



CASE STUDY

LAVIDGE

PUBLICITY NEWS RELEASE PLUS

TABLE OF CONTENTS

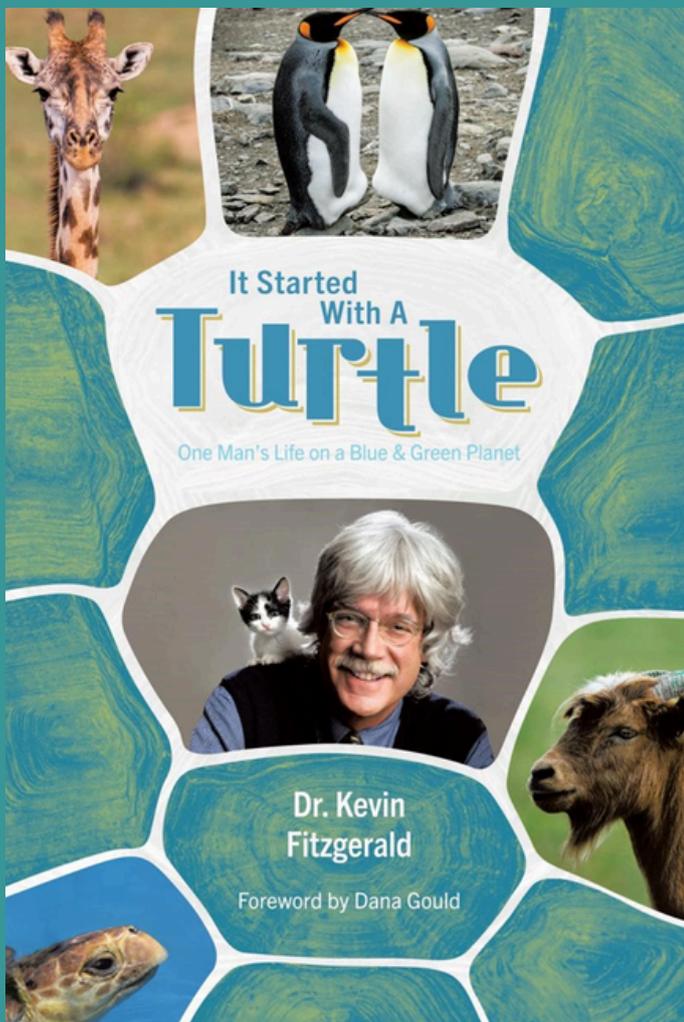


LAVIDGE

OVERVIEW	3
SERVICE TIMELINE	4
STRATEGIES	5
RESULTS	6
CLIENT FEEDBACK	7

OVERVIEW

LAVIDGE



AUTHOR AND BOOK

- Veterinarian, comedian, and conservationist Kevin Fitzgerald shares a memoir of a remarkably full life. From growing up in the '50s and doing security for rock bands to 40+ years in small-animal medicine, he recounts standout moments, including appearing on one of Animal Planet's first hit shows, performing stand-up with major comedians, and coming of age during a turbulent, unforgettable era.
- "It Started With A Turtle: One Man's Life on a Blue & Green Planet," follows Fitzgerald's long career writing for veterinary texts, scientific journals, and magazines and its impact on him, to becoming a gifted, effortless essayist. His memoir is funny, moving, and filled with unforgettable people and animals. Travel with him from the Arctic to Antarctica, through Mongolia's wilds, and behind the scenes of America's comedy clubs.

SERVICE TIMELINE



- Intro Call: We begin with a brief call to get to know the author, their book, and their goals.
- Press Release: Our team creates a professional press release and collaborates closely with the author to refine it.
- Media Launch and Follow-Up: We distribute the final press release to a curated list of 500+ media contacts, followed by a targeted check-in one week later.
- Final Report & Next Steps: We provide a performance report with personalized tips to help the author continue building momentum.

GOAL

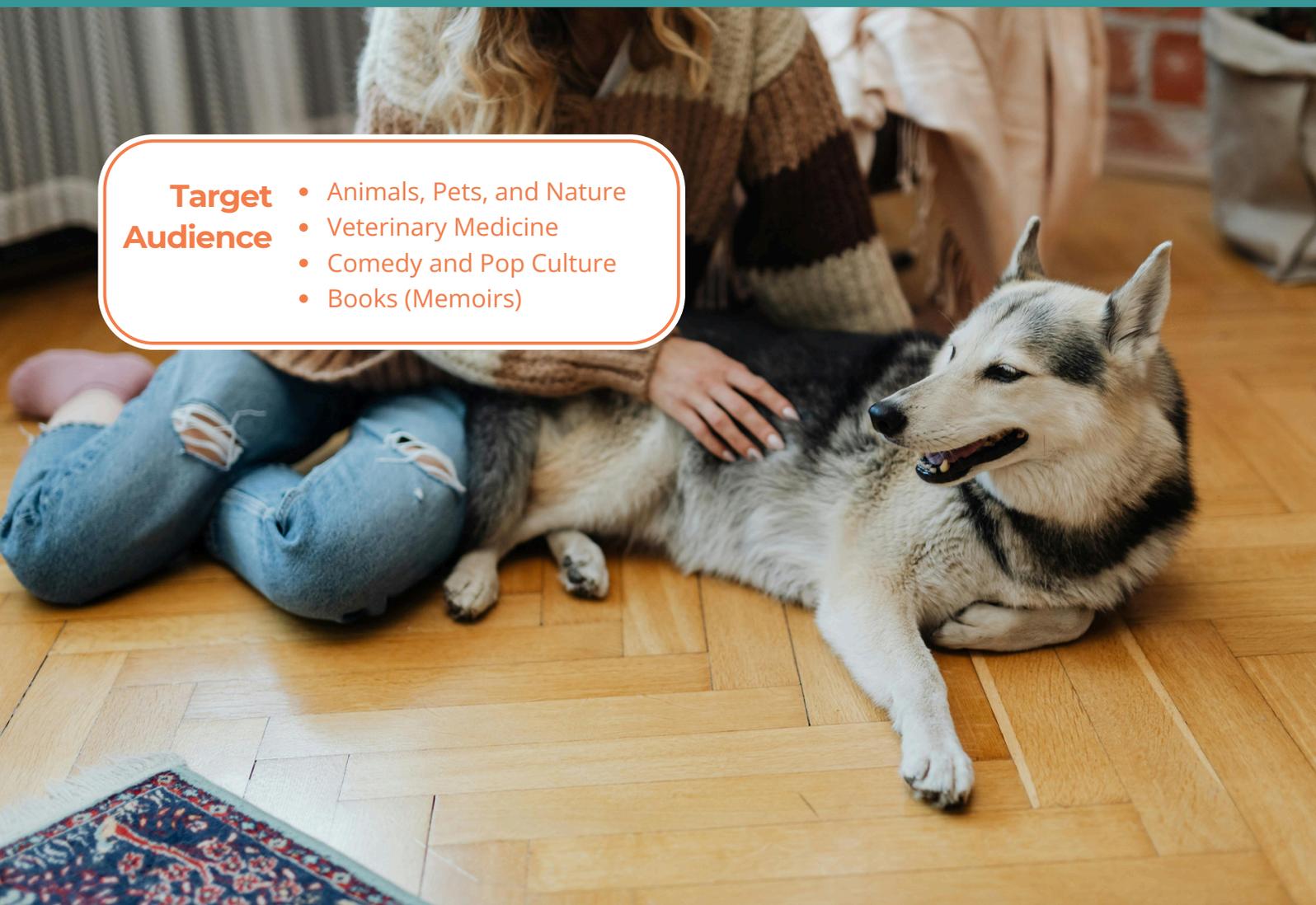
- The author's goal is to inspire a deeper awareness of the importance of protecting our planet. Through his encounters with people, animals, and wild places, he hopes readers will recognize the beauty and fragility of the natural world and feel motivated to safeguard it.



STRATEGIES

LAVIDGE

- To support our author, we focused on the strengths of his unique background, including his long-standing comedy career, his veterinary expertise, and his visibility through media outlets like Animal Planet.
- Our strategy highlighted these elements to position him as both an entertaining storyteller and a credible advocate for wildlife and environmental protection. By emphasizing his blend of humor, science, and on-screen experience, we were able to attract media interest, broaden his outreach, and reinforce his goal.

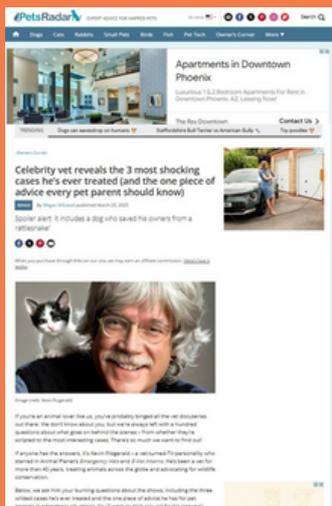
- 
- A photograph showing a woman with long blonde hair, wearing a brown and white striped sweater and blue jeans, sitting on a light-colored wooden floor. She is petting a husky dog that is lying down. The dog has grey and white fur and is looking towards the right. A small portion of a patterned rug is visible in the bottom left corner.
- Target Audience**
- Animals, Pets, and Nature
 - Veterinary Medicine
 - Comedy and Pop Culture
 - Books (Memoirs)

RESULTS

LAVIDGE

- In just one month, we secured **eight** strong media opportunities for the author.
- This momentum reflects how well his story, expertise, and mission resonated with the media, and how effectively our strategic approach positioned him for meaningful coverage.

MEDIA OPPORTUNITIES



- Writer Reynard Loki requested and was sent a copy of the book to be used for an article, which was published on several news sites including: *City Watch LA*, *iNews*, *The Observatory*, and more.
- Megan Milstead, writer for *PetsRadar* interviewed our author to be used in an article feature.
- Blogger Fran Jurga from *the Hoof Blog* requested a copy of the book for review.
- Isbel Ludick from *Catster* requested an interview for their "Heroes of the Pet World" segment.
- Vic Schutte, host of *Hail Satire! Podcast* requested a copy of the book for review.

CLIENT FEEDBACK

LAVIDGE

- Our goal is to build strong, trusting relationships with our authors, fostering a collaborative environment where their voices and visions are heard.
- By working closely together, we ensure every strategy and piece of content aligns with their goals, resulting in meaningful growth, increased engagement, and measurable success across their platforms.



"Cydney, I couldn't have done this without your tutelage. Thank you so much for all your help, you are a rockstar!"



"Love these so much! It'll be difficult to pace myself due to my excitement. Thank you!"



"I look forward to your emails every week! Love these!"

THANK YOU!

LAVIDGE

Inspired by Casimiro's success story?
Get in touch with us to start your
journey toward outstanding results.



CONTACT

LAVIDGE AGENCY, PUBLICITY
(480)-998-2600
INFO@LAVIDGE.COM