

Ruth Communications

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Amy Ruth Allen, Principal amy@ruthcommunications.com
www.ruthcommunications.com 434-238-4493
P.O. Box 3273, Lynchburg, VA 24503

Earned Media Case Studies:

Georgia O'Keeffe in Williamsburg: A Re-creation of the Artist's First Show in the South

The Muscarelle Museum of Art, at the College of William and Mary, recreated a little-known exhibition of work by Georgia O'Keeffe, originally organized at the College in 1938. Amy Ruth Allen pitched the story nationally and it was picked up by the national AP wire and appeared in 65 news outlets, including the following:

<i>The Washington Post</i>	<i>Santa Fe New Mexican</i>
<i>San Jose Mercury News</i>	<i>Times of India</i>
<i>Los Angeles Times</i>	<i>Dallas Morning News</i>

This coverage reached a total circulation as follows:

International readers:	1,000,000
National readers:	8,366,472 (in 19 states)
Virginia readers:	1,201,904

Rendezvous with War: Veterans, Correspondents, Historians and Filmmakers Reflect on the Vietnam War 25 Years After

This national conference at the College of William and Mary included presentations by some of the most prominent figures associated with the Vietnam War, including reporter Sydney Schanberg, author of *The Killing Fields*, and Everett Alvarez, Jr., the longest-held American prisoner-of-war in North Vietnam. Co-sponsored with the Vietnam Veterans of America organization, the publicity was originally to be completed by that organization's press officers. Their efforts included mass distribution to an outdated and uncustomized media list. Amy Ruth Allen took over the publicity, researching appropriate outlets and reporters' beats, pitching the story internationally with the objective of attracting participants as well as news coverage. The efforts resulted in coverage in 38 international news outlets, including the following:

Agence France-Presse	<i>Los Angeles Times</i>	Voice of America Radio and TV
Associated Press Worldstream	TV 4 Sweden	<i>Scotsman</i> , Edinburgh, Scotland
Deutsche Presse-Agentur	<i>Navy Times</i>	ABC News Radio



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