
Grand Rapids Press - People	Grand Rapids	MI
The Pulse - WFDF-AM	Southfield	MI
This American Life	New York	NY
CMT Insider	Nashville	TN
American Country Countdown	Nashville	TN
Air Force Times	Springfield	VA
Air Force Magazine	Arlington	VA
World of Psychology	Newburyport	MA
Everyday Health	New York	NY
Today's Christian Living	Iola	WI
Conscious Community Magazine	Chicago	IL
Shattered Magazine	Huntsville	AL
The Valder Beebe Show	Garland	TX
Refreshed - San Diego	El Cajon	CA
The Commercial Appeal	Memphis	TN
Los Angeles Times	Los Angeles	CA
Vanity Fair	New York	NY
Word of Mouth	Concord	NH
Veterans News Now	San Diego	CA
The Veterans' Voice	Rock Springs	WY
WHYY-FM	Philadelphia	PA
Booklist	Chicago	IL
NPR	Austin	TX
Grain Magazine	Saskatoon	SK
World Literature Today	Norman	OK
Cornerstone	Wall	PA
CBN/Christian Broadcasting Network	Virginia Beach	VA
Steve and Amy in the Morning - KCMS-FM	Shoreline	WA

V. Summary

Media relations is a tenuous process that can take weeks, months or even longer to come to fruition. Google Alerts is a free monitoring system that will notify you if you and/or your book are

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mentioned by the media online. You can access Google Alerts by visiting <http://www.google.com/alerts>.

Throughout the course of the campaign, I received a particularly strong positive response from new media on Nicole's perspective, on motorcycle awareness in the summer, and on the 10th anniversary of the accident. I encourage you to adapt marketing efforts to reach out to readers focused on this interest. I encourage you to revisit the strategic documents I created for the campaign. They contain valuable insights into the brand platform for the book and how that can coincide with personal marketing efforts moving forward.