



Mouth Public Relations Case Study

Mary Jo Buttafuoco

Objective: Mouth Public Relations was originally hired close to the launch of Mary Jo Buttafuoco's book, *Getting it Through My Thick Skull*. Client made international headlines in 1992 after being shot by "Long Island Lolita" Amy Fisher. Our challenge was to keep media attention the client's book rather than solely focus on her personal history and back story.

Strategy and Tactics: In order to better prepare the client, Mouth Public Relations rigorously media prepped her during multiple sessions to develop concise talking points and a strong interview presence. We also pitched national and local media in New York City and Los Angeles on behalf of the client, as well as organized and booked hundreds of media requests, which flooded in throughout the campaign.

Results: Mouth Public Relations successfully helped to catapult *Getting it Through My Thick Skull* onto the *New York Times* Bestseller List. Thanks largely to our media prepping, Mary Jo Buttafuoco was transformed from a victim into a national advocate on the subject of sociopaths. We secured interviews, features, and reviews for the client with media outlets as *Good Morning America*, *The View*, *The Early Show*, *Fox & Friends*, *Issues with Jane Velez-Mitchell*, *Howard Stern Show*, *Good Day New York*, *Good Day L.A.*, *Dennis Miller Show*, *Inside Edition*, *Newsday*, and *Leonard Lopate Show*, among others. Additionally, we were able to book twelve hours worth of free national radio satellite tours.