



Mouth Public Relations Case Study The Above Network

Objective: Our client operates the world's largest and most popular website for the intelligent examination of conspiracy theories, UFOs, and other alternative topics. Mouth Public Relations was hired to promote the client's brand and help gain exposure for its site.

Strategy and Tactics: Despite the client's popularity online, little was known about them in the mainstream media. In order to raise their profile, we designed a strategy of establishing a media launch event centered on the client's ten-year anniversary, pitching their stories to the media, and coordinating high-profile guest bookings for their online radio podcast.

Results: Mouth Public Relations successfully sourced out locations and executed the client's tenth anniversary media event at New York City's Gansevoort Hotel, and secured TV personality Richard Belzer to be the emcee for the evening. Other noteworthy guests included Lou Reed, Gilbert Gottfried, and Ice-T. Media in attendance included producers and editors from *60 Minutes*, *48 Hours Mystery*, *Fox News*, *ABC Radio*, *Westwood One* radio, *VH1/MTV*, *GQ*, and the *New York Post*. At the client's request, we secured a sit-down pitch meeting with producers from *60 Minutes* and *Good Morning America*. We also obtained a free, one-hour radio tour for the client on *ABC Radio* networks to promote the Bay Area UFO conference in San Francisco, which also included booking media for the show's founder. For the client's podcast we booked such notable guests as Academy Award-winning actress Shirley MacLaine, Congressman and former Presidential candidate Dennis Kucinich, former Minnesota Governor Jesse Ventura, *X-Files* co-writer and executive producer Frank Spotnitz, and world-renowned physicist and TV/radio host Dr. Michio Kaku, to name a few.