

Case Study

Book: *Beneath Wings of an Angel*

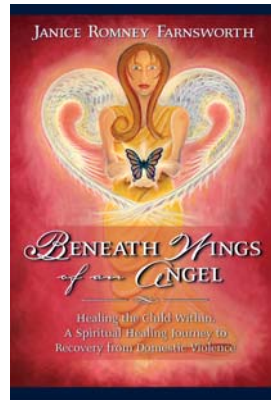
Publisher: Synergy Books

Pub Date: October 2004

Author: Janice Romney Farnsworth

Genre: Inspirational / Self-Help

Campaign: 9-Month Full-Service



Challenge

First-time author Janice Romney Farnsworth contracted BookPros to manage the publicity campaign for her autobiography, *Beneath Wings of an Angel*, which offers insight into the mind of a battered woman through exploration of the belief system that ultimately caused her to stay in an abusive marriage. *Beneath Wings of an Angel* contained some controversial “new-age” spirituality concepts that could have alienated some religious and secular media.

Strategy + Implementation

We positioned Farnsworth as an expert on domestic abuse who wanted to use her story as a tool to help others deal with traumatic experiences like abuse and rape. As a survivor of sexual and domestic abuse and date rape, Farnsworth served as a role model for both teens and abused women, which complemented the empowering message of the book. We also used the timeframe of the campaign to leverage Domestic Violence Awareness Month (October) and Child Abuse Prevention Month (April) for media opportunities.

Because Farnsworth’s Mormon upbringing played a significant role in her decision to remain in an abusive marriage for more than 15 years, we also developed a controversial angle that focused on how the Mormon belief system contributed to abuse in Farnsworth’s experience.

To reach the target audiences of women, teens, parents and religion writers, we identified the following media angles:

- Author’s survival story and her ability to inspire, empower and comfort women who have endured abuse
- How child abuse contributes to the vicious cycle of abuse in adulthood
- How parents can detect warning signs of dating abuse
- Why statistics about alcoholism, suicide, drug abuse, domestic abuse and anti-depressant use are unusually high in the state of Utah

Reach

The success is evident in the more than 170 media opportunities we secured in the span of the campaign, many of which directly reflected the campaign’s messaging points. Highlights of the campaign include articles featuring the author and book, depicting Farnsworth as a role model and her book as a healing tool, in the following publications: *The Arizona Republic*, *San Antonio Express-News*, *Tucson Citizen*, *East Valley Tribune*, *The London Free Press*, *Tulsa World*, *Nevada Woman*, *Beaumont Enterprise*, *Houston Style* and *Albany Times-Union*.

Breaking news about the conviction of Scott Peterson during the campaign timeline provided the hard news opportunity for the author to discuss domestic violence on radio shows such as “DayBreak USA,” a syndicated radio program broadcast on the USA Radio Network. Domestic Violence Awareness Month and Child Abuse Prevention Month allowed us to position the author as a spokesperson for the two causes. This enabled us to secure radio interviews with the syndicated “Frankie Boyer Show,” KIIS-FM, which is one of the most listened to top-40 radio stations in the U.S., and the Texas State News Network, which reaches nearly three million Texans each week.

The book earned a number of glowing online and newspaper reviews. We also secured interviews for the author with several religious programs, including the Family Life Network and “Christopher Close-up,” a nationally syndicated religious television show. Finally, in-studio interviews were secured with local television stations, KVOA-TV, KNAZ-TV and KSAZ-TV, where the author showcased the book and discussed the importance of domestic violence prevention and education.

Additionally, to promote the author’s book tour, television interviews were also secured with several Houston, San Antonio and Austin television stations, including: KTBC-TV, KRIV-TV, KPRC-TV, WOAI-TV and KENS-TV. Television interviews were also secured with WKBW-TV in Buffalo, New York, and “Today’s Woman” and “Jim Chapman Live” in London, Ontario, Canada.