

# **Case Study**

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## **How a Simple Press Release Attracted Major Media Coverage**

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**Janet Thomson**



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# How To Get Your Company Noticed By The Media

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If you want to announce your product, service, or book to create buzz, a press release is the media workhorse that will do your bidding. It is used to communicate with the media on their terms, in their language, and on their turf. Give them something timely, newsworthy, and controversial, and they will reward you with coverage, popularity, and free publicity.

This is exactly what happened to my client, Wana Duhart, author and CEO of Trahud Enterprises. This case study shows how WordStroker, a public relations boutique, identified an angle that met the media's need, resulting in an avalanche of free publicity with major media outlets — and international coverage to the far reaches of India and Australia.



## Case Study

### How a Simple Press Release Attracted Major Media Coverage

## The Challenge

Wana Duhart was already positioned as an education expert with her first book, *A Call to the Village: Retooling Public Schools*. However, her recent publication, *People, Politics, and Profits: The Ties that Bind Main Street, the Beltway, and Wall Street*, which she self-published, was not getting the attention she had hoped. She consulted with WordStroker to outline a publicity campaign that would help garner some media buzz. After that initial consultation, she hired my firm to write and distribute an online press release.

## The Solution

While reading *People, Politics, and Profits: The Ties that Bind Main Street, the Beltway, and Wall Street*, I came across the section “Sarah Palin: A Case Study for Washington Elitism and Condescension,” and knew that this should be the angle for the press release. Fortunately, the client agreed as well. Then I had to come up with something relevant and newsworthy.

During my research, I came across a survey conducted by Public Policy Poll indicating that Republicans favored Sarah Palin even though she was not a presidential candidate. I immediately knew I had found a newsworthy angle that now made the essay *People, Politics and Profits* relevant.

I wrote the title, summary, and the first two paragraphs and sent it to my client for her review. She loved it! After getting her approval, I finished writing the remaining copy for the release.

It was five o’clock pm on Friday, March 23, 2012, when I finalized the copy for the release. Although I typically advise against sending media releases over the weekend – I persuaded my client to make an exception. This was strategically implemented because the Louisiana primaries were taking place on Saturday, March 24, 2012. After some consulting, Duhart decided to go with the basic PRWeb® online package in case there was not much momentum over the weekend.



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# The Outcome/Results

On Monday, March 26, 2012, I received a scheduled call from a PRWeb® consultant regarding packages for another matter. I mentioned that I'd sent out a press release over the weekend. And, despite its weekend posting time, the release was doing quite well, and gaining coverage at major media outlets. She looked at the stats and saw that it was picked up by Forbes, which I had not yet discovered. She was impressed because releases sent out over the weekend rarely receive much traction, especially at the basic level. Not only was the release picked up by Forbes, it was also picked up by other outlets:

## USA Today:

[Sarah Palin Topics Page - USATODAY.com](#) ✓

[www.usatoday.com/topics/more+articles/Culture/.../Sarah+Palin](http://www.usatoday.com/topics/more+articles/Culture/.../Sarah+Palin)

**Sarah Palin is More Popular than Any Republican Presidential Candidate.** 9h 7m ago  
PRWeb. L. Duhart, provides a case study that explains the emergence and ...

## ABC News:

[Politics](#) ✓

[forums.abcnews.go.com/n/pfx/forum.aspx?tsn=8&nav...tid...](http://forums.abcnews.go.com/n/pfx/forum.aspx?tsn=8&nav...tid...)

You are here: News Index >; Politics >; Politics Board >; **Sarah Palin is More Popular than Any Republican Presidential Candidate ...**

## Forbes:

[Sarah Palin is More Popular than Any Republican Presidential ...](#) ✓

[specials.forbes.com/article/06Z7gzl4BjbDk](http://specials.forbes.com/article/06Z7gzl4BjbDk)

**Sarah Palin is More Popular than Any Republican Presidential Candidate.** The contention among the Republican candidates continues to rise as they fight to ...



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### Huffington Post:

[Income Tax: Donald Duck Convinces Americans To Pay \(VIDEO ...\)](#) 

[article.wn.com/.../Income\\_Tax\\_Donald\\_Duck\\_Convinces\\_Americans...](#)

Mar 22, 2012 – Huffington Post2012-03-25. **Sarah Palin is More Popular than Any Republican Presidential Candidate** · Yahoo Daily News2012-03-25 ...

[Chris Weigant: Friday Talking Points -- Out of Touch](#) 

[www.huffingtonpost.com/chris.../mitt-romney-elitism\\_b\\_1220264.ht...](#)

Jan 20, 2012 – **Sarah Palin is More Popular than Any Republican Presidential Candidate** - PR Web (press release) · Romney blasted by opponents after ...

### Village Voice:

[Things Sarah Palin Didn't Know! A Scary List! – Village Voice \(blog ...\)](#) 

[sarah-palin.net/.../things-sarah-palin-didnt-know-a-scary-list-village-...](#)

1 day ago – **Sarah Palin is More Popular than Any Republican Presidential Candidate**PR Web (press release)Although Mitt Romney continues to hold a ...

### New York Times:

[Sarah Palin's Alaskan Rhapsody – New York Times | sarah ...](#) 

**Sarah Palin is More Popular than Any Republican Presidential Candidate**PR Web (press release)Although Mitt Romney continues to hold a lead over Rick Santorum, according to ...

[sarah-palin.net/2010/12/sarah-palins-alaskan-rhapsody...](#) - [Cached](#)

## Case Study

### How a Simple Press Release Attracted Major Media Coverage

In addition to the major media coverage, the press release took on a life of its own from bloggers, receiving over 50 responses surrounding this controversial debate:

## Free Republic (blog)

### Sarah Palin is More Popular than Any Republican Presidential Candidate

03/25/2012 7:52:05 PM PDT · by 2ndDivisionVet · 70 replies · 8 views

PR News Web ^ | March 25, 2012 | Wana L. Duhart

Author, Wana Duhart's case study explains Sarah Palin's appeal among Conservatives and Republicans. The contention among the Republican candidates continues to rise as they fight to position themselves as the true front runner. Although Mitt Romney continues to hold a lead over Rick Santorum, according to Public Policy Polling, former Alaska Governor Sarah Palin remains the favorite among Republican Party voters. "People, Politics, and Profits: The Ties that Bind Main Street, the Beltway, and Wall Street," an essay written by Wana L. Duhart, provides a case study that explains the emergence and appeal of Sarah Palin and why she remains...

[Click to search older articles ...](#)

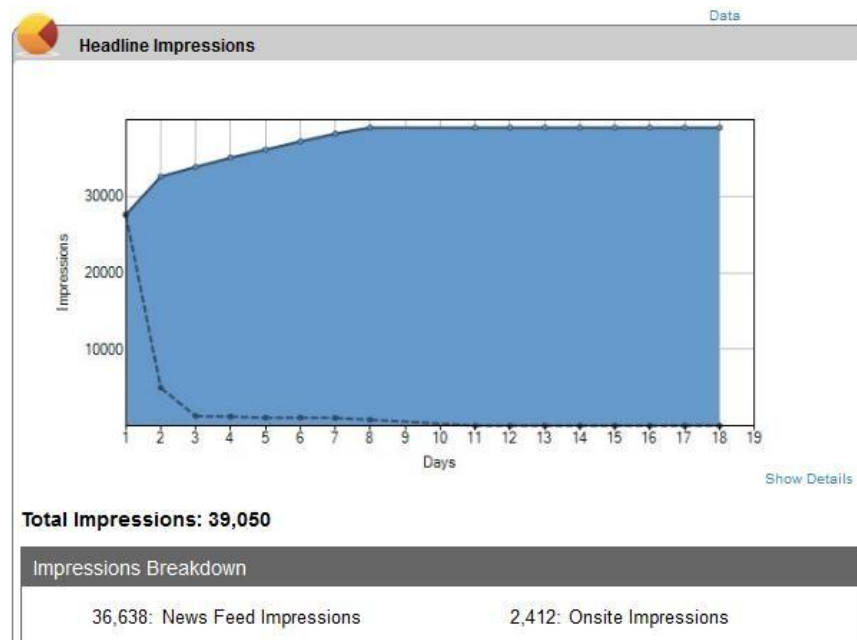
<http://www.freerepublic.com/focus/search?m=all;o=time;q=quick;s=sarah%20palin%20>

## Headline Impressions

This table shows how many times the headline (often with the summary) is displayed at any of the distribution points PRWeb® has the ability to track. This includes PRWeb's® home page, the news feeds, and other outlets.

According to Network Solutions, a successful press release client will see **10,000 to 200,000** views.

As you can see in the screenshot below, this release received a total of **39,050** impressions



## Case Study

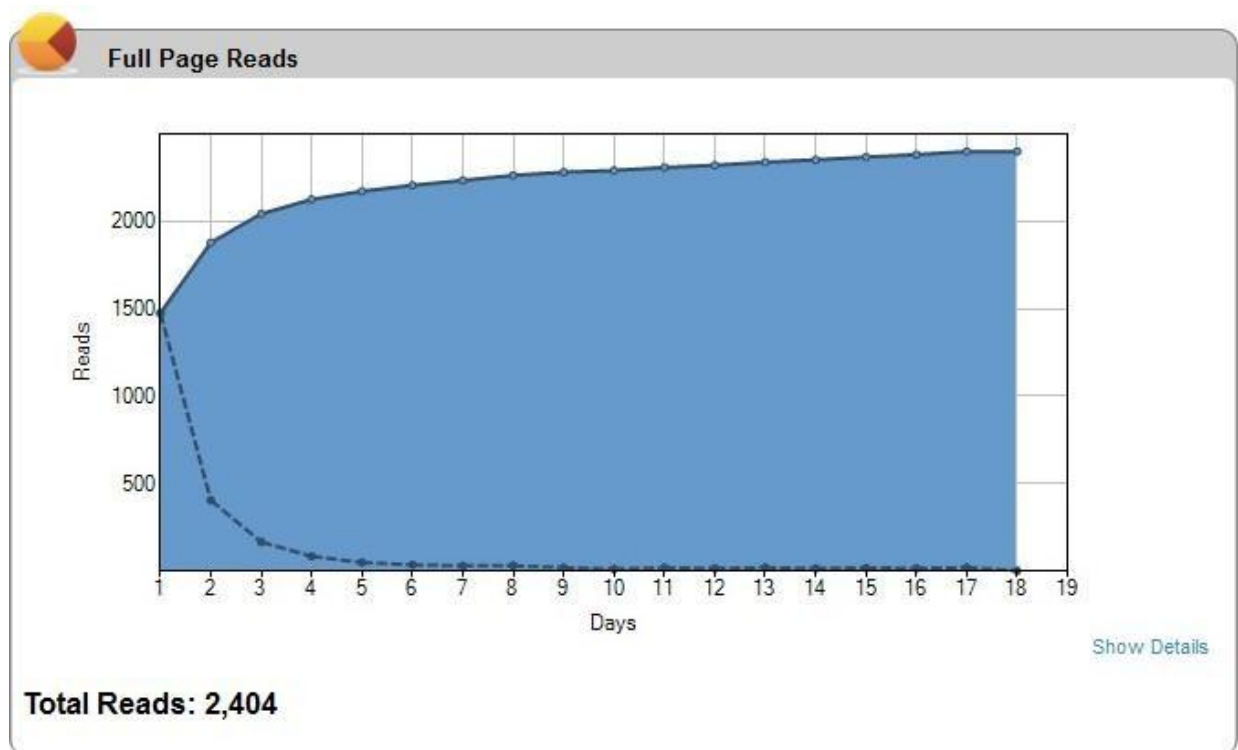
### How a Simple Press Release Attracted Major Media Coverage

# Full-Page Reads

A read refers to any time the full body text of your press release has been displayed at any of the distribution points PRWeb® has the ability to track. In general, a read means someone opened the full press release.

Network Solutions claims that the normal range for most clients is about **200-600 reads**, depending on the timeliness, content, and the industry of the release.

As of April 11, 2012, this release had a total of **2,404** total reads:



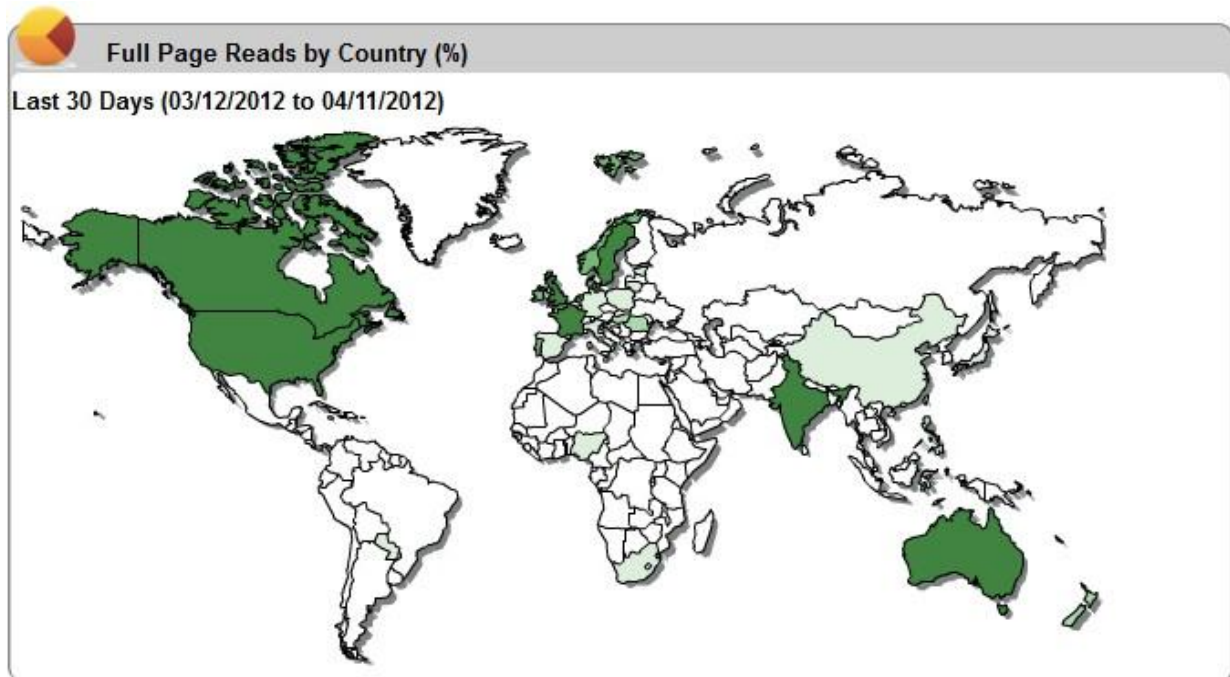
In addition to all the media coverage, my client even had a customer contact her because he was so impressed with the press release and the momentum that it had gained. He mentioned that he was purchasing the essay for his granddaughter who was entering college that fall. Not only were people commenting, referencing, and blogging about the press release, they were also tweeting about it as well.



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It also got international coverage as far as Canada, India, Australia, France, United Kingdom, Sweden and Norway:



On the next page, I have provided the exact press release for your review. Regardless of your position on this issue, the right angle, newsworthiness, and timeliness can bring any product, book or service mounds of free publicity.

# Press Release

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## **Sarah Palin is More Popular than Any Republican Presidential Candidate**

### *A case study that explains Sarah Palin's appeal among the Republican Party*

Little Rock, AK (PRWEB®) March 23, 2012 -- The contention among the Republican candidates continues to rise as they fight to position themselves as the true front runner. Although Mitt Romney continues to hold a lead over Rick Santorum, according to the Public Polling Policy, former Alaska Governor Sarah Palin remains the favorite among the Republican Party voters. *People, Politics, and Profits: The Ties that Bind Main Street, the Beltway, and Wall Street*, an essay written by author Wana L. Duhart, provides a case study that explains the emergence and appeal of Sarah Palin and why she remains relevant today.

Sarah Palin's appeal, according to Duhart, exposes Beltway elitism and condescension. She goes on to explain that the misconceptions held by elitist factions, regarding their perceived authority to make decisions about the lives of everyday Americans, further substantiate Palin's appeal to regular folks and ordinary people. "The media establishment is quite frankly scared to death of her and doesn't know what to make of this woman who hails from the great state of Alaska, our last frontier," says Duhart.

The heart of *People, Politics, and Profits* underscores what she considers the genius of Palin, as she provides a comprehensive look at how the very elitism that is antithetical to Palin's appeal, is the same elitist tendency that is, directly and indirectly, responsible for wreaking havoc on the lives of many Americans. In her section on **Main Street**, she examines some of the macro and micro changes that have been devastating for families and the American economy. In *Class Warfare: The Elephant in the Room*, the author gives voice to a disturbing undercurrent that should be taken seriously by people across income classes and the political spectrum.

The discussions about **The Beltway** and **Wall Street** draw the reader back to why Sarah Palin continues to resonate with everyday people -- hardworking Americans reject the strong influence of these powerful and wealthy elitists. As she describes some of the familiar habits and practices of Washington politicians and Wall Street financiers, she reminds us all of how interconnected and dependent they are on each other. *Deaf Ears and Blinded Eyes: Hypocritical and Schizophrenic Elected Officials* just might make you scream or holler, as Duhart talks about the cozy and conflicting relationships between the Beltway and Wall Street.

*People, Politics, and Profits: The Ties that Bind Main Street, the Beltway, and Wall Street* is available for purchase <http://www.smashwords.com/books/view/142551>.