



COMMERCIAL MARKETING PORTFOLIO

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CLIENT BRANDS

Joan Collins Timeless Beauty

Industry: Fashion and Beauty
 Website: <http://www.joancollinsbeauty.com/>
 Marketing / PR: General Branding; Long Term PR

- Art of Living Well Campaign: Branding, brand messaging; cross platform media publicity tour, merchandise promotion; event planning and coordination
- Legends Campaign: Cross platform media tour, press secretary, merchandising coordination and promotion; event planning and coordination



US News & World Report, Inc.

Industry: Journalism, Media, Reference
 Website: <http://www.usnews.com/>
 Marketing / PR: General Branding; Seasonal Campaigns

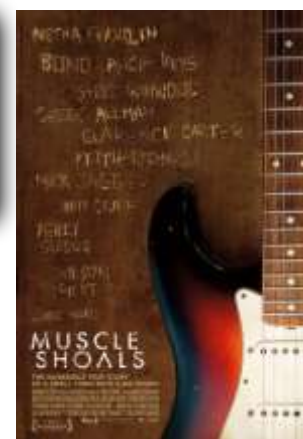
- Ultimate College Ranking Campaign: Cross platform media publicity tour; retail promotions; ad buys; interactive web promotions; digital and social media marketing package



Fame Studios, Inc. / Rick Hall

Industry: Entertainment, Music, Media
 Website: <http://www.fame2.com/>
 Marketing / PR: General Branding; Long Term PR

- Rick Hall Revival Campaign: Branding consult; general art design; art re-design; brand messaging; media tour training; content marketing; event planning and coordination
- Rick Hall Day Event: Event Planning and coordination; public sector/government coordination; logistics; message management; cross platform media tour (TV, Radio, Print)
- Muscle Shoals Movie Promo: Event planning and coordination; cross platform media tour (TV, Radio, Print); art design; media and brand messaging



Marty Stuart / Country Music Hall of Fame

Industry: Entertainment, Music, Media
 Website: <http://www.martystuart.net/>
 Marketing / PR: Awareness; Event Campaigns; Long Term PR

- Country Music Launch: Cross platform media publicity tour (TV, Radio, Print); merchandising and promo; ad design; brand messaging; media training; event planning and coordination; press secretary; spokesman
- Country Music Hall of Fame Gala: Event planning and coordination; ad buys; art and ad design; media messaging; cross platform event publicity (TV, Radio, Print)



AHC Group, Inc.

Industry: Corporate Governance, Sustainability and Social Response Consultancy
 Website: <http://www.ahcgroup.com/>
 Marketing / PR: New Branding; B2B Outreach; Long Term Promo

- AHC Brand Re-launch: B2B Outreach (Print, digital, direct), B2C PR messaging, customer and network appreciation promo, cross platform media publicity Tour (TV, Print, Radio); digital and social media marketing package, long term content marketing



Hearthstone Alzheimer Care

Industry: Health, Mental Health
 Website: <http://www.thehearth.org/>
 Marketing / PR: Brand Refresh; Seasonal Campaigns

- Branding Consult: Brand messaging; brand material, print material and web design
- I'm Still Here Foundation Marketing Campaign: Cross platform media publicity tour (TV, Radio, Print); B2C messaging; brand design; website enhancement; digital and social media marketing package, long term content marketing



Minter + Reid

Industry: Business Idea Engineering
 Website: <http://www.minterandreid.com/>
 Marketing / PR: Seasonal Campaigns; B2B Support

- Lightning in a Bottle Campaign: Product launch; B2B marketing promo and outreach support; print material creation; cross platform media tour (TV, Radio, Print); brand messaging; collaborative market messaging; digital and social media marketing package, long term content marketing



The Contemplative Society / Cynthia Bourgeault

Industry: Religious Institution
 Website: <http://www.contemplative.org/>
 Marketing / PR: Brand Refresh; Event Campaigns; Long Term PR

- CS Brand Relaunch: Brand art design; brand messaging; cross-platform media publicity tour (TV, Radio Print); long term content marketing; social media consult
- Mary Magdalene Meaning Campaign: General art design; brand messaging; media training; ad copy; cross-platform publicity tour (TV, Radio, Print); long term content marketing



Workplace Bullying Institute

- Industry: Business Consultancy
 Website: <http://www.workplacebullying.org/>
 Marketing / PR: Branding Refresh; Seasonal Campaigns
- Bully At Work Campaign: General art design; brand messaging; general branding consult; cross platform media tour (Radio, Print); digital and social media marketing package; long term content marketing (training)



Home School Institute

- Industry: Education
 Website: <http://homeschoolinstitute.com/>
 Marketing / PR: New Brand Launch; Seasonal Campaigns
- Megaskills Launch Campaign: Cross platform media publicity tour (Radio; Print); branding consult; brand design; brand messaging; media training; grass roots networking; content marketing; digital and social media marketing package



Tasty Catering, Inc.

- Industry: Food, Food Service
 Website: <http://www.tastycatering.com/>
 Marketing / PR: Brand Refresh; Launch; Seasonal Campaigns
- New Product X Launch: Cross platform media publicity tour (Radio; Print); fixed advertising; general art design consult; ad design; branding; brand messaging; media training; event planning and coordination



AstroStyle

- Industry: Mind body, Holistic Wellness
 Website: <http://astrostyle.com/>
 Marketing / PR: Brand Refresh; B2C; Seasonal Campaigns
- Astro Twins Campaign: Branding; brand design; brand messaging; media training; promo copy; cross platform media publicity tour (TV, Radio, Print); digital and social media marketing package; blog tour; long term content marketing



Posh Mom

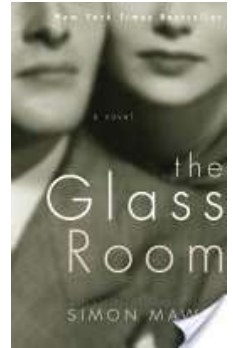
- Industry: Cultural Hub; Lifestyle Coaching
 Website: <http://www.poshmom.com/>
 Marketing / PR: General Branding; Awareness Campaigns
- Posh Mom Campaign: Branding, brand and media messaging, media training, cross platform publicity tour (Radio, Print), merchandise promotion; event planning and coordination; digital and social media marketing package



Other Press, LLC

Industry: Trade Publishing
 Website: <http://www.otherpress.com/>
 Marketing / PR: Managerial; Long Term Branding and PR

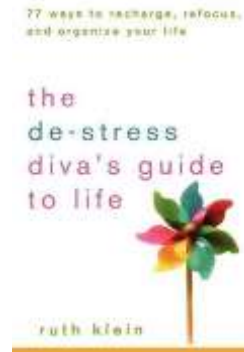
- Publicity Department Creation: Trained team of 4 marketers to become in-house publicity department; managed hiring and transition; trade show Setup.
- Glass Room Campaign (Bestseller): Brand Design; Cross platform media publicity tour (Print, Web); Event planning
- Product/Title Based Campaigns: Fromms; Girls guide to Modern Philosophy; Book of Fathers; Last Day of Lacuna; Jealousy; Appassionata, Beg Borrow & Steal



Ruth Klein

Industry: Celebrity Branding, Life Consultancy
 Website: <http://www.ruthklein.com/>
 Marketing / PR: Branding Support; Long Term Campaigns & PR

- De-Stress Diva Campaign: New product planning and design; branding design; general art design consult; product launch, cross platform media tour (TV, Radio, Print)
- General RK Brand Co-Campaign: Cross-company training, resource sharing; web development, digital and social media marketing package; merchandise cross promotion, event planning and coordination



Jacquie Jordan / TVGuestpert, Inc.

Industry: Celebrity Branding, Media Consultancy
 Website: <http://www.jacquiejordan.com/>
 Marketing / PR: General Branding; Long Term PR; B2C Support

- Guestpert Brand Refresh: Web-launch campaign; design consult; cross platform media tour (TV, Radio, Print); digital and social media marketing package
- New Product Launch: Web-launch campaign; cross platform media tour (TV, Radio, Print); event planning and coordination

jacquie jordan



A + B MARKETING SUMMARY

A+B's Principal and Marketing Director, **Tony Viardo**, has been working with media his entire career, having begun as a television journalist and assistant producer, and eventually transitioning to publishing—specifically book marketing—in 2005. Tony's marketing experience, both within a publishing house and the PR Agency which he founded, forms the foundation for A+B's highly specialized marketing platform: The **A+B SEE Marketing System**, as we've named it, is based on the marketing program that Tony helped develop and innovate during his tenure as leader of the highly acclaimed marketing department of Chicago-based publisher, **Sourcebooks, Inc.**

Due in large part to a reorganization of Sourcebooks' marketing department under Tony, the company experienced industry-setting revenue growth for five consecutive years; it is still growing today using the same system. During that time, the company grew from a "medium-sized" publisher (60 employees) to a "large" publisher (90 -100 employees). This unusual growth in size and revenue is a glowing testament to the marketing system's effectiveness. The fact of the overall publishing industry's flat or declining revenue growth over the same time period further enhances that testament. (SEE TABLEBELOW).

Now a Principal of A+B, Tony Viardo is not only implementing the same expertise, structure and methodology with which he has seen great success over the years, he is enhancing the system through new innovations that will carry A+B Marketing into publishing's digital future.

SOURCEBOOKS, INC. ANNUAL REVENUE GROWTH OVER PREVIOUS YEAR

YEAR	Source-books Annual Revenue Increase	Publishing Industry Annual Revenue Increase	Highlights
2006	41%	3.2%	--Viardo heads TV Publicity for Sourcebooks Marketing. --Viardo pioneers Digital Marketing Platform.
2007	39%	3.0%	--Viardo helps rewrite Department Training Manual --Viardo named Manager
2008	42%	-2.6%	--SMD restructured --Sourcebooks sets consistent growth records
2009	46%	-1.8%	--Sourcebooks expands, continues to set consistent growth records --Viardo resigns, Marketing platform remains in place.
2010	38%	3.1%	--Sourcebooks continues industry-setting revenue growth
2011	19%	-2.5%	--Sourcebooks continues revenue growth despite Recession
2012	16%	-2.2%	--Sourcebooks continues revenue growth despite Recession
2013	22%	-2.3%	--Sourcebooks continues revenue growth despite Recession

A+B MARKETING SYSTEM SALES SUCCESSES

NY Times Bestsellers

• Healing the Addicted Brain	Harold Urschel	(62,159)
• The Glass Room	Simon Mawer	(65,866)
• Poetry Speaks to Children	Elise Paschen	(130,873)
• Poetry Speaks	Elise Paschen	(110,124)
• I Love you More	Laura Duksta	(254,156)
• 1001 Ways to be Romantic	Gregory Godek	(184,261)
• Hip Hop Speaks to Children	Nikki Giovanni	(49,159)
• Lion Taming: Working Successfully With Leaders, Bosses and Tough Customers	Stephen Katz	(33,945)
• We Interrupt This Broadcast** <i>(Also a USA Today Bestseller; Wall Street Journal Bestseller)</i>	Joe Garner	(9569)

** Hardcover Coffee Table Sized Book

Non Fiction

• Poetry Speaks **	Elise Paschen	(110,124)
• The Big Book of Baby Names	Diane Stafford	(97531)
• I Wasn't Ready to Say Goodbye	Brook Noel	(80021)
• 301 Smart Answers to Tough Interview Ques	Vicky Oliver	(60502)
• 100,001 Complete Book of Baby Names	Lesley Bolton	(50411)
• The Asperger's Answer Book	Susan Ashley	(30563)
• Anxious to Please	James Rapson	(21143)
• Astro Twins Love Zodiac	Tali & Ophira Edut	(17140)
• The Coward's Guide to Conflict	Timothy Ursini	(15101)
• Introvert Power	Laurie Helgoe	(12874)
• The Bully at Work	Gary Namie	(10997)
• Think Yourself Thin	Darcy Buehler	(10372)
• The Change Your Life Challenge	Brook Noel	(9902)
• The Anxiety Answer Book	Laurie Helgoe	(9262)
• Churchill's Hour	Michael Dobbs	(9184)
• The First American Army	Bruce Chadwick	(8037)
• Getting In Touch with Your Inner Bitch	Elizabeth Hilts	(8826)
• Harlem Speaks **	Cary D. Wintz	(7665)
• You're a Good Mom	Jen Singer	(5146)
• Bad Bosses Crazy Coworkers	Vicky Oliver	(6297)
• Fired, Laid Off, Forced Out	Richard Busse	(6729)

Fiction

• The Entitled	Frank Deford	(15650)
• The Tuesday Erotica Club	Lisa Beth Kovetz	(12276)
• The Last Pope	Luis M. Rocha	(10597)
• The Unit	Ninni Holmqvist	(11479)
• A Bad Day for Sorry	Sophie Littlefield	(7326)
• The Holy Bullet	Luis M. Rocha	(7111)
• The Right Choice	Carly Philipps	(8628)

Business

• The Accounting Game	Judith Orloff	(30658)
• 100 Great Business & the Minds Behind	Emily Ross	(17302)
• Business for Beginners	Francis MdGuckin	(14047)
• The Wealthy Spirit	Chellie Campbell	(15901)
• Soft Sell: The Art of the Sale	Tim connor	(10079)
• 10 Simple Secrets of Worlds Communicators	Carmine Gallo	(6469)

Children's Fiction

• I Love You More	Laura Duksta	(254,156)
• Baby Signing 1 2 3	Nancy Cadjan	(39027)
• Poetry Speaks to Children	Elise Paschen	(130,873)
• Hip Hop Speaks to Children	Nikki Giovanni	(49159)

Reference

• Fiske Guide to Colleges	Edward Fiske	(21140) Annual
• The Naked Roommate	Harlan Cohen	(49354)
• The Illustrated Guide to Texas Holdem	Dennis Purdy	(36,900)

Ebook ~ Amazon Top 300 Rank Sellers

• The Right Choice	Carly Phillips
• Solitary Man	Carly Phillips
• Cajun Nights	Don Donaldson
• Sleeping With the Crawfish	Don Donaldson
• Louisiana Fever	Don Donaldson
• New Orleans Requiem	Don Donaldson
• Bad Karma in the Big Easy	Don Donaldson
• Healing the Addicted Brain	Harold Urschel
• Poetry Speaks to Children	Elise Paschen
• A Dog Named Slugger	Leigh Brill
• Top Gun Days	Dave Baranek

- The Glass Room
- The Holy Bullet
-

Simon Mawer
Luis M. Rocha

SALES SUCCESSES HONORABLE MENTIONS

FICTION

• Cabal of the Westford Knight	David S. Brody	(5323)
• When Harry Hit the Hamptons	Mara Goodman Davies	(3397)
• The Book of Fathers	Vamos Miklos	(3320)
• The Days of Awe	Hugh Nissenson	(3042)
• Beg, Borrow, Steal	Michael Greenburg	(2165)
• A Bad Day for Pretty	Sophie Littlefield	(2223)

NONFICTION

• Confessions of a Political Hitman	Stephen Marks	(5451)
• Unlocking the Meaning of Lost	Lynnette Porter	(5024)
• Poisoning the Press	Mark Feldstein	(4432)
• Zero to Zillionaire	Chellie Campbell	(4365)
• The Samurai Leader	Bill Diffenderffer	(4119)
• Confessions of a Working girl	Miss S	(4604)
• Ten Seconds of Zen	Eric Maisel	(4506)
• Time Management Secrets for Working Wo	Ruth Klein	(3925)
• The General and Mrs. Washington	Bruce Chadwick	(3662)
• High: Confessions of a Drug Smuggler	Brian O'Dea	(3349)
• Reading for Babies Toddlers & Twos	Susan Straub	(3338)
• 50 Simple Ways to Live Longer	Suzanne Bohan	(3092)
• Dirty Little Secrets of Buzz	David Seaman	(3058)
• Lust, Anger, Love	Maureen Canning	(2981)
• Tao of the Defiant Woman	JC Golden	(2977)
• Diet Survivor's Handbook	Judith Matz	(2962)
• Lessons From 100,000 Cold Calls	Stewart Rogers	(2763)
• World Inc.	Bruce Piasecki	(2188)

A+B MARKETING SYSTEM SUITE

Print (Nonfiction and Fiction)

- Comprehensive National Print Databases
 - Magazine
 - Dailies
 - Wires
- Comprehensive Local Print Databases
- Specialized packages
 - Business
 - Children's
- Main Advertising Placement List

Radio

- Interview Placement
- Comprehensive National Radio Databases
- Comprehensive Local Radio Databases
- Demographic Audience Micro-targeting
 - DMA / Regional
 - Culture, Gender, Lifestyle, etc.
- Messaging and Media Training

Television

- Interview Placement
- Comprehensive National Television Databases
- Comprehensive Local Television Databases
- Demographic Audience Micro-targeting
 - DMA / Regional
 - Culture, Gender, Lifestyle, etc.
- Messaging and Media Training
- Product tie-ins

Retail / Grass Roots

- Retail Storefront Deals
 - Sales Coop
 - Bay Promos
 - Pay-to-play
- Awards
- Organizational Product Tie-ins
- Complete Event Organizing

- Direct Mail Campaign
- Gift Bag & Prize Outreach
- Author Self-Promo Package
- Indie Bookstore Mailing list
- Nationwide Library Mailing List

Digital / internet

- Specialized Long Term Seasonal System
- Exclusive Mass Outreach Engine
- Comprehensive Website Databases
 - Micro-targeted by Demographics
 - Agency-sized Resources
 - International Outreach capable
- Website Review Placement – all forms
- Inbound Content Marketing
- Author Brand Content Marketing
- Interactivity Marketing (“gimmicks”)
- Email Capture / Subscriber Mktg
- Long Term Social Media Program
 - Multiple Platforms
- Search Engine Optimization
- Company Website
 - Passive & Proactive Mktg
 - Inbound Linking
- Author Website with Webhost capabilities
- Retail Promo
 - Microtargeted WebAd Placement
 - WebAd Design
 - Storefront Promotions
 - Amazon, Barnes & Noble, Kobo
 - Select Proactive Book-market Vendor list
 - Genre Specific
 - Constantly Tested
 - Free Outlets

CAMPAIGN EXAMPLE #1

Client: AHC Group
 Bruce Piasecki

Cmpgn: *World Inc.*

Project: National PR, Branding &
 Product Launch

Docs: Marketing Plan
 Press Release
 Media Booking Calendar

Marketing Plan

Title: AHC Group – Bruce Piasecki (CEO)

LEAD: Tony Viardo

AUDIENCE:

- Corporate Community / Fortune 1000 corporations and general business community
- Execs and business thought leaders
- Social Progressives - Environmentalists; Humanitarians; Activists
- EXTEND
 - General Consumer (Intellectuals), Political Hounds, Academe,

MAIN COMMUNICATION

Environment, Poverty, Civil Rights, Energy: The world's biggest doom and gloom social problems will be solved by corporations—often the very entities that are accused of causing them—not governments, not religion.

And it's not wishful thinking, it's happening right now. Bruce Piasecki and AHC Group are “calling the handoff”

- A movement involving a “new breed” of corporation is growing, and it's REAL because it's driven by free market profit. (Coin new terms: Multi-color Corporations? Color Corporations?)
 - Toyota, BP, DuPont, (Insert list here) are already joining the movement
- The movement moves because:
 - Social Response is the key to growing profits in the future. (New Trinity of Corporate Strategy – Price, Quality, Social Deference; Social Branding, etc.)
 - Capitalism is evolving.
 - The world's economy is Corporation based. (40% of the world's trade is now MNC's, 51 of top 100 economies are corporation based).
 - The dirty little secret is that we've documented that these changes have already begun, and are already being adopted: Get with it or get lost.

KEY TO MESSAGING: In the Business Circles the news is: ***This is the future and this actually makes money.*** In Mainstream Circles the news is: ***This will solve the world's problems.*** The Debate: ***Should we trust these guys?***

B2B HOOK:

“Go Green or Go Bankrupt”

Controversial Warning to Fortune 500 Corporations is Finally Growing Teeth

- It's an oversimplified way of saying that unless Corporations begin capitalizing on the ***S Frontier*** in their business practices and products, they will lose competitive edge (and thus significant revenue) in the marketplace. Forgive the sensationalism, it's a serious point. (As our research shows, the Chief Economist of Chevron reflects on these trends, since 1972, 60% of the corporations have gone bankrupt or been bought.

MARKET STRATEGY

B2B / Client and General Industry Outreach:

- **Email Blast / Correspondence**
 - Bruce & AHC to send approximately 1500 advanced copies to corporate clients (leaders), business contacts with corresponding calls to action package:
 - Email list refresh for newsletter and sustainability news updates

- Save the date RSVP's for Fall, Spring, Summer conferences
- Added value / Discount codes for speeches and in-house seminars
- Referral bonuses for new company introductions
- **Printed Matter Design:**
 - Book based coupon cards
 - New AHC brochures
 - New sell sheet to send to corporate clients and business contacts
 - New corporate invitation forms
- **Audio Visual**
 - Piasecki Podcasting project
- **Added Value**
 - Offer to Coordinate PR / Media opportunities for top client corporations of AHC.
- **Grass roots**
 - Advocacy Group endorsements
- **Timeline**
 - Publicity build up to April
 - April Earth Day – Public campaign face launch
 - Focus Summer seminar season and Fall conferences

PUBLICITY

Publicity Key: Ideal situation is AHC Event that embodies this phenomenon and is striking: Earth day is a perfect opportunity. We need:

- Big name doing something big
- A “poster boy” story, (baby seal, family that got saved...)
- Find, create or sanction a new survey or study saying something shocking.

DO:

- Monitor the news cycle. (Gas crisis, politics, business, greens, international relations)
- Conduct survey (CRC's).
- CRC R&D department's study.

PUBLICITY TARGETS & GOALS

PRINT GOAL – 3 MAJOR PLACEMENTS; 10 PLUS TOTAL.

WISH LIST:

- Business Week; Harvard Business Review; USA Today; Time; Ingram Advance Review; New York Times; Wall Street Journal; Washington Post; Los Angeles times; San Francisco Chronicle; New Yorker; Atlantic; Vanity Fair

TELEVISION:

- **News Magazines: - GOAL: ONE**
 - ABC 20/20
 - CBS 60 Minutes
 - NBC Dateline
- **National Cable: - GOAL: TWO**
 - CNBC - Business Center, Cable Network Booker, Big Idea
 - CNN – American Morning; Paula Zahn Now; Wolf Blitzer (news); Anderson Cooper (news), Lou Dobbs, Weekend shows.

- FOX – O'Reilly (conditional on hard news), Hannity & Colmes (conditional on hard news); Your World with Neil Cavuto; Dayside
- FOX BUSINESS (Investment Based) – Bulls & Bears, Cashin' In, etc.
- MSNBC – Scarborough; The Situation; Abrams (legal)
- Bloomberg
- National Network: - GOAL: ONE
 - CBS NEWS – Evening News
 - ABC NEWS – Nightline; News; World News Tonight (Weekend, Morning)
 - NBC NEWS – Dateline; NBC Nightly News

NPR: GOAL: TWO NATIONAL, SIX LOCAL

RADIO GOAL: 30 TOP SHOWS

INTERNET GOAL: 60+ HITS

- Link and Press Release distribution to entire Business Website database (1400+ contacts)
 - Goal 20 – 40 Online Book Reviews
- Content marketing
 - Author originated content
 - Guest posts
 - Blog Tour
- Email Blast
 - Piasecki personal list
 - AHC Network list
 - Organization member lists
 - Publicist lists
 - Genre databases.
- Website Redesign
 - www.worldinc.com landing page to be created, along with a blog

NICHE-STREAM MEDIA

- CORPORATE PUBLICATIONS
 - CRC's have print publications
 - Newsletters
- BUSINESS PUBLICATIONS

GRASS ROOTS OUTREACH

- CRC's have big PR budgets – Coordinate them.
 - What are they doing already?
 - How can we be a part?
 - Can I turn their direction?
- Simple Endorsement to Active Promotion
 - Green Groups
 - Human Rights Organizations

MEDIA LIST

PRINT:

- Editorial Board Meetings with 3-4 major papers. (Washington Post, St. Louis Post-Dispatch, Cleveland Plain Dealer, LA Times)
- A-List Business, Corporate, Green Magazines
- A-List Newspapers - New York Times, Washington Post, USA Today, NY Daily News, NY Post, Newsday, Chicago Tribune, Wall Street Journal, Los Angeles Times, Atlanta Journal Constitution, Baltimore Sun, Boston Globe, Chicago Sun-Times, Christian Science Monitor, Dallas Morning News, Denver Post, Houston Chronicle, San Fran Chronicle, Philadelphia Inquirer, Cleveland Plain Dealer, Orlando Sentinel, AP, Gannet News Service, Knight Ridder.
- Regional: Every city, date in the calendar.
- News/ Political Magazines: Time, Newsweek, U.S. News & World Report, National Review, Weekly Standard, Nation Magazine, NY Magazine, New Yorker, NY Observer, Atlantic Monthly, Washington Monthly, American Prospect, American Heritage, Smithsonian, American History, Washingtonian, Readers Digest, Parade.

TELEVISION:

- Morning:
 - **Good Morning America** (plus weekend edition); **Early Show** (plus weekend edition); **Today Show** (plus weekend edition); **Fox & Friends**
- News Magazines:
 - **ABC 20/20**; **CBS 60 Minutes**; **NBC Dateline**
- National Cable:
 - **CNBC** - Business Center, Cable Network Booker, Big Idea,
 - **CNN** – American Morning; Paula Zahn Now; Wolfy Blitzer (news); Anderson Cooper (news), Lou Dobbs, Weekend shows.
 - **FOX** – O'Reilly (conditional on hard news), Hannity & Colmes (conditional on hard news); Your World with Neil Cavuto; Dayside;
 - **FOX BUSINESS (Investment Based)** – Bulls & Bears, Cashin' In, etc.
 - **MSNBC** – Scarborough; The Situation; Abrams (legal)
 - **Bloomberg** – Money & Politics
- National Network:
 - **CBS NEWS** – Evening News
 - **ABC NEWS** - Nightline; News; World News Tonight (Weekend, Morning)
 - **NBC NEWS** – Dateline; NBC Nightly News;

NPR:

- **National** – Morning Edition, All Things Considered, Fresh Air, Diane Rehm, Talk of the Nation, The Connection, Weekend Edition, Weekend ATC, Marketplace, News & Notes, On The Media, The World, Weekend America.
- **Local** – Wisconsin Public Radio, Minnesota Public Radio, Leonard Lopate (WNYC-FM), Here & Now (WBUR-FM), 848 (WBEZ-FM), Kojo Namdi (WAMU-FM), The Beat (KUOW-FM), Michael Krasny (KQED-FM),

Book Talk w/ Alan Farley (KALW-FM), Air Talk (KPCC-FM), Living On Earth, On Point (WBUR-FM), Radio Times (WHYY-FM), and others.

RADIO:

- **Business Radio** – (900+ Shows Nationwide) Including: Bloomberg Business, Business Talk Radio, CBS Radio Network, **more...**
- **Satellite Radio / Sat. Radio Tour** – (500+ radio shows) Including Sirius / XM
- **Syndicated Radio** – (1200+ radio shows) Including ABC, Air America, Associated Press, CRN Digital; Clear Channel; Fox Radio; USA Radio Network; Westwood One; **more...**
- **Top 60 Market – Drive Time Tour** (4500+ radio shows)

INTERNET:

- WEB LIST
 - Business / Finance Blogs and websites (1200+ contacts)
 - Political Blogs and websites database (3400+ contacts)
 - Environment, Green, Conservation Sites (1400+ contacts)
 - Human Rights / Human Interest
 - General consumer (1600+ contacts)
- Bruce Piasecki start blog; build audience
- Human Rights Forums

RESULTS

B2B / Client and General Industry Outreach:

- **Email Blast / Correspondence**
 - 1430 advanced copies to corporate clients (leaders), business contacts sent:
 - Email list cleaned and refreshed; 213 new AHC subscribers
 - Fall conference attendees historic high
 - In-house invitations historic high
 - Eight new corporate clients
- **Printed Matter Design:**
 - Book based coupon cards
 - New AHC brochures
 - New sell sheet to send to corporate clients and business contacts
 - New corporate invitation forms
- **Audio Visual**
 - Piasecki Podcasting project – DID NOT HAPPEN

Media Publicity

- See booking calendar

FOR IMMEDIATE RELEASE

Trends Predict Powerful Social Revolution in Corporate World and Global Market

Fortune 1000 Consultant Reveals New Market-Driven Social Response

We now know that the world is flat, but the emerging evolution of corporate business will give society good reason to look forward to World Inc.

Traditional thinking often has the worlds of *Corporate Capitalism* and *Social Advocacy* on a permanent collision course—at times a violent one—as the fundamental interests of both seem irreconcilably opposed. But today, even now, **a movement has emerged** in the corporate world that gives members of both sides credible ground to have an **optimistic** view of their common future.

As power moves into the hands of business, the world increasingly looks to corporations instead of governments or religions to solve its major social problems. Consider:

- 51 of the 100 largest economies in the world are corporations
- 40 percent of global commerce takes place between corporations
- Each of the six largest multinational corporations has annual sales revenues larger than the gross domestic products of all but 21 nation-states

World Inc.: How the Growing Power of Business Is Revolutionizing Profits, People and the Future of Both (ISBN: 1-4022-0871-5; April, 2007; Hardcover; \$24.95 US / \$32.50 CAN) is a groundbreaking new book by Dr. Bruce Piasecki that shows how products designed with financial, social and environmental values are no longer just benevolent gestures or public relations stunts, but actually give corporations the **competitive edge** in the global marketplace; thus driving profits and forcing corporate evolution. Conversely, products that *do not* will be defeated in the marketplace.

Dr. Bruce Piasecki, nationally-renowned energy and environmental consultant to leading Fortune 500 companies such as Toyota, BP Oil, LP, Suncor Energy and DuPont, describes the rise of **Social Response Capitalism** and how it is becoming the powerful new benchmark by which corporations will be judged. Much more than a contrived lecture on social responsibility, **World Inc.** gives readers new insights, including:

- What is the **S-Frontier**, and how does it affect both business and society?
- Why does the **extinction** of 60 percent of the Fortune 500 since 1981 (advent of the personal computer) illustrate the dual-edged power of **Social Response Capitalism**?
- How will the **new corporate trinity** competing on price, quality and social needs actually merge?
- How is the traditional **price-based competition** quickly becoming outdated?
- Why is **“World Inc. Social Branding”** the definitive business opportunity for the next quarter century?
- And more...

World Inc. is poised to become the next flashpoint in the international corporate business world. Those who embrace and excel at *Social Response* will be the next generation of business success stories, while those who do not will be left behind. **World Inc.** is both an exciting, well-informed glimpse into the near future, and a strong, compelling answer to the doomsayers on both sides of the Corporate / Social Advocacy debate.

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About Bruce Piasecki



Dr. Bruce Piasecki is the President and Founder of the *American Hazard Control Group*, a general management and leadership training firm specializing in corporate governance, risk reduction, financial risk and social strategy, and product and growth positioning, including energy and environmental matters. The AHC Group applies **World Inc.** principles through its leadership benchmarking, a 17-year-old Corporate Affiliates workshop series. See www.ahcgroup.com. American Hazard Control Group was founded in 1981, and now works globally.

Dr. Piasecki is the author of five prior seminal books on business strategy, valuation and corporate change, including the *Nature Society's 1990 Book of the Year*, ***In Search of Environmental Excellence: Moving Beyond Blame***. A fifth edition is scheduled to appear in 2007. His other books include ***Environmental Management & Business Strategy: Leadership Skills for the 21st Century*** (1998); ***Corporate Environmental Strategy: The Avalanche of Change Since Bhopal*** (1995) ***America's Future in Toxic Waste Management*** (1988) ***Beyond Dumping*** (1984) . Dr. Piasecki's articles have appeared in the *Los Angeles Times*, the *Baltimore Sun*, *Technology Review*, and the *Christian Science Monitor*, among many others.

Since 1990, Dr. Piasecki and his staff at the AHC Group have run hundreds of workshops for dozens of multinational corporate affiliates. AHC publishes the journal ***Corporate Strategy Today*** and manages www.ahcgroup.com one of the most-visited sources of management information and knowledge on environmental, energy, and corporate governance issues.

Media Contact:

Tony Viardo
(630) 961-3900 ext 234
(202) 258-8287 (cell)



AHC ~ Piasecki Booking Calendar WORLD INC.

APRIL				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
April 3, Tues.	TOMKINS CONFERENCE	8:10-9:10am	Orleans Hotel & Casino, Las Vegas, NV	Amy Wright - Tomkins Law Department (937)254 – 7309 Need to send publicity flyers to welcoming table at the Orleans hotel for April 1.
April 12, Thurs.	RADIO INTERVIEW	9:00 am EST (taped)	WBZ – CBS National Radio "Morning News with Gary LaPierre" PHONER	Jon Maclean – 617-787-7250 (o) -Station will call Bruce on office number
April 12, Thurs.	RADIO INTERVIEW	3:30 – 4:00pm EST (taped)	SIRIUS SATELLITE RADIO "Good Company with Michael Connor" PHONER	Michael Connor – 212-875 – 9381 (o) 917-846-7608 (cel) -Bruce must call the station at 3:20 pm EST from a landline -Will air April 20
April 14, Sat.	Booksinging	1:00 – 2:00pm	RED FOX BOOKS 28 Ridge Street Glen Falls, NY 12801	Naftali Rottenstreich (518) 793-5352 info@redfoxbookstore.com -Promo? Media Alert?
April 17, Tues.	TELEVISION INTERVIEW	1:00pm – 2:00pm EST (Live)	CNBC "Power Lunch" 900 Sylvan avenue Edgewood Cliffs, NJ	Tammy Birnbaum -In-studio -final block interview, must arrive early
April 17,	TELEVISION	6:45 –	CNBC "Big Idea with Donnie	Tammy Birnbaum

Tues.	INTERVIEW	7:00pm EST (Live)	Deutsch" 900 Sylvan avenue Edgewood Cliffs, NJ	-In-studio
April 18 Wed.	LP EVENT in Nashville	1:30 to 2:30 talk from book 2:30 to 3:30 booksigning	TSU (Tennessee State University)	Irene Foster - TSU professor (In charge of event): (615) 963-7369 Dave Harvey: (615) 986-5765
April 18, Wed.	RADIO INTERVIEW	10:15 pm EST (taped)	WESTWOOD ONE – JIM BOHANNON SHOW 2020 M. St. NW Washington, DC 20036	Paul Hill – (202) 223 - 1145 -Station will call Bruce in hotel
April 19, Thurs.	Discussion & Booksigning	7:00 – 8:00pm	BORDERS BOOKS & MUSIC 2501 Westend Nashville, TV 37203	Jeff Jacob - (615) 329.3380 jjacob2@bordersgroupinc.com -Book order 100 Copies - confirmed
April 20, Fri.	TELEVISION INTERVIEW	5:45 – 6:00pm EST (Live)	BLOOMBERG "MONEY & POLITICS"	Kate Anderson -Satellite Interview Live from Atlanta, GA -Studio location TBA
April 24, Tues.	WORLD INC ~ PUB DATE			
April 24, Tues.	Discussion & Booksigning	7:00 – 8:00pm	UNION SQUARE BORDERS 400 Post Street San Francisco, CA 94102	Kathy Meengs; Dist. Mktg. Mgr; (415) 250-4706 kmeengs@bordersgroupinc.com -Book order 100 Copies - confirmed
April 25, Wed.	Panel Discussion & Booksingning	12:00 – 1:30 pm Panel	STANFORD UNIVERSITY (Panel Discussion) 450 Serra Mall	Tony Wang - 408-464-1096 Book order –Jennifer Kleinman, Stanford book store (650) 329-1217 x326

		Discussion	Stanford	
April 25, Wed.	Panel Discussion & Booksigning	2:00 – 3:00 pm Booksigning	STANFORD BOOKSTORE (Booksigning) 519 Lasuen Mall Stanford	Tony Wang - 408-464-1096 Book order –Jennifer Kleinman, Stanford book store (650) 329-1217 x326
April 26, Thurs	RADIO INTERVIEW	11:50 am PT Arrival 12:00 noon – 12:45 pm (Taped Interview)	NPR – Weekend All Things Considered KQED 2601 Mariposa Street San Francisco	Doris – (415) 864-2000 TAPE AT KQED San Francisco
April 27, Fri.	RADIO INTERVIEW	12:00 noon EST (Tape Interview)	ASSOCIATED PRESS RADIO	Michael Weinfield (202) 736-9515 - Michael will tape interview at hotel.
MAY				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
May 3, Thursda y	Discussion & Booksigning	7:00pm	BORDERS BOOKS 395 Broadway Saratoga Springs, NY 12866	Beth Wurtmann - District Mktg Mgr.: (518) 583-0635 bwurtman@bordersgroupinc.com -BOOK ORDER NOT YET CONFIRMED
May 8, Tues.	RADIO INTERVIEW	2:00 pm CST (Call Time) 2:10 am - 2:30 am (Intvw)	WGN-RADIO 720 Chicago, IL 60611	Ralph Peters - Studio will call 5 minutes before air

May 8, Tues.	Discussion & Booksigning	7:30 – 8:30 pm	TYSON'S CORNER BORDERS 8027 Leesburg Pike, Ste 100 Vienna, VA 22182	Dalia Goldgor – Dist Mktg Mgr – (703) 556-4023 (703) 556-7766 (store) dgoldgor@bordersgroupinc.com -Book order 100 Copies - confirmed
May 9, Wed.	ASPEN INSTITUTE ROUNDTABLE	12:00 – 1:30pm	THE ASPEN INSTITUTE	Tim Olsen – (202) 736-2907 timothy.olson@aspeninstitute.org David Monsma – Exec. Dir – (202)736-5821
May 9, Wed.	RADIO INTERVIEW	5:55 pm CT (Connect) 6:00 pm – 6:30 pm CT (Taped Intvw)	ASPENBEAT RADIO SHOW Aspen, CO	Andrea Young Bruce will Call Producer 5 minutes before Air time at station number: 970-920-9000
May 15, Tue.	RADIO INTERVIEW	4:55 pm ET (Connect) 5:00 pm – 5:10 pm ET (TAPED Intvw)	IRN – USA RADIO NETWORK Nationwide Syndication to 310 Affiliates	Bruce will Call Producer 5 minutes before Air time at station number: 214-483-1597
May 22 Tue.	SRCO (Sustainability Roundtable of Columbus, Ohio)	4:00 – 5:00 pm	OHIO STATE UNIVERSITY	Michael D. Long (sponsor) – Exec. Dir., SWACO (614) 871-5100 Neil Drobney – (coordinator) (614) 278-9445 nld268@rohoio.com Sponsored by SWACO http://www.swaco.org/SRCOevents.aspx
May 24, Thurs.	Discussion & Booksigning	7:00 – 8:00 pm	BORDERS WOLF ROAD	Beth Wurtmann - District Mktg Mgr.:(518) 583-0635 bwurtman@bordersgroupinc.com -BOOK ORDER NOT YET CONFIRMED

JUNE				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
June 5 or 6	Gaining Ground Summit (June 4-6)	TBD	Gaining Ground Summit (2 nd year) www.gaininggroundsummit.com The Laurel Point Inn, 680 Montreal Street, Victoria, B.C., V8V 1Z8 Telephone: (250) 386-8721, Fax: (250) 386-9547 Toll Free: 1-800-663-7667	Gene Miller 250-384-3590 gene@gaininggroundsummit.com gene@newlandmarks.com
June 9, Sat.	Discussion & Booksigning	2:00 – 3:00 pm	BOOK HOUSE	The Book House: Susan Nevantis (owner): 518-489-4761 susan@bhny.com
June 16 Sat.	Discussion & Booksigning	2:00 – 3:00 pm ET	BORDERS 2173 Zeier Road Madison, WI 53704	Kristen Sohacki – (630) 574 – 2027 Ksohack1@bordersgroupinc.com -Book order 100 Copies - confirmed
June 18 Monday	MSWG (Multi State Working Group) CONFERENCE	4:00 – 5:00 pm ET	Monona Terrace, Madison, Wisconsin	Jeffrey Smoller 608.266.2747 Jeffrey.Smoller@dnr.state.wi.us

BOOKING CALENDAR END...

CAMPAIGN EXAMPLE #2

Client: Hearthstone Alzheimer Care
John Zeisel, PhD

Cmpgn: *I'm Still Here*

Project: National PR, Branding &
Marketing Campaign

Docs: Press Release
Marketing Plan

FOR IMMEDIATE RELEASE

Why Picasso and Mozart May Hold the Keys To Alzheimer's Breakthrough

Hearthstone Reveals Revolutionary Approach to Alzheimer's Treatment

Today, over 5 million Americans are living with Alzheimer's Disease; these numbers are expected to grow to 16 million by 2050. The disease cannot be cured, but it can be treated. And while most, especially in the established medical industry, think of pharmacological solutions by default, a new therapeutic philosophy shows that *better* results can be achieved *without* the hazards and side effects of mind-altering drugs alone.

In his new book, ***I'm Still Here: A Breakthrough Approach to Understanding Someone Living with Alzheimer's***, Dr. John Zeisel, President of *Hearthstone Alzheimer's Care Center*, provides new insight into the intricacies of the Alzheimer's mind, and gives caregivers valuable tools to help a person LWA (living with Alzheimer's) to function with the disease—tools that, surprisingly, include a reliance on Art, Drama and Music.

For the last 15 years, John Zeisel, PhD, has spearheaded a movement that embraces a "comprehensive Alzheimer's treatment," which does not just rely on mind-altering drugs, but on innovative, even controversial, methods to stimulate the Alzheimer's mind. The *stunning* results in *Hearthstone's* care centers testify to the treatment's efficacy both in defining the challenges faced by the Alzheimer brain, and in improving the Alzheimer brain's cognition and communicative functions.

I'm Still Here's basic premise—that *the Alzheimer's mind is a working, thriving, and creative mind*—has led to revolutionary therapy techniques that even family and friends of the person LWA can practice. By understanding that the Alzheimer's brain can still learn and process information in unique ways, caregivers can interact with a person LWA as a functioning human being, not just as a "patient" or "victim."

According to Zeisel, the typical pharmaceutical treatments focus on secondary symptoms only, rather than the primary. By focusing on the changes in the brain that cause primary symptoms, people with Alzheimer's are better equipped to deal with their caregivers and vice versa. The unconventional methods prescribed by the *Hearthstone Institute* are designed to stimulate the brain to react to its changing patterns through creative endeavors. For example:

- Performing arts such as drama and theater to stimulate strong emotional cognition.
- Trips to art museums that inspire patients to create their own works of art help channel frustration and manage temperament
 - Zeisel has created programs that are currently in place at the *MOMA* and the *Louvre*.
- Writing and performing poetry to aid in communication.
- Participation in music or reacting to a familiar film clips to aid in memory recovery.

Studies show that on average, Alzheimer's takes 10 years to develop, and the person with Alzheimer's can live 10 years or longer with the condition. Zeisel says that ignoring quality of life for the Alzheimer's patient during those 20+ years—waiting for a wonder drug that may never develop—is not an option. Written in an accessible, easy-to-read style, ***I'm Still Here*** is a fascinating and revolutionary approach to treating the (as-of-yet) incurable disease.

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ABOUT THE AUTHOR

Dr. Zeisel, President and co-founder of *Hearthstone Alzheimer Care, Ltd.*, has a background that includes sociology and architecture. He received a Ph.D. from *Columbia University* and a Loeb Fellowship at *Harvard's Graduate School of Design*. He serves on committees for the *Massachusetts Alzheimer's Association*, the *New York City Office of Aging's Alzheimer's Unit*, the *International Healthcare Institute*, and *Centre for Health Design*.

John is on the faculty of *Harvard University's Department of Architecture*, and received a fellowship at the *National Institute for Advanced Studies* near The Hague in the Netherlands. He has also taught at *Yale* and *McGill Universities* and at *Harvard University's Graduate School of Design*. In 1994 he lectured at the *University of Minnesota Architecture School* as its Cass Gilbert Visiting Professor.

Before co-founding *Hearthstone*, John consulted to the senior housing industry, carrying out needs analyses, strategic planning, facility design programs, design review and market feasibility studies.

Dr. Zeisel has carried out research into the needs of seniors through basic and applied research, including post-occupancy evaluations and policy research studies. He was Principal Investigator on a three-year National Institute on Aging study to determine the relationship between environmental design characteristics in Alzheimer's Special Care Units and health and well-being outcomes of residents in such settings.

John is the author of *Independence through Interdependence: Congregate Housing for Older People* as well as two volumes of design guidelines, *Lowrise Housing for Older People* and *Midrise Elevator Housing for Older People*. Numerous articles on and by Dr. Zeisel have appeared in US and European publications. In 1990 the American Association of Retired Persons (AARP), an organization of over 40 million members, published his consumer guide - *Selecting Retirement Housing*.

MEDIA CONTACT

Tony Viardo
(312) 788 – 9854 (ofc)
(202) 258 – 8287 (mbl)
Tony@bluedotliterary.com

Marketing Plan

Client: Hearthstone Alzheimer Care ~ John Zeisel
 Campaign: *I'm Still Here*
 Lead: Tony Viardo

OVERVIEW:

TELEVISION CAMPAIGN – Full general awareness push. Full pitching to top producer relationships, and general contact rolodex. Follow up and re-angling.

RADIO AND NPR CAMPAIGN – Full general awareness push. Satellite, Syndicated and targeted talk shows + Top 40 Drive Time Tour. Full pitching to top producer relationships and general contact rolodex; follow up and re-angling.

PRINT CAMPAIGN – Targeted placement campaign. Contact with editors nationwide for off-the-book page content, (eg. Feature, profile, issue piece) author-originated content (Op-eds, letters to the editor, essays) and general source-filing.

INTERNET CAMPAIGN – Targeted campaign to related websites only. Offering reviews, blog tour, Q&A's, and Original author content (eg. Guest blog posts, interviews).

TARGET AUDIENCE

- Alzheimer's Community Sphere
 - (People LWA, Family & Friends, Care partners and Health Professionals)
- Baby Boomer Generation
- General Public
 - Women

TALKING POINTS/MEDIA HOOKS: -

Main Communication – (1) John Zeisel introduces a positive, innovative approach to non-pharmacological treatment of person's with Alzheimer's; an approach that has yielded breathtakingly significant results in quality of life for both people LWA and care partners. (2) A much-needed, fundamental change in perspective and philosophy must take place in the public discussion and perception of Alzheimer's—and those living with Alzheimer's—beginning with health practitioners and caregivers themselves. This change is the first crucial step to Zeisel's approach, and is absolutely vital to the proper diagnosis and treatment of Alzheimer's Syndrome.

- Alzheimer's is presented in a completely negative light in the media, modern advertisements, films and even classic literature. General perception is that people diagnosed with Alzheimer's have no future.
- I'm Still Here is wholly positive message that is both pragmatic, and revolutionary / innovative. Care partners not only have hope but definite directions and practical plans.

MEDIA HOOKS

- Latest developments in the Alzheimer's public sphere + Author Bio.
- Optimistic Message – Alzheimer's IS treatable, and people LWA have a future
- Innovative Program / Approach
 - Art and Alzheimer's
 - People LWA have strengths in the Arts (Talents magnified): Creativity in Visual and Dramatic arts.
 - Relationships – Building and nurturing relationships sustain People LWA.

- Early Diagnosis of Alzheimer's, patient empowerment, and early treatment
 - Possible prevention
 - Ways to reduce the risk of developing (Study shows 40% of cases could be avoided).
 - Latest Debates in diagnostics, techniques and studies

EVALUATION

After research and discussion with author and staff, we recommend undertaking a full national broadcast campaign (Television, Radio and NPR) with messaging centered on current events / issues in the Alzheimer's field, the unique message of the book, backed by strength of author biography.

Television pitching will focus on Hard News outlets (preferably magazine format) to discuss issue, and relaxed Talk shows to discuss human interest. (Ideally Women's Interest Talk shows, and obviously, Health related) The same approach will be utilized for top NPR outlets and subject relevant syndicated radio talk shows.

Drive time tour will consist of outreach to radio stations in the top 40 cities nationwide, with an option to expand to further markets. (Full database) Pitching will focus on single news issues and short bullet-point segment talk packages.

Internet outreach can, and should be undertaken but on a limited basis. Book and author shall be pitched "reference style"; offerings include book review, guest blogs, Q&A's and advice columns.

Sourcefiling can and should be used.

****NOTE ON SOURCE-FILING** – Authors are "source-filed" are placed as expert sources to all the news decision makers in our extensive database (print, radio and television). This is a distribution of several thousand contacts nationwide. It will consist of sending "one-sheets" which detail the author expertise, achievements, and subject talking points to all contacts; these are then filed in each editor's/producer's/writer's resource rolodexes for future use on upcoming stories. Source-filing will continue for 6 months regardless of the actual duration of the campaign. Requests for quotes and appearances by editors and producers have been known to continue for years after our source-filing efforts.

MEDIA FOCUS:

TV:

- **National Television**
 - Morning Show - Good Morning America, (+Weekend); Early Show (+Weekend); Today Show (+Weekend); Fox & Friends; CBS Sunday Morning;
 - Daytime Talk – OWN; Ellen; Dr. Phil; The View; Regis & Kelly; Bonnie Hunt; Tyra Banks; Wendy Williams;
 - Sourcefile (future productions) – Warner Brothers; Telepictures; Others
 - News Talk Show - O'reilly; Hannity; Glenn Beck; CNN Anderson Cooper; Charlie Rose; MSNBC Rachel Maddow; CNN Weekend;
 - News Magazines – CBS Sunday Morning; ABC 20/20; CBS 60 Minutes;
 - News Format – (Expert Source; sourcefile) CNN; Fox; MSNBC; CBS Evening News; ABC News, NBC News; CNN International; BBC World; AP Broadcast; PBS;
 - News Production – PBS Bill Moyers; PBS Tavis Smiley; Retirement Living TV

NPR -

- **Nationally Syndicated** –
 - Morning Edition, All Things Considered, Weekend ME, Weekend ATC, Fresh Air w/ Terry Gross, The Diane Rehm Show, Talk of the Nation, The Connection, Kojo Nnamdi Show (WAMU), Leonard Lopate (WNYC), Here and Now (WBUR), 848 (WBEZ), West Coast Live, Coast to Coast, Forum w/ Michael Krasny, more...
 - **State NPR Affiliates Database** – (200+ Contacts)
 - **Wisconsin, Minnesota, New England**

RADIO

- **Satellite Talk Radio** – (900+ radio show database) Including Sirius / XM
- **Syndicated Radio** – (2800+ radio show database) Including ABC; Associated Press; CRN Digital; Clear Channel; Fox Radio; USA Radio Network; Westwood One; *more...*
- **Health Talk Radio** – (150+ radio show database)
- **Christian + Conservative Talk Radio** – (800+ radio show database)
- **Family Oriented** (120+ radio show database)
- **Top 40 Market – Drive Time Tour – Pop Culture and General Interest** (8000+ radio show database)

PRINT – Pitching for Op-eds, features, or quotes only

- **PRINT – (Off-the-book page pieces and Author Generated Content only)**
 - **Major Dailies:** New York Times, Washington Post, USA Today, NY Daily News, NY Post, Chicago Tribune, Chicago Sun Times, Wall Street Journal, Los Angeles Times, Atlanta Journal Constitution, Baltimore Sun, Boston Globe, Christian Science Monitor, Dallas Morning News, Houston Chronicle, Philadelphia Inquirer, Denver Post, Houston Chronicle, San Fran Chronicle, Cleveland Plain Dealer, Orlando Sentinel, Arizona Republic, Village Voice
 - **Wires;** AP, Gannet, American Press Service, Knight Ridder, Reuters, Copley
 - **Mental Health Magazines** – Prevention; Natural Awakenings; Whole Living; Healthy Horizons; Psychology Today; Nutrition Health Review; Neurology Now; Ability Magazine; Healthy Living; care Advantage; Best Self; Radius; Brain World; Psychiatric Times; Christian Counseling Today; The Phoenix; NEXUS; Psychiatric Annals; The Exchange; Psychology for Living; Advocate; Alzheimer’s Care Guide; On Location; Dialect; Psychosomatic Medicine; Health and Stress; Applied and Preventive Psychology; Identity; Many Voices; Nutrition and Mental Health; Research on Aging; Anchor Magazine; Focus; *more...*
 - **Health Magazines** – Pending research (List too large)
 - **General / Women** - AARP Magazine; Psychology Today; All You: Complete Woman; Ladies’ Home Journal; Marie Claire; MORE; O The Oprah Magazine; Women’s Health; Redbook; SELF; Woman’s Day; Woman’s World; Ode Magazine; more...
 - **News Magazine Features:** Time, Newsweek, Newsday, U.S. News & World Report, National Review, Nation Magazine, NYT Magazine, New Yorker, NY Observer, Vanity Fair, Washington Monthly, Readers Digest, Parade, *more....*

INTERNET

- **Targeted Press Release distribution to**
 - **General Health & Medicine** Database (4200+ Contacts)
 - **General Reader** Database – non-fic / reference (1500+ Contacts)
 - **Health and Alzheimer’s related** – (List TBA)
 - **Mental Health / Psychology** Database (600+ contacts)
 - **Wellness / Mind Body** (300+ Contacts)
 - **Women’s Interest** (5200+ Contacts)
- **Author Blog Tour**
- **Social Media amplification Package**
 - Facebook
 - Twitter
 - Goodreads
 - LinkedIn
- **Website SEO**
- **Author Mailing List and Newsletter Package**

CAMPAIGN EXAMPLE #3

Client: Fame Studios
Rick Hall

Cmpgn: *Man From Muscle Shoals*

Project: National PR, Branding &
Marketing Campaign

Docs: Press Release
Media Booking Calendar

FOR IMMEDIATE RELEASE

NEW YORK, NEW YORK, SEPTEMBER, 2014

Media Contacts:

Tony Viardo (202) 258-8287

tony@astorandblue.com

Jillian Ports (631) 219-4160

jports@astorandblue.com

The Legend of Muscle Shoals Music

Memoir by “Father” of the Muscle Shoals Phenomenon a Piece of Music History

Everyone knows the music—from Wilson Pickett’s, *When a Man Loves a Woman*, to Etta James’ *Tell Mama*, to Aretha Franklin’s, *R.E.S.P.E.C.T.*—but not many know the complicated, volatile and impossibly driven man behind the elusive ‘**Muscle Shoals Sound**’; that rare and coveted ‘secret sauce’ that made literally hundreds of platinum records possible.

Meet Rick Hall, the “**Father of the Muscle Shoals Sound**” and the unofficial father of a funky, catchy and distinctively *Southern* brand of Rhythm & Blues. Hall’s FAME Studios and Muscle Shoals itself—a tiny town of 8000 residents—became an almost mystical breeding ground for transcendent music, and a strong inspiration for some of the biggest legends in music history:

- Pillars like Aretha Franklin and WC Handy
- Revolutionary bands like *The Beatles*, *The Rolling Stones*, *U2* and the *Allman Brothers*
- Modern solo artists such as Whitney Houston, Steve Winwood and Alicia Keys
- Even other record producers like Sam Philipps (the “Father of Rock & Roll”)

And now, Heritage Builders is proud to release the authorized memoir of Rick Hall; the powerful first-hand account of a man who is now forever intertwined into the fabric of R&B music history.

Book Description

The Man from Muscle Shoals (ISBN: 978-1-941437-52-0; Nonfiction / Memoir; 400 pages; March, 2015) is the fascinating autobiography of Rick Hall: A story of a man who came from extreme poverty—the son of a share-cropper—to build one of the most famous recording studios in the world; pioneering a sound that would define a new kind of music, and inspire many others.

With more than 300 platinum records credited to his production roster, Rick Hall is indisputably the top Producer of successful Pop, Rock, R&B and Country records *in the world*. His **FAME Studios** in Muscle Shoals, Alabama is internationally renowned for its

distinctive, soulful and cutting-edge sound—dubbed the “Muscle Shoals Sound” among industry pros. And it is the oldest continuous operating studio in the world under the same owner.

The Man from Muscle Shoals is the compelling first-hand account of a uniquely American journey; beginning with Hall’s childhood in poverty—which included his being abandoned by his mother at four—and chronicling the disastrous pitfalls of musical fame and fortune. It is a compelling portrait of a man harnessing an obsessive drive to achieve music perfection and become the most prolific music producer in history.

The book comes with a bonus DVD of the award-winning documentary, “**Muscle Shoals**,” which recounts the powerful history of Muscle Shoals’ place in the music world, and of Rick Hall, “The Father of the Muscle Shoals Sound,” who pioneered the very beats that made so many successes possible.

About the Authors

Rick Hall was born to a family of sharecroppers in Tishomingo County, MS, and was raised in Franklin County, AL. He moved to Rockford, IL, as a teenager and began playing in local bar bands. He went on to become a record producer, songwriter, music publisher, and musician who is best known as the owner and proprietor of the legendary FAME Studios in Muscle Shoals, AL. FAME is the oldest studio in the world still operating under the same owner.

Rick won a trustees Grammy Award for lifetime achievement with his documentary *Muscle Shoals*. He lives in Muscle Shoals, AL.

Peter Guralnick has been called “a national resource” by critic Nat Hentoff for work that has argued passionately and persuasively for the vitality of this country’s intertwined black and white musical traditions. His books include the prize-winning two-volume biography of Elvis Presley, *Last Train to Memphis*, *Careless Love*, *Sweet Soul Music*, and *Dream Boogie: The Triumph of Sam Cooke*. His biography of Sam Phillips is scheduled to be published in 2015.

Rick Hall Media Tour Schedule

Man from Muscle Shoals

MARCH				
DATE	EVENT	TIME	MEDIA / LOCATION	CONTACT / NOTES
3/8/15 Sunday	Print Article Interview	10:00 am CT	AMERICAN SONGWRITERS MAGAZINE	Brian Mayes
3/8/15 Sunday	Print Article Live	N/A	TIMES DAILY	Brian Mayes
3/12/15 Thursday	RADIO INTVW	1:55 pm CT (Connect) 2:00 pm - 2:30 pm CT (Intvw)	WGLT – FM Blues Radio Chicago, IL	Jon Norton Producer is requesting Skype connection
3/13/15 Friday	Radio Advertisements	N/A	TIMES DAILY	Brian Mayes
3/13/15 Friday	RADIO INTVW	10:02 pm CT (Connect) 10:00 pm – 11:00 pm CT (Intvw)	THE JIM BOHANNON SHOW Washington, D.C. / National Syndication	John Ramey Producer will Call Rick 2 minutes after Air time
3/15/15 Sunday	Advertisement	N/A	TIMES DAILY	Brian Mayes

3/16/15 Monday	RADIO INTVW	11:25 am CT (Connect) 11:30 am - 11:35 am CT (Intvw)	KOMO NEWS RADIO Seattle, WA	Jeremy Grater Producer will Call Rick 5 minutes before Air time
3/17/15 Tuesday	<i>Man From Muscle Shoals Pub Date</i>			
3/17/15 Tuesday	RADIO INTVW	4:30 pm CT (Call In) 4:35 pm CT (Intvw)	PHIL VALENTINE SHOW National Audience	Rick Hall Call in 5 minutes before Air time (615) 291-7202
3/18/15 Wednesday	RADIO INTVW	6:10 am CT (Call In) 6:15 am - 6:30 am CT (TAPED Intvw)	COASTAL DAYBREAK WTFK 107 FM; WJNC AM Jacksonville, FL	Producer will Call Rick 5 minutes before Air time
3/19/15 Thursday	RADIO INTVW	9:45 am CT (Connect) 9:47 am – 10:00 am CT (LIVE Intvw)	Bill Martinez Live! SDG Radio Network / CRN Nationally Syndicated on Global American Broadcasting Network	Rick Hall will Call Producer 5 minutes before Air time at station number: 800-336-2225
3/19/15 Thursday	RADIO INTVW	10:25 am CT (Connect) 10:30 pm CT (TAPED Intvw)	KREI Morning show Missouri	Rick Hall will Call Producer 5 minutes before Air time at station number: 573-756-6476
3/19/15 Thursday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm – 1:15 pm CT (LIVE Intvw)	WQLT - FM Florence, Alabama	Producer will Call Rick 5 minutes before Air time
3/19/15 Thursday	RADIO INTVW	1:25 pm CT (Connect) 1:30 pm – 2:00 pm CT (TAPED Intvw)	DISPATCH RADIO WTAN 1340; WDCF 1350; WZHR Clearwater, Lakeland, Greater Tampa Bay, FLORIDA	Rick Hall will Call Producer 5 minutes before Air time at station number: 813-403-9441
3/19/15 Thursday	MAGAZINE INTERVIEW	3:55 pm CT (Connect) 4:00 pm – 4:30 pm CT	Country Weekly Magazine National circulation	Bob Paxman – (615) 727 6970

		(LIVE Intvw)		
3/20/15 Friday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 10:45 am CT (Taped Intvw)	WXHC RADIO New York, New York	Joel Brown Rick will Call Producer 5 minutes before Air time at station number: 607-749-9942
3/20/15 Friday	RADIO INTVW	3:55 pm CT (Connect) 4:00 pm – 4:10 pm CT (TAPED Intvw)	IRN – USA RADIO NETWORK Nationwide Syndication to 310 Affiliates	Rick Hall will Call Producer 5 minutes before Air time at station number: 214-483-1597
3/21/15 Saturday	Discussion & Booksigning	10:00am – 2:00 pm CT 3:00 pm – 5:00 pm CT	FAME STUDIOS 603 East Avalon Avenue Muscle Shoals, AL	Brian Mayes
3/21/15 Saturday	RADIO INTVW	2:25 pm CT (Connect) 2:30 pm CT (Intvw)	THE DREW MARSHAL SHOW National Audience	Producer will Call Rick 5 minutes before Air time
3/22/15 Sunday	RADIO INTVW	2:55 pm CT (Connect) 3:00 pm – 4:00 pm CT (Intvw)	KVSC-FM / WXYG 540 the Goat St. Paul, MN	Producer will Call Rick 5 minutes before Air time Al Neff – 303-378-9874
3/23/15 Monday	RADIO INTVW	12:10 pm CT (Connect) 12:15 pm - 12:30 pm CT (Intvw)	THE SCHILLING SHOW Charlottesville, VA	Rob Schilling Producer will Call Rick 5 minutes before Air time
3/23/15 Monday	RADIO INTVW	3:55 pm CT (Connect) 4:00 pm – 4:15 pm CT (Intvw)	ASPENBEAT RADIO SHOW Aspen, CO	Andrea Young Rick will Call Producer 5 minutes before Air time at station number: 970-920-9000
3/24/15 Tuesday	MAGAZINE INTERVIEW	10:00 am - 10:30 am CT (Intvw)	SMASHING INTERVIEWS MAGAZINE	Melissa Parker – 205-623-6790
3/25/15 Wednesday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm - 1:15 pm CT	THE DEAN & DON SHOW - KMA Shenandoah, IA	Hilda Long Producer will Call Rick 5 minutes before Air time

		(Intvw)		
3/25/15 Wednesday	RADIO INTVW	5:10 pm CT (Connect) 5:15 pm – 6:00 pm CT (Intvw)	HORN Radio Florence, Alabama	Bob Kincaid Rick will Call Producer 5 minutes before Air time at station number: 304-663-4676
3/25/15 Wednesday	RADIO INTVW	6:25 pm CT (Connect) 6:30 pm – 7:00 pm CT (Intvw)	WRBH READING RADIO – 88.3FM New Orleans, LA	David Benedetto Rick will Call Producer 5 minutes before Air time at station number: 504-899-1151
3/26/15 Thursday	MAGAZINE INTERVIEW	10:00 am - 10:30 am CT (Intvw)	GUITAR WORLD	Jeff Slate – Freelancer will call Rick on Landline
3/26/15 Thursday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm CT (Intvw)	WQLT - FM Florence, Alabama	Return Interview with Sherm and Rick Producer will Call Rick 5 minutes before Air time
3/28/15 Saturday	Discussion & Book Signing	10:00 am – 2:00 pm CT	ALABAMA MUSIC HALL OF FAME 617 US 72 W, Tuscumbia, AL 35674	American Songwriters Magazine will bring 50 people
3/30/15 Monday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm – 1:30 pm CT (Intvw)	KVCR-FM San Bernardino, CA	David Fleming Producer will Call Rick 5 minutes before Air time
3/31/15 Tuesday	RADIO INTVW	8:30 am – 9:30 am CT	Radio Interviews (Round Robin)	*Note: Rick will be traveling to Montgomery, AL on that day.

APRIL

DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
4/1/15 Wednesday	Discussion & Booksigning	1:00 pm – 3:00 pm CT	ALABAMA MUSEUM	Johnny Mac
4/2/15 Thursday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 10:41 am	THE GROWING BOLDER RADIO SHOW – WMFE-FM 90.7 Central Florida Audience	Jill Middleton Producer will Call Rick 5 minutes before Air time

		CT (Intvw)		
4/2/15 Thursday	RADIO INTVW	11:25 am CT (Connect) 11:30 am - 11:45 am CT (Intvw)	TALK OF THE TOWN WITH LARRY RIFKIN – WATR Radio Central Connecticut Audience	Frank A. Marro Rick will Call Producer 5 minutes before Air time at station number: 203-575-7844
4/4/15 Saturday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm – 2:00 pm CT (Intvw)	KVSC-FM St. Paul, MN	Al Neff Producer will Call Rick 5 minutes before Air time
4/6/15 Monday	RADIO INTVW	4:25 pm CT (Connect) 4:30 pm - 4:40 pm CT (Intvw)	TOM BARNARD DIGITAL RADIO SHOW – KQRS 92 FM Minneapolis, MN	Janet de Acevedo Macdonald Producer will Call Rick 5 minutes before Air time
4/7/15 Tuesday	RADIO INTVW	3:55 pm CT (Connect) 4:00 pm – 4:15 pm CT (Intvw)	WUTC-FM Chattanooga, TN	Richard Winham Producer will Call Rick 5 minutes before Air time
4/10/15 Friday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 11:00 am CT (Intvw)	WKAC-AM Huntsville, AL	Kirk Harvey Producer will Call Rick 5 minutes before Air time
4/11/15 Saturday	Discussion & Booksigning	10:00 am – 2:00 pm CT	COLDWATER BOOKS 101 W. 6 th Street Tuscumbia, AL 35674	Call day early to prep printed material. Coordinate with Sue for Marketing and signage
4/13/15 Monday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 10:50 am CT (Intvw)	FRANKLY SPEAKING – News/Talk 1230 & 1450 WENY Corning, NY	Frank Acomb Producer will Call Rick 5 minutes before Air time
4/13/15 Monday	RADIO INTVW	3:25 pm CT (Connect) 3:30 pm – 3:55 pm CT (Intvw)	WEUP TALK – WEUP-AM Huntsville, AL	David Person Rick will Call Producer 5 minutes before Air time at station number: 256-721-3921

4/14/15 Tuesday	RADIO INTVW	10:55 am CT (Connect) 11:00 am – 11:10 am CT (Intvw)	KFJB 1230 AM Marshalltown, IA	Kyle Martin Producer will Call Rick 5 minutes before Air Time
4/14/15 Tuesday	RADIO INTVW	1:55 pm CT (Connect) 2:00 pm – 3:00 pm CT (Intvw)	ON THE EDGE WITH THAYRONE – WAAM TALK 1600 Ann Arbor, MI	Thayrone X Rick will Call Producer 5 minutes before Air time at station number: 734-822-1600
4/15/15 Wednesday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 10:40 am CT (Intvw)	WYEP-FM Pittsburgh, PA	Cindy Howes Producer will Call Rick 5 minutes before Air time
4/15/15 Wednesday	RADIO INTVW	10:55 am (Connect) 11:00 am – 11:15 am CT (Intvw)	WVXU-FM Around Cincinnati Cincinnati, OH	Lee Hay Rick will Call Producer 5 minutes before Air time at station number: 513-419-7100
4/16/15 Thursday	RADIO INTVW	3:00 pm CT (Connect) 3:05 pm – 3:20 pm CT (Intvw)	WQSB-FM Huntsville, AL	Rod Sisco Rick will Call Producer 5 minutes before Air time at station number: 256-878-8000
4/17/15 Friday	RADIO INTVW	5:10 pm CT (Connect) 5:15 pm – 5:30 pm CT (Intvw)	THE DRIVE WITH STEVE JAXON – KSRO-AM Santa Rosa, CA	Mike DeWald Producer will Call Rick 5 minutes before Air time
4/18/15 Saturday	Discussion & Booksigning	10:00 am – 2:00 pm CT	BOOKS A MILLION 318 Cox Creek Parkway Florence, AL 35674	(256) 768-7953 – Paul store manager --Arrange car for Rick and Linda to and from
4/20/15 Monday	RADIO INTVW	10:55 am CT (Connect) 11:00 am – 11:30 am CT (Intvw)	WZEW-FM / 9ZEW Mobile, AL	Lee Ann Waterrs Camp Producer will call Rick 5 minutes before Air time
4/21/15	RADIO INTVW	10:55 am CT	KGNU RADIO	Sam Fuqua

Tuesday		(Connect) 11:00 am – 11:30 am CT (Intvw)	Denver, CO	Rick will Call Producer 5 minutes before Air time at station number: 303-442-4242
4/22/15 Wednesday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm – 1:30 pm CT (Intvw)	THE BOTTOM LINE – KBRT-AM West Coast Audience	Roger Marsh Rick will Call Producer 5 minutes before Air time at station number: 714-415-1488
4/23/15 Thursday	RADIO INTVW	10:25 am CT (Connect) 10:30 am – 10:45 am CT (Intvw)	WDST-FM Woodstock, NY	Greg Gattine Producer will Call Rick 5 minutes before Air time
4/23/15 Thursday	RADIO INTVW	2:25 pm CT (Connect) 2:30 pm – 3:15 pm CT (Intvw)	JAZZY 88 WFSK Nashville, TN	Xuam Lawson Producer will Call Rick 5 minutes before Air time
4/24/15 Friday	RADIO INTVW	11:55 am CT (Connect) 12:00 noon – 1:00 pm CT (Intvw)	PHIL VALENTINE SHOW National Audience	Producer will Call Rick 5 minutes before Air time
4/27/15 Monday	RADIO INTVW	10:25 am CT (Connect) 10:30 am CT – 11:00 am CT (Intvw)	“THE MORNING DRIVE”; NEWSRADIO 680 WPTF Raleigh, NC	David Richmond Producer will Call Rick 5 minutes before Air time
4/27/15 Monday	RADIO INTVW	11:55 am CT (Connect) 12:00 pm – 12:30 pm CT (Intvw)	KLCK-AM The Dalles, OR Goldendale, WA	Rodger Nichols Producer will Call Rick 5 minutes before Air time
4/28/15 Tuesday	RADIO INTVW	11:55 am CT (Connect) 12:00 pm – 12:30 pm CT (Intvw)	KMOX – MARK REARDON SHOW St. Louis, MO Syndicated	Fred Bodimer Producer will Call Rick 5 minutes before Air time

4/30/15 Thursday	RADIO INTVW	10:55 am CT (Connect) 11:00 am – 11:25 am CT (Intvw)	NEWS/TALK 1340 KROC-AM Rochester, MN	Rich Peterson Producer will Call Rick 5 minutes before Air time
MAY				
DATE	EVENT	TIME	LOCATION	CONTACT
5/1/15 Friday	RADIO INTVW	11:25 am CT (Connect) 11:30 am – 1:00 pm CT (Intvw)	"LOST AND FOUND" on WMBR 88.1 FM Cambridge, MA	Alex McNeil Rick will Call Producer 5 minutes before Air time at station number: 617-253-4001
5/04/15 Monday	RADIO INTVW	12:55 pm CT (Connect) 1:00 pm – 1:30 pm CT (Intvw)	WFMU 91.1 FM New York, NY; Hudson Valley National Audience via Streaming	Michael Shelley Producer will Call Rick 5 minutes before Air time
5/05/15 Tuesday	RADIO INTVW	10:55 am CT (Connect) 11:00 am – 11:30 am CT (Intvw)	"LINCOLN LIVE" on KFOR-AM	Dale Johnson Producer will Call Rick 5 minutes before Air time
5/05/15 Tuesday	MAGAZINE INTERVIEW	12:00 noon CT	NO DEPRESSION MAGAZINE Henry Carrigan	Henry Carrigan Writer will Call Rick
5/07/15 Thursday	Discussion & Booksigning	1:00 pm CT	AMERICAN MUSIC TRIANGLE Muscle Shoals, AL	
5/07/15 Thursday	Discussion & Booksigning	3:00 pm CT	HANGOUT FESTIVAL Muscle Shoals, AL	
5/08/15 Friday	RADIO INTVW	1:10 pm CT (Connect) 1:15 pm – 1:45 pm CT (Intvw)	KMOX CBS Radio – St. Louis, MO	Dale Johnson Producer will Call Rick 5 minutes before Air time

5/15/15 Friday	RADIO INTVW	1:25 pm CT (Connect) 1:30 pm – 2:00 pm CT (Intvw)	"LIFE IN THE FAST LANE" on KAZM-AM Prescott, AZ	Tom Tabback Rick will Call Producer 5 minutes before Air time at station number: 928-282-4154
5/20/15 Tuesday	<i>Rick Receives Governor's Award from State Arts Council</i>			
5/21/15 Tuesday	<i>HIATUS</i>			
JUNE				
DATE	EVENT	TIME	LOCATION	CONTACT

Booking Calendar End...

CAMPAIGN EXAMPLE #4

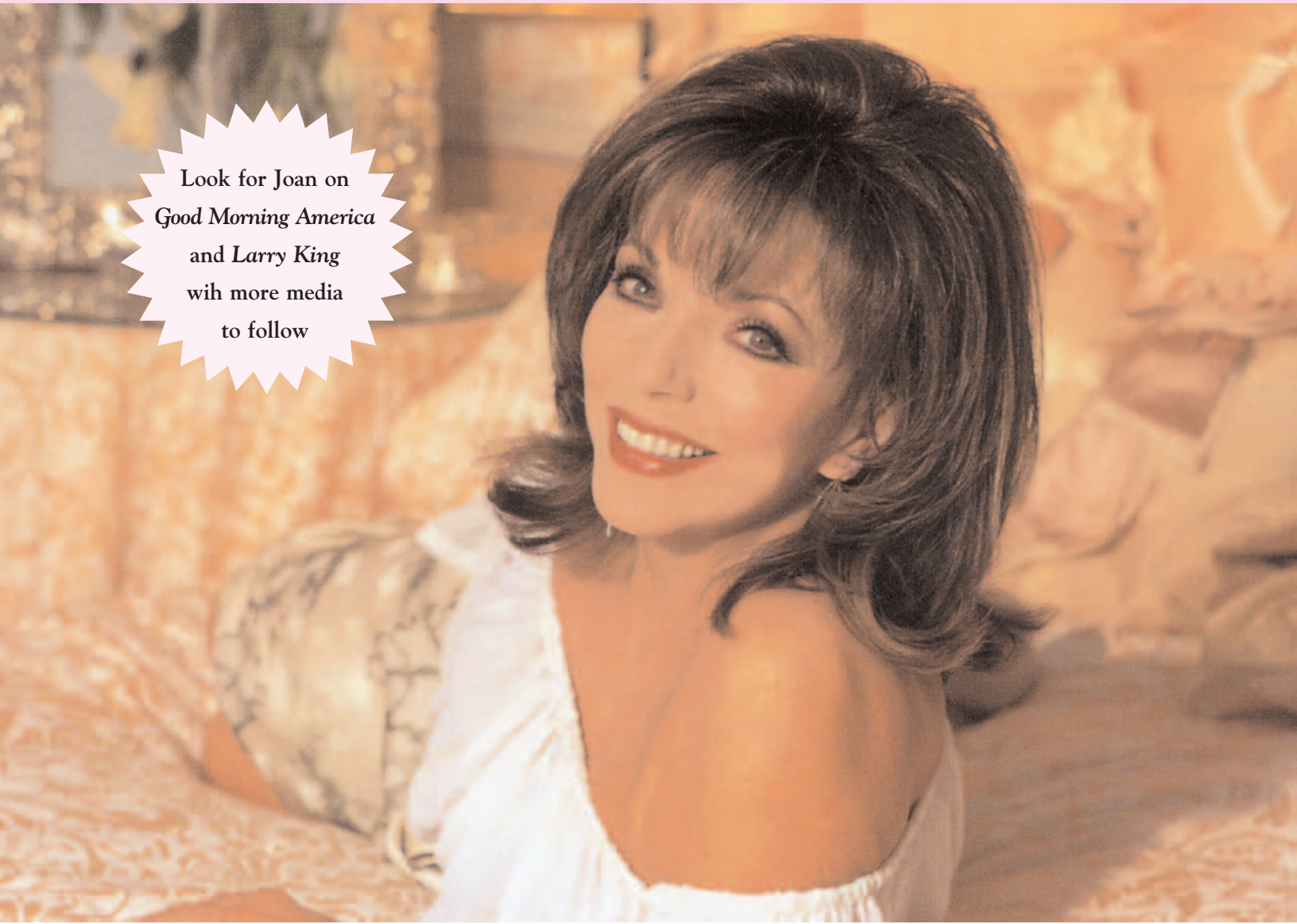
Client: Joan Collins

Cmpgn: Art of Living Well &
Legends (Play)

Project: Media Publicity and
Product Marketing

Docs: Media Booking Sheet
(Results)

Joan Collins



Look for Joan on
Good Morning America
and *Larry King*
with more media
to follow

The Art of Living Well

Looking Good, Feeling Great

Joan Collins is one of the most glamorous women in the world and in *Joan's Art of Living*, she reveals the secrets of how to look amazing whatever your age. Joan shares many of her life experiences and the methods she has learned about how to deal with the bad and the good things in life. She will show you how to feel better about yourself inside and consequently you will look better.



The Art of Living Well includes:

- ◆ Glamour and how to achieve it. Joan writes about the women she admires, including Audrey Hepburn, Catherine Zeta-Jones, Ava Gardner, Marlene Dietrich and her own mother.
- ◆ Exercise. Joan's program is suitable for women of all ages. She is photographed step-by-step as she works out with her daughter, Katy. Looking good takes discipline and organization and Joan does these exercises several times a week wherever she is in the world.
- ◆ Joan's make-up secrets. Joan is photographed from bare faced to fully made up. She reveals tricks she learned from leading Hollywood make-up artist Whitey Snyder, who also worked closely with Marilyn Monroe.



- ◆ Joan's top tips on eating super-healthily for super-youth and super-energy. Joan also includes recipes from her favorite restaurants across the world.
- ◆ Relationships, love and sex. Joan speaks frankly about "everyone's favorite subject," including her relationship and marriage with Percy Gibson, tips on finding the right man and her views on sexual freedom for women.
- ◆ Skincare secrets, including Joan's secrets for great skin.
- ◆ The art of assertiveness. How to speak your mind, how to say no and mean it and how to avoid being manipulated. Also, Joan's views on financial independence and how she handles difficult people and situations.
- ◆ Entertaining. Joan has thrown many parties in her life and reveals her secrets to entertaining in her unique and individual style, including the full story of her wedding.
- ◆ Dressing for yourself and your lifestyle. Clothes to suit all body shapes. Joan is photographed in a series of classic outfits to form a basic wardrobe of twenty pieces. Joan tells you how to mix couture with high street and her advice on being well dressed.
- ◆ Achieving happiness. Joan has seen many highs and lows in her life and she reveals what makes her happy, how she handles conflict and bad times, plus her personal advice for happiness.
- ◆ Exclusive photos by celebrity photographer Brian Aris, who photographed Joan's wedding, plus never-before-published pictures from Joan's private collection.

Frank, insightful and delightfully entertaining, Joan Collins will show you how as the years go by you can be glamorous and stylish, look stunning, be sexy and have masses of energy—you can be just like Joan!

Joan Collins Tour Schedule for "Legends!"

(Co-starring *Linda Evans*)

Book-related publicity and
a book signing in each market.

2006

9/12–10/22	Toronto
10/24–11/5	Philadelphia
11/7–11/12	Hartford
11/14–11/1	East Lansing, MI
11/21–12/3	Washington, DC
12/5–12/10	Kansas City

2007

1/9–1/14	San Diego
1/16–1/21	Los Angeles
1/30–2/4	Phoenix
2/6–2/18	Denver
2/20–3/4	Chicago
3/6–3/11	Boston
3/20–4/1	Cleveland
4/3–4/8	Dallas/Ft. Worth
4/10–4/15	Fayetteville, AR
4/17–4/22	Memphis
4/24–4/29	Ft. Myers
5/1 – 5/6	Raleigh/Durham
5/8 – 5/13	New Haven, CT



Joan Collins

is one of the most recognizable women in the world. As an actress she has appeared in more than 55 films and 50 TV shows. The internationally renowned *Dynasty* ran for nine years on prime-time television and still plays worldwide. Joan, as Alexis Carrington Colby, became an icon of glamour and an inspiration to many women.

She has starred on Broadway and in London's West End and amassed dozens of glittering awards, including the Golden Globe for Best Actress and the People's Choice Award for Favorite Actress. Joan has published ten books, six inspirational and autobiographical, and four novels, including her recent top sellers *Star Quality* and *Misfortune's Daughters*.

The Art of Living Well
by Joan Collins
October 2006 publication date

978-1-4022-0942-0; 1-4022-0942-8
Hardcover, 7.5" x 9.25", 224 pages
4-color throughout
\$24.95 U.S./\$32.50 CAN



Sourcebooks, Inc.
1935 Brookdale Road, Suite 139
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Joan Collins Tour Schedule

The Art of Living Well

OCTOBER				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Oct. 10, 2006, Tuesday	Discussion & Booksigning	11:45 am ARRIVAL 12:00am – 1:00pm (event)	INDIGO/ CHAPTERS 220 Yonge Street Toronto, ON	Jeremy Cammy (416) 300-0799 (CELL) 416-364-4499 x4262 (OFC) JCammy@indigo.ca - George - Driver - Enter through Bay Street / Eaton Center Entrance (underground) to be escorted up through freight elevator. Call Jeremy's cell when 10 minutes out and he'll wait at the underground entrance.
Oct. 17, 2006 Tuesday	Discussion & Booksigning	12:30 – 1:30pm	WALMART 100 City Centre Dr. Square One, Mississauga	Joanne Ervi - (416) 826-5637
Oct. 17, 2006 Tuesday	Discussion & Booksigning	2:30 – 3:30pm	SAM's 1604 The Queensway, Etobicoke	Curtis White; Joanne Ervi - (416) 631.5657
Oct. 19, 2006, Thursday	Discussion & Booksigning	12:00 – 1:00pm	WALMART 1070 Major Mack Dr. E, Unit A Richmond Hill	Joanne Ervi - (416) 631.5657
Oct. 19, 2006, Thursday	Discussion & Booksigning	2:00 – 3:00pm	SAM'S 255 Silver Linden Dr. Richmond Hill	Jim Gallagher; Joanne Ervi - (416) 631.5657
Oct. 23, 2006, Monday	<i>“Art of Living Well” Pub Date</i>			
Oct. 23, 2006, Monday	<i>AOL Welcome Screen and AOL Books Feature / Podcast GOES LIVE</i>			
Oct. 24, 2006, Tuesday	TELEVISION INTVW	7:45 am EST (Call Time) 8:30 am - 8:45 am (Int)	ABC GOOD MORNING AMERICA Times Square Studio 44th street (Between Broadway and 6 th) New York, NY 10023-5900	Patty Neger - (212) 456-6157 - May want to do live bump shot teaser at 8:00 am. - Times Square Studio – 44th street entrance between Broadway and 6th. Door says “TSS Studio Entrance.” Immediately after street level studio windows end on 44th Street. - Security and credentials cleared. - Green room phone number: (212) 930-7800

Lead: Tony Viardo (202) 258-8287



Oct. 24, 2006, Tuesday	RADIO INTVW	9:15 am EST (Call Time) 9:30 am - 10:00 am (Intvw)	XM SATELLITE - GMA RADIO 1500 Broadway (44th & B'Way, the Times Square Studio) New York, NY 10023-5900	Cristi Landes - (917) 559-9458 (212) 930-7844 (cell)
Oct. 24, 2006, Tuesday	TELEVISION INTVW	12:00 noon EST (Call Time) 12:10 pm - 12:25 pm (Taped Intvw)	ENTERTAINMENT TONIGHT Paramount Studio 1500 Broadway (Times Square Studio) New York, NY 10023-5900	Carolyn Greenspan - (212) 456-6157 - Use entrance facing 44 th street. - Names given at security.
Oct. 25, 2006, Wednesday	TELEVISION INTVW	8:15 am EST (Call Time) 8:30 am (Intvw)	CN8 – “YOUR MORNING ON 8” Loews Hotel 1200 Market Street Philadelphia, PA 19107	Jennifer Ruiz – (215) 284-3763 (cell) -Call Jennifer when en-route -Questions for hotel, call Traci Benjamin (215) 285.6675
Oct. 25, 2006, Wednesday	TELEVISION INTVW	9:30 am EST (Call Time) 10:00 am - 10:15 am (Intvw)	WCAU-TV “10!” 10 Monument Road Bala Cynwyd (Philadelphia), PA 19004	Jami Osiecki - (610) 668-5756
Oct. 26, 2006, Thursday	TELEVISION INTVW	8:15 am EST (Call Time) 8:30 am - 8:45 am (Intvw)	FOX 29 – “GOOD DAY PHILADELPHIA” 330 Market Street Philadelphia, PA 19106	Ed Golden – (215) 982-5626
Oct. 28, 2006, Saturday	Discussion & Booksigning	4:30 pm – 5:30 pm EST	BARNES & NOBLE 720 Lancaster Ave Bryn Mawr, PA 19010	Kathy Siciliano (610) 520-0355 - after matinee, limo will bring Joan to event (16 minutes away), and will bring Joan back.
Oct. 30, 2006, Monday	Discussion & Booksigning	7:00 pm – 8:30 pm EST	BORDERS 10 Columbus Circle New York, NY 10019	Daryl Mattson 212-823-9774 dmattso1@bordersgroupinc.com
Oct. 30, 2006, Monday	Booksigning & BOOK LAUNCH PARTY!!!	9:30 pm – Midnight	HOME NIGHTCLUB 532 West 27 th Street New York, NY 10001	Ravi Yande 212-273-3700 ext 11 908-391-1891 cell ravi@homeguesthouse.com

Oct. 31, 2006, Tuesday	RADIO SATELLITE TOUR	8:00 am - 11:00 am (Live Interviews)	PREMIERE NETWORKS RADIO CITY MUSIC HALL BLDG 1270 Avenue of the Americas New York, NY 10019	Dennis Falcone – tour producer – (516) 749-4154 cell John Weber - (212) 896-5217 - Call Dennis when at the bldg. he will come downstairs and bring everyone up. - Back-to-back in-studio radio interviews (via satellite) with all affiliates nationwide. - Breaks scheduled.
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NOVEMBER

DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Nov. 1, 2006, Wednesday	RADIO INTVW / LIVE APPRNCE	9:15 am EST (Call Time) 9:30 am - 10:00 am (Live Interview)	WOR RADIO – JOAN HAMBURG LIVE AT SARDI'S RESTAURANT 234 West 44 th Street, 4 th Floor New York, NY 10023 (234 West 44 th between Broadway & 8 th —elevator closer to 8 th Ave)	Natalie Batos Vacca (917) 881-8786 (cell) 212-642-4514 (office) - Enter through Sardi's club / elevator entrance next to the main entrance, head for the 4 th floor - Call Natalies cell phone on the way in, so someone can meet Joan from the elevator.
Nov. 1, 2006, Wednesday	TELEVISION INTVW	10:30 am EST (Call Time) 11:00 am - 11:15 am (In-studio Interview)	THE VIEW 320 W. 66th St. New York, NY 10023	Sue Solomon Lyron and Dominique to escort. Special request for Percy, daughter.
Nov. 4, 2007 Saturday	RADIO INTERVIEW (PHONER)	8:00 am – 9:00 am EST (host will call Joan at hotel – waiting for number)	WWDB-AM, “Wellness, Wholeness & Wisdom” Philadelphia, PA	Parthenia S. Izzard CNHP, Psychologist consult@AMTherapies.com www. AMTherapies.com 610.660.7710
Nov. 6, 2006, Monday	TELEVISION INTVW	7:00 pm EST (Call Time) 7:10 pm - 7:25 pm (Taped Intvw)	FNC – THE OREILLY FACTOR 1211 Ave. of the Americas, Lower C1 New York, NY 10001	Ron Mitchell - Interview will air Friday Nov. 10
Nov. 7, 2006, Tuesday	RADIO SATELLITE TOUR	9:00 am - 11:00 am EST(Live Interviews)	X RADIO NETWORKS 220 West 42 nd Street 4 th Floor New York, NY 10036	Bob Tabaddor - (212) 419-2983 - Back-to-back in-studio radio interviews (via satellite) with all affiliates nationwide. - Breaks scheduled.
Nov. 7, 2006, Tuesday	RADIO INTVW	12:45 pm (Call Time) 1:00 pm - 1:25 pm EST(Taped Interview)	OPRAH RADIO – GAYLE KING SHOW JAZZ AT LINCOLN CENTER	Megan Robertson - (202) 538-3451 (cell) - Enter via JALC Stage Door located between the entrance to the Mandarin Oriental Hotel and the parking

			20 W. 60 th Street (Near Columbus Circle just west of Broadway) New York, NY 10036	garage. “JAZZ at Lincoln Center” sign on door.
Nov. 8, 2006, Wednesday	TELEVISION INTVW	9:30 am EST (Call Time) 10:00 am - 10:15 am (Intvw)	MARTHA STEWART SHOW 226 W. 26th Street 3rd Floor New York, NY 10001	James Avenell - Will bring Joan back to NY from Philly.
Nov. 8, 2006, Wednesday	RADIO INTVW	10:15 am – 10:30am (In-Studio; taped interview)	MARTHA STEWART LIVING RADIO 226 W. 26th Street 3rd Floor New York, NY 10001	Emily Hoffman - Emily will interview Joan in the green room after her appearance on Martha Stewart TV.
Nov. 8, 2006, Wednesday	RADIO INTVW	12:15 pm Call Time 12:30 pm EST - 1:00 pm (In-Studio; taped interview)	ABC RADIO NETWORK 125 West End. Ave (Between 65 th and 66 th two blocks from Lincoln Center) New York, NY 10019	Bill Diehl – (917) 225 - 2462 (212) 456-5174 ofc - Security Guard and Ast producer will escort Joan to studio on arrival.
Nov. 9, 2006, Thursday	TELEVISION INTVW	9:50 am EST (Call Time) 10:00 am - 10:10 am (Intvw)	WVIT-TV NBC 30 1422 New Britain Ave West Hartford, CT 06110	Ms. Chris Ayotte - Waiting for instructions
Nov. 9, 2006, Thursday	RADIO INTVW	11:05 am Call Time 11:00 am EST (Phoner)	ENTERTAINMENT USA NETWORK Dallas, TX	Danny Miles – (800) 829-8111 ext 1573 - Do interview from Hotel
Nov. 11, 2006, Saturday	Discussion & Booksigning	4:30 pm – 5:30 pm	BORDERS 1600 South East Road Farmington, CT 06032 (Hartford)	Craig Kennedy Ckenned2@bordersstores.com - after matinee, limo will bring Joan to event (10 minutes away), and will bring Joan back.
Nov. 15, 2006, Wednesday	TELEVISION INTVW	1:30 pm (Intvw)	WLNS-TV (CBS) SHERATON HOTEL 925 South Creyts Road Lansing, MI 48917	Jane Aldrich (517) 367 - 2144 - Will set up in hotel room 1:00 pm for 1:30 interview

Lead: Tony Viardo (202) 258-8287



Nov. 15, 2006, Wednesday	TELEVISION INTVW	1:45 pm (Intvw)	WLAJ-TV (ABC) “Entertainment Express” SHERATON HOTEL 925 South Creyts Road Lansing, MI 48917	Jim Fordyce - Will set up in hotel room 1:00 pm for 1:40 interview
Nov. 18, 2006, Saturday	Discussion & Booksigning	4:30 pm – 5:30 pm	BARNES & NOBLE 333 Grand River Road East Lansing, MI 48823	Cynthia Kress (517) 324-3926 - after matinee, limo will bring Joan to event (6 minutes away), and will bring Joan back
Nov. 22, 2006, Wednesday	TELEVISION INTVW	1:00 pm (Intvw)	WUSA-TV RITZ CARLTON HOTEL 3100 South St. NW Washington, DC	Janet Terry - Will set up in hotel room 1:00 pm for 1:30 interview
Nov. 22, 2006, Wednesday	TELEVISION INTVW	1:00 pm (Intvw)	WJLA-TV RITZ CARLTON HOTEL 3100 South St. NW Washington, DC	Deb Fiscella - Will set up in hotel room 1:00 pm for 1:30 interview
Nov. 27, 2006, Monday	Discussion & Booksigning	7:00pm – 8:00pm	BORDERS (Tyson’s Corner) 8027 Leesburg Pike, Ste 100 Vienna, VA 22182 (Washington D.C.)	Faika Halici (703) 536-4023 fhalici@bordersgroupinc.com
Nov. 28, 2006, Monday	Speaking Engagement	12:00pm – 2:00pm	NATIONAL PRESS CLUB 529 14 TH Street, NW Washington, DC 20045	Jonathan Salant (202) 662-7516
Nov. 29, 2006, Wednesday	RADIO INTVW	10:15 pm Call Time 11:00 pm EST - 11:45 pm (Live Interview)	WESTWOOD ONE – JIM BOHANNON SHOW 2020 M. St. NW Washington, DC 20036	Paul Hill – (202) 223 - 1145 - Limo will bring Joan to studio after the play - Producer will escort.

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Dec. 1, 2006, Friday	RADIO INTVW	12:00 noon EST (Tape Interview)	ASSOCIATED PRESS RADIO RITZ CARLTON HOTEL 3100 South St. NW Washington, DC	Michael Weinfield (202) 736-9515 - Michael will tape interview at Joan's hotel.
DECEMBER				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Dec. 8, 2006, Friday	Disucssion & Booksigning	1:00pm – 2:30pm CST	BORDERS 9108 Metcalf Avenue Overland Park, KS (Kansas City)	Laura Olinger lolinger@bordersgroupinc.com (913) 663-1143 - after matinee, limo will bring Joan to event (18 minutes away), and will bring Joan back
JANUARY				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Jan. 10, 2007 Wednesday	TELEVISION INTVW	10:00 am (Intvw)	KUSI-TV “Inside San Diego” 4575 Viewridge Avenue San Diego, CA 92123	Amy Eddo producer (858) 505-5044 - Pickup / car arranged through Kathy Rochefort
Jan. 10, 2007 Wednesday	TELEVISION INTVW	11:40 am (Intvw)	KGTV – TV “Midday News” 4600 Air Way San Diego, CA 92102	Sarah Moriarty producer (619) 237-6364 - Pickup / car arranged through Kathy Rochefort
Jan. 11, 2007 Thursday	TELEVISION INTVW	10:20 am (Intvw)	NBC 7/39 TV NBC STUDIOS 225 Broadway (across Horton Plaza) San Diego, CA	Shanna Schwarze –producer (619) 578-0596 - Pickup / car arranged through Kathy Rochefort
Jan. 11, 2007, Thursday	Booksigning ONLY	12:00pm (signing only) – 12:45 pm PST	WARWICK’S 7812 Girard Ave.. La Jolla, CA 92037 (San Diego)	Amy Pickell (858) 454-0347, warwicksevents@yahoo.com
Jan. 12, 2007, Friday	Discussion & Booksigning	1:00 – 2:00 pm EST	BORDERS 668 Sixth Avenue	Mike Gibb 714-279-8933

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			San Diego, CA 92128 KOGO promotion	mgibb2@bordersgroupinc.com - after matinee, limo will bring Joan to event (15 minutes away), and will bring Joan back
Jan. 15, 2007 Thursday	TELEVISION INTVW	3:00 pm (Taped Intvw)	EXTRA! HOTEL PENINSULA 9882 S. Santa Monica Blvd. Beverly Hills, CA 90212	Cynthia Kayan - producer
Jan. 15, 2007, Monday	Discussion & Booksigning	6:30pm – 8:00 pm PST	BOOK SOUP 8818 Sunset Blvd. West Hollywood, CA 90069 (Los Angeles)	Robert Tyson Cornell 310.659.3684 tyson@booksoup.com
Jan. 17, 2007 Wednesday	TELEVISION INTVW	8:45 am (Intvw)	KTTV – “Good Day LA” KTTV STUDIOS 1999 S. Bundy Drive Los Angeles, CA 90025	Lisa Bernstein –producer (310) 584-2082
Jan. 18, 2007 Thursday	TELEVISION INTVW	7:45 am (Intvw)	KTLA-TV – “Good Morning LA” 5800 W. Sunset Blvd. Los Angeles, CA 90028	Janet Hill –producer (323) 460-3921
Jan. 18 2007 Thursday	TELEVISION INTVW	6:00 pm (Taped Intvw)	KABC – TV – “LA Extra” 500 Circle Seven Drive Glendale, CA, 91201	Milli Martinez –producer (818) 863-7500
Jan. 19, 2007, Friday	Discussion & Booksigning	1:00pm – 2:30pm PST	BORDERS 1501 Vine St. Hollywood, CA 90028	Meesha Dibner MDIBNER@bordersgroupinc.com 310-729-4743 (cell) 310-654-8400 (work)
Jan. 23, 2007 Tuesday	TELEVISION INTVW	1:00 pm (Intvw)	MEGAN MULLALY SHOW	Denise Burt –producer - CANCELLED CANCELLED CANCELLED

FEBRUARY				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Feb. 1, 2007 Thursday	TELEVISION INTVW	1:00 Pm (Taped Intvw)	KTVK – CHANNEL 3 ARIZONA BILTMORE RESORT 2400 East Missouri Avenue Phoenix, AZ	Kim Rockley –producer (602) 207-3226 - Arrangements through Concierge - Use empty ball room
Feb.1, 2007, Thursday	Discussion & Booksigning	12:00pm – 1:30pm	CHANGING HANDS 6428 South McClintock Drive Tempe, AZ 85283	Cindy Dash 480-730-4828 Cindy.dach@yahoo.com
Feb. 2, 2007, Friday	Discussion & Booksigning	1:00 – 2:00 pm	BARNES & NOBLE 10500 N. 90 th Street Scottsdale, AZ 85258	Erica Ashcroft (480) 538-8520
Feb. 6, 2007 Tuesday	TELEVISION INTVW	6:00 pm (Taped Intvw)	KCNC-TV (CBS) JW MARRIOTT HOTEL 150 Clayton Lane Denver, CO 80206	Duncan Shaw – Executive producer (303) 861-4444 KCNC will foot Car Service - Davel
Feb. 6, 2007 Tuesday	TELEVISION INTVW	6:30 pm (Taped Intvw)	KMGH – TV (ABC) JW MARRIOTT HOTEL 150 Clayton Lane Denver, CO 80206	Robin Hoffman – Executive producer AM (303) 832-0200
Feb. 7, 2007 Wednesday	TELEVISION INTVW	9:00 am (Taped Intvw)	KUSA –TV “Colorado & Company” JW MARRIOTT HOTEL 150 Clayton Lane Denver, CO 80206	Ashleigh Walters – Producer (303) 861-4444 Car Service - Davel
Feb. 7, 2007 Wednesday	TELEVISION INTVW	10:00 am (Live Intvw)	KDVR – FOX “Good Day Colorado” 100 Speer Blvd. Denver, CO 80203-3437	Hayley Hearst - Producer (303) 861-4444 Car Service – Davel – extra slots for Percy
Feb. 9, 2007, Friday	Discussion & Booksigning	1:00 – 2:00 pm	BORDERS 8230 E. 49th Ave.	Jeffrey Neuman Office-303.680.0571

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			Ste 1370 Denver, CO 80238	Fax-303.680.4028 jneuman@bordersstores.com
Feb. 16, 2007, Friday	Discussion & Booksigning	1:00 pm – 2:30 pm MT	TATTERED COVER 1628 16th Street Denver, CO 80202	Charles Stillwagen charless@tatteredcover.com ; 303-322-7727 Heather Duncan heatherd@tatteredcover.com
Feb. 19, 2007, Monday	Discussion & Booksigning	7:00pm – 8:30pm CST	ANDERSON'S BOOKSHOP Naperville, IL (Chicago)	Candy Purdom
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round Robin)	1:30 pm CT (Taped Intvw)	WGN-TV – “Morning News” RITZ CARLTON HOTEL 160 E. Pearson Street Chicago, IL 60611 (312) 266-1000	Dean Richards - Entertainment Reporter -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round Robin)	1:50 pm CT (Taped Intvw)	WLS-TV (ABC) “11AM & 4PM News” RITZ CARLTON HOTEL 160 E. Pearson Street Chicago, IL 60611 (312) 266-1000	Janet Davies - Entertainment Reporter -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round Robin)	2:10 pm CT (Taped Intvw)	WBBM (CBS) 5AM & 11AM News RITZ CARLTON HOTEL 160 E. Pearson Street Chicago, IL 60611 (312) 266-1000	Bill Zwecker - Entertainment Reporter -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round Robin)	2:30 pm CT (Taped Intvw)	WFLD-TV (FOX) “Morning News” RITZ CARLTON HOTEL 160 E. Pearson Street Chicago, IL 60611 (312) 266-1000	David Viggiano - Entertainment Reporter -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round	2:45 pm CT (Taped Intvw)	WMAQ-TV (NBC) “Morning News” RITZ CARLTON HOTEL 160 E. Pearson Street	LeAnn Trotter - Entertainment Reporter -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing

	Robin)		Chicago, IL 60611 (312) 266-1000	
Feb. 21, 2007, Wednesday	TELEVISION INTVW (Media Round Robin)	3:00 pm CT (Taped Intvw)	BOSTON GLOBE ENT. RITZ CARLTON HOTEL 160 E. Pearson Street Chicago, IL 60611 (312) 266-1000	Christopher Muther – Entertainment Writer -Ted Boles running point (773) 562-9674 (cell) -Breakout rooms in Ritz – coordinate timing
Feb. 23, 2007, Friday	Discussion & Booksigning	12:30 – 1:45 pm	BORDERS 830 N. Michigan Chicago, IL 60611	Laurie Smith 312-573-1219, lsmith11@bordersgroupinc.com

MARCH

DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Mar. 6, 2007, Tuesday	TELEVISION INTVW (Media Round Robin)	1:00 pm EST (Taped Intvw)	WBZ-TV (CBS) “Morning News” THE SHUBERT THEATER 265 Tremont Street Boston, MA 02116 (617) 482-9393	Jennifer Street – Producer (617) 787-7023 -Kathy Rochefort running point (617) 842-9283 (cell) 745 Boylston St., Ste 504, Boston, MA 02116
Mar. 6, 2007, Tuesday	TELEVISION INTVW (Media Round Robin)	1:20 pm EST (Taped Intvw)	WHDH-TV (NBC) THE SHUBERT THEATER 265 Tremont Street Boston, MA 02116 (617) 482-9393	Ed Kosowski – Producer (617) 725-0777 -Kathy Rochefort running point (617) 842-9283 (cell) 745 Boylston St., Ste 504, Boston, MA 02116
Mar. 6, 2007, Tuesday	TELEVISION INTVW (Media Round Robin)	1:45 pm EST (Taped Intvw)	WLVI-TV (CW) “New England Living” THE SHUBERT THEATER 265 Tremont Street Boston, MA 02116 (617) 482-9393	Tom Clarke – Exec. Producer (617) 265-5656 -Kathy Rochefort running point (617) 842-9283 (cell) 745 Boylston St., Ste 504, Boston, MA 02116
Mar. 6, 2007, Tuesday	TELEVISION INTVW (Media Round Robin)	2:00 pm EST (Taped Intvw)	WMFP-TV “Morning News” THE SHUBERT THEATER 265 Tremont Street Boston, MA 02116 (617) 482-9393	Steven Marra- Producer (617) 720-1062 -Kathy Rochefort running point (617) 842-9283 (cell) 745 Boylston St., Ste 504, Boston, MA 02116
Mar. 9, 2007,	Discussion &	1:00 pm – 2:15 pm EST	BORDERS	Melissa Fulkerson

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Friday	Booksigning		10-24 School Street Boston, MA 02108	617.557.4995 mfulkers@bordersgroupinc.com
Mar. 22, 2007, Thursday	Discussion & Booksigning	2:00 pm – 3:15 pm EST	BORDERS 30121 Detroit Road Westlake, OH 44145 (Cleveland)	Darlene Collins 216-291-8407 dcollin1@bordersgroupinc.com
Mar. 23, 2007, Friday	Discussion & Booksigning	1:00 pm – 2:00 pm EST	JOSEPH-BETH BOOKSELLERS 24519 Cedar Road Lyndhurst OH 44124	Kathy DeJohn 216-912-1981 kdejohn@josephbeth.com
APRIL				
DATE	EVENT	TIME	LOCATION	CONTACT / NOTES
Apr. 5, 2007 Thursday	Discussion & Booksigning	1:00pm – 2:00 pm	BARNES & NOBLE 4801 Overton Ridge Blvd Ft. Worth, TX 76132	Mark Johnson (817) 346-2368
Apr. 13, 2007 Friday	Discussion & Booksigning	1:00pm – 2:00 pm	HASTINGS 2999 N. College Ave. Fayetteville, AR 72701	
Apr. 19, 2007, Thursday	Discussion & Signing	1:00 pm – 2:30 pm EST	DAVIS-KIDD BOOKSELLERS 387 Perkins Rd. Memphis, TN 38117	Katherine Whitfield (901) 683-2032 kwhitfield@josephbeth.com
Apr. 20, 2007, Friday	Discussion & Booksigning	4:30 pm – 5:30 pm EST	BARNES & NOBLE 2774 N Germantown Parkway Memphis, TN 38133	Molly Burns (901) 386-2468
Apr. 26, 2007 Thursday	Discussion & Booksigning	1:00pm – 2:00 pm	BOOKS-A-MILLION 5007 S. Cleveland Ave. Ft. Myers, FL 33913	
Apr. 27, 2007, Friday	Discussion & Booksigning	1:00 pm – 2:30 pm EST	BORDERS 10031 Gulf Center Drive Ft. Myers, FL 33913	Richelle Doliner 954 630-0953direct 954 294-5630mobile