



Mouth Public Relations Case Study Globe Pequot Press

Objective: Our client is a small, independent publisher of non-fiction books, whose broad range of genres includes true crime, politics, sports, travel, health/wellness, environment, history, and home improvement. We were signed as the client's Agency of Record, with the task of promoting eighteen of their titles per year and serving as their satellite publicity department. Titles we publicized included *Crazy Sexy Cancer* by renowned wellness expert Kris Carr; *Opium Season* by Joel Hafvenstein; *Murdered by Mumia* by Maureen Faulkner and nationally syndicated radio host Michael Smerconish; *Truth at Last* by John Larry Ray and Lyndon Barsten; *Cohn-Head* by ESPN anchor Linda Cohn; *Cuisines of the Axis of Evil* by Chris Fair; *Sex, Science and Stem Cells* by Congresswoman Diana DeGette; *Broadway Tails* by famed theatrical animal trainer Bill Berloni; *The Dangerous World of Butterflies* by award-winning journalist Peter Laufer; and *Libby Langdon's Small Space Solutions* by HGTV star Libby Langdon.

Strategy and Tactics: Mouth Public Relations pitched the client's entire catalog to national outlets on a seasonal basis, conducted national and local media campaigns, created press materials, and media prepped the client's authors. We also spearheaded time-sensitive, embargoed titles and advised the client on best publicity practices.

Results: Mouth Public Relations successfully booked such media outlets *Today*, *Good Morning America*, *The Early Show*, *Fox & Friends*, *The Oprah Winfrey Show*, *The Daily Show with Jon Stewart*, *The O'Reilly Factor*, *Hannity*, *Glenn Beck*, *Morning Joe*, NPR's *Fresh Air*, NPR's *Talk of the Nation*, NPR's *The Diane Rehm Show*, NPR's *All Things Considered*, *New York Times*, *Washington Post*, *New York Post*, and many more. We were also instrumental in landing *Murdered by Mumia* on the *New York Times* Bestseller List.