

# NEWSPAPER COVERAGE

## PR EXECUTIVE



SUSANNAH GREENBERG  
SUSANNAH GREENBERG PR  
42 MAPLEWOOD STREET  
LARCHMONT NY 10538

## RESULTS TO DATE



As of **10/16/2007** this release generated **132** newspaper articles in **15** different states with a readership of **3,695,408** . The cost of buying this space would have been \$13,716.62. Release was approved on 08/06/2007.

### newsworthy trends

#### The Joy Of Shared Reading

(NABPA)—The only thing better than reading a good book may be enjoying that book together with a reading group.

Reading groups are a great way to learn about new authors, to share favorite books and to meet other readers.

These are just a few of the reasons why the Women's National Book Association (WNBA) wants to encourage readers to take part in a group.

"Reading groups inspire, transform and educate," said Laurie Beckelman, WNBA president. "They foster community and instill an appreciation for the written word."

To celebrate the 90th anniversary of its founding, the organization has designated October as National Reading Group Month (NRGM). The mission of National Reading Group Month is fourfold:

- To bring about public awareness of the joy of shared reading;

- To provide a time for existing groups to celebrate their accomplishments and make plans for the future;

- To encourage libraries, bookstores and various organizations to host special events for reading groups;

- To provide opportunities for individuals to get involved in an existing reading group or start one of their own.

WNBA has chapters in Boston, Dallas, Detroit, Los Angeles, Nashville, New York City, San Francisco and Washington, DC.

Its advisory board includes Carol Fitzgerald, founder and president of The Book Report Network, including Readinggroupguides.com, and Nancy Pearl, a nationally noted librarian and author of "Book Lust" (2005), "More Book Lust" (2005) and "Book Crush: For Kids and Teens"

#### Best New Favorites for 2006

*The Joy in the Ground* by Julia Joyce

*Eye Contact* by Thomas H. Green

*For the Love* by Bill Ickes

*The Glass Castle* by Jeannette Walls

*The History of Love* by Nicole Krauss

*Home to Big Stone Gap* by Adriana Lopez

*Love and Other Impossible Pursuits* by April

Waldman

*Worth by Goodbye Books*

*The Henry Koster's Daughter* by Kim

Elsbeck

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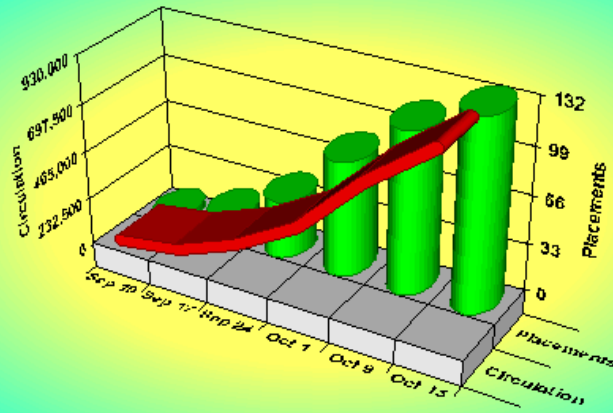
Read this: Any month can be a great month to start a reading group and share your favorite books.

(2007), all published by Sasquatch Books.

A chief organizer is April Judge of the New Jersey American Library Association and West Caldwell Public Library. NRGM is originally the idea of Martha Burns and Alice Dillon, authors of "Reading Group Journal: Notes in the Margin" published by Abbeville Press (1999).

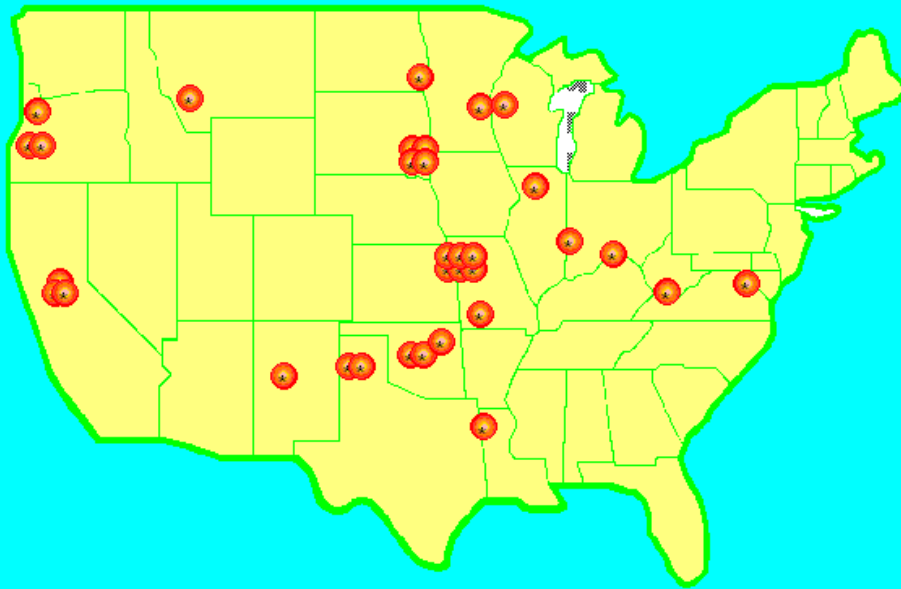
Further information is available at <http://wnba-books.org>. Check the Web site for details on WNBA National Reading Group Month events to take place in October. Sponsors include HarperCollins Publishers and Susannah Greenberg Public Relations. The Women's National Book Association was established before women in America even had the right to vote. It is a broad-based, nonprofit organization with members across the country, three distinguished national awards and a history of lively events in its eight chapter cities and elsewhere.

### Placements and Circulation to Date

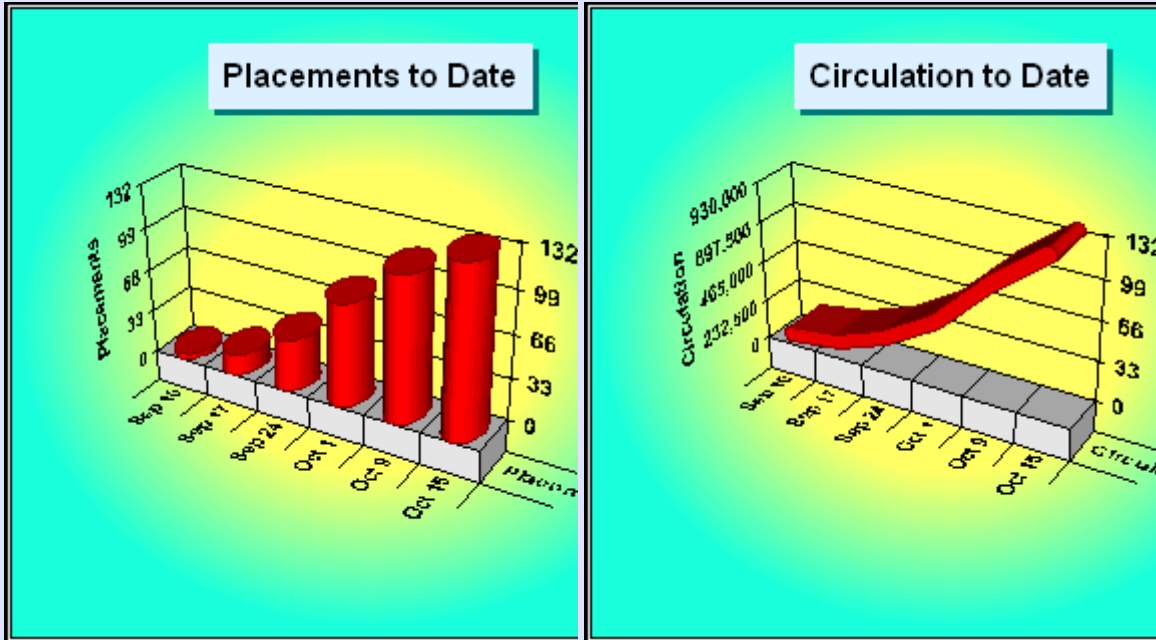


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### Newspaper Coverage



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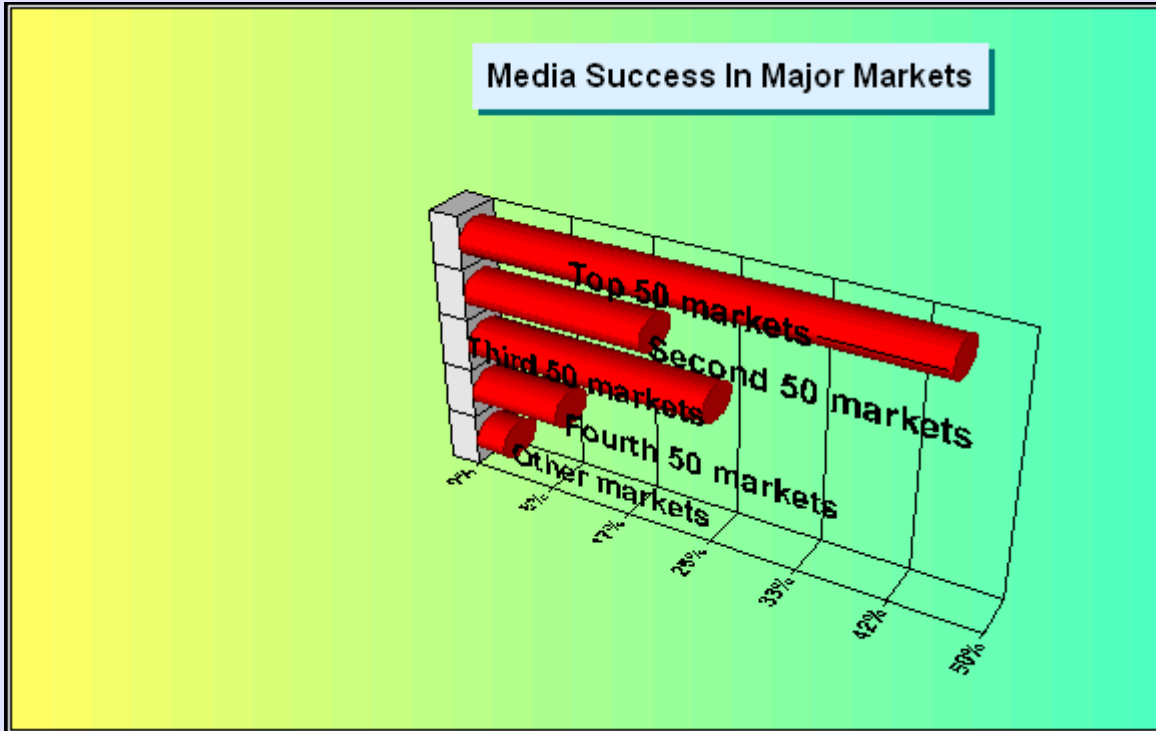


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There were 4 placements recorded by 09/10/2007 ; 16 by 09/17/2007 ; 40 by 09/24/2007 ; 80 by 10/01/2007 ; 112 by 10/09/2007 ; 132 by 10/15/2007 . Other placements, appearing both before and after these dates, will be recorded and reported later.

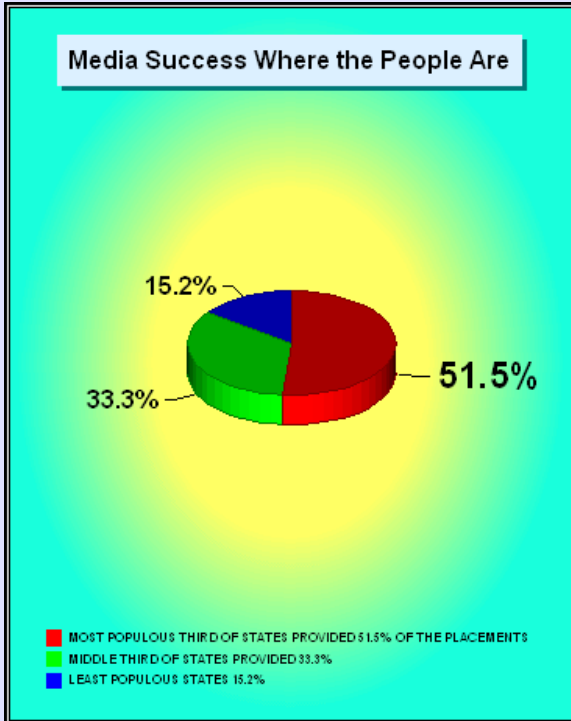
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There was a cumulative circulation of 62,400 recorded by 09/10/2007 ; 107,200 by 09/17/2007 ; 219,420 by 09/24/2007 ; 398,452 by 10/01/2007 ; 697,052 by 10/09/2007 ; 923,852 by 10/15/2007 . Additional circulation, occurring both before and after these dates, will be recorded and reported later.

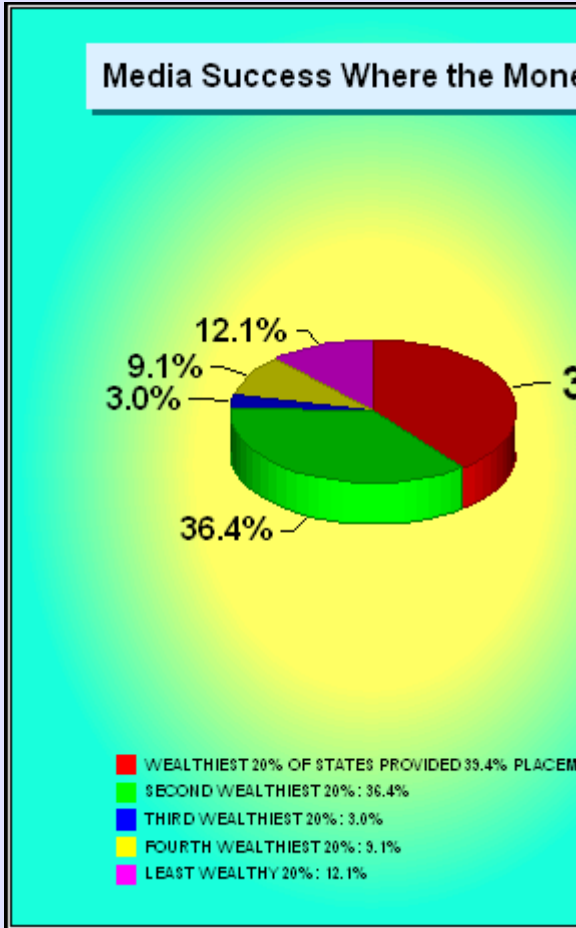


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Approximately 45% of the placements are from the top 50 markets; 18% from the second 50 markets; 24% from the third 50 markets; 9% from the fourth 50 markets; 3% from other markets.



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## MAJOR MARKET PLACEMENTS

on the **SUSANNAH GREENBERG** release

### NEWSWORTHY TRENDS

<input type="checkbox"/> NEW YORK, NY	<input checked="" type="checkbox"/> SACRAMENTO, CA	<input type="checkbox"/> WEST PALM BEACH, FL	<input type="checkbox"/> SPRINGFIELD, MA
<input type="checkbox"/> LOS ANGELES, CA	<input type="checkbox"/> MILWAUKEE, WI	<input type="checkbox"/> RICHMOND, VA	<input type="checkbox"/> BATON ROUGE, LA
<input type="checkbox"/> CHICAGO, IL	<input type="checkbox"/> NORFOLK, VA	<input type="checkbox"/> ALBANY, NY	<input type="checkbox"/> LITTLE ROCK, AR
<input type="checkbox"/> SAN FRANCISCO, CA	<input type="checkbox"/> INDIANAPOLIS, IN	<input type="checkbox"/> HONOLULU, HI	<input type="checkbox"/> CHARLESTON, SC

<input type="checkbox"/>	PHILADELPHIA, PA	<input type="checkbox"/>	SAN ANTONIO, TX	<input type="checkbox"/>	GREENVILLE, SC	<input type="checkbox"/>	SARASOTA, FL
<input type="checkbox"/>	BOSTON, MA	<input type="checkbox"/>	COLUMBUS, OH	<input type="checkbox"/>	BIRMINGHAM, AL	<input type="checkbox"/>	STOCKTON, CA
<input type="checkbox"/>	DETROIT, MI	<input type="checkbox"/>	ORLANDO, FL	<input type="checkbox"/>	FRESNO, CA	<input type="checkbox"/>	MOBILE, AL
<input checked="" type="checkbox"/>	WASHINGTON, DC	<input type="checkbox"/>	NEW ORLEANS, LA	<input type="checkbox"/>	ROANOKE, VA	<input type="checkbox"/>	WICHITA, KS
<input type="checkbox"/>	DALLAS, TX	<input type="checkbox"/>	CHARLOTTE, NC	<input type="checkbox"/>	SYRACUSE, NY	<input type="checkbox"/>	COLUMBIA, SC
<input type="checkbox"/>	HOUSTON, TX	<input type="checkbox"/>	BUFFALO, NY	<input checked="" type="checkbox"/>	TULSA, OK	<input type="checkbox"/>	MCALLEN, TX
<input type="checkbox"/>	MIAMI, FL	<input type="checkbox"/>	SALT LAKE CITY, UT	<input type="checkbox"/>	TUCSON, AZ	<input checked="" type="checkbox"/>	SIOUX FALLS, SD
<input type="checkbox"/>	ATLANTA, GA	<input type="checkbox"/>	HARTFORD, CT	<input type="checkbox"/>	EL PASO, TX	<input type="checkbox"/>	FORT WAYNE, IN
<input type="checkbox"/>	SEATTLE, WA	<input type="checkbox"/>	PROVIDENCE, RI	<input type="checkbox"/>	OMAHA, NE	<input type="checkbox"/>	JOHNSTOWN, PA
<input type="checkbox"/>	CLEVELAND, OH	<input type="checkbox"/>	GREENSBORO, NC	<input checked="" type="checkbox"/>	ALBUQUERQUE, NM	<input type="checkbox"/>	DAVENPORT, IA
<input checked="" type="checkbox"/>	MINNEAPOLIS, MN	<input type="checkbox"/>	ROCHESTER, NY	<input type="checkbox"/>	WILKES BARRE, PA	<input type="checkbox"/>	DES MOINES, IA
<input type="checkbox"/>	SAN DIEGO, CA	<input type="checkbox"/>	LAS VEGAS, NV	<input type="checkbox"/>	FLINT, MI	<input type="checkbox"/>	COLORADO SPRINGS, CO
<input type="checkbox"/>	ST. LOUIS, MO	<input type="checkbox"/>	NASHVILLE, TN	<input type="checkbox"/>	KNOXVILLE, TN	<input type="checkbox"/>	BRISTOL, VA
<input type="checkbox"/>	PITTSBURGH, PA	<input type="checkbox"/>	MEMPHIS, TN	<input type="checkbox"/>	PORTLAND, ME	<input type="checkbox"/>	AUGUSTA, GA
<input type="checkbox"/>	PHOENIX, AZ	<input checked="" type="checkbox"/>	OKLAHOMA CITY, OK	<input type="checkbox"/>	SPRINGFIELD, IL	<input type="checkbox"/>	KALAMAZOO, MI
<input type="checkbox"/>	BALTIMORE, MD	<input type="checkbox"/>	GRAND RAPIDS, MI	<input type="checkbox"/>	PADUCAH, KY	<input type="checkbox"/>	LANCASTER, PA
<input type="checkbox"/>	DENVER, CO	<input type="checkbox"/>	LOUISVILLE, KY	<input type="checkbox"/>	TOLEDO, OH	<input type="checkbox"/>	TOPEKA, KS
<input type="checkbox"/>	TAMPA, FL	<input type="checkbox"/>	JACKSONVILLE, FL	<input type="checkbox"/>	ALLENTOWN, PA	<input type="checkbox"/>	MELBOURNE, FL
<input checked="" type="checkbox"/>	PORTLAND, OR	<input type="checkbox"/>	RALEIGH-DURHAM, NC	<input type="checkbox"/>	HARRISBURG, PA	<input type="checkbox"/>	DAYTONA BEACH, FL
<input checked="" type="checkbox"/>	CINCINNATI, OH	<input type="checkbox"/>	AUSTIN, TX	<input type="checkbox"/>	BAKERSFIELD, CA	<input type="checkbox"/>	CHATTANOOGA, TN

<input checked="" type="checkbox"/> KANSAS CITY, MO	<input type="checkbox"/> DAYTON, OH	<input type="checkbox"/> YOUNGSTOWN, OH	<input type="checkbox"/> LANSING, MI
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**SUMMARY:** 72200 To celebrate the 90th anniversary of its founding, the Women's National Book Association has designated October as National Reading Group Month. Further information is available at <http://wnba-books.org>.

CLIPPINGS RECEIVED AND INPUT BY:  
10/15/2007

**\* NOTE: Why you don't have a clipping for every listing -** There are a growing number of newspaper chains with each paper having a different masthead and page one, and with the inside sections (where your release would appear) being exactly the same. Therefore, where indicated, if a story appears in one newspaper, it has also appeared in the others of that chain, though you may not have a clipping in hand for each newspaper in the chain. These are different newspapers.

**QUALITY NOTE:** Because newspapers are published mainly where people have enough money to buy from advertisers, many of these placements are from the wealthy suburbs of major markets--the richest parts of America's richest markets. The top-earning 20% of American families have 48% of the income, the top 40% have 70% of the income, and the great majority of America's 10,000 newspapers are read mainly in the homes of the top 40%. The higher a family's income, wealth and education, the more likely the family is to read more than one newspaper.

RANK, MARKET	STATE, CITY	NEWSPAPER	DATE, CIRCULATION, READERS
8	WASHINGTON, DC	WV KEYSER	TODAY'S SHOPPER 09/08/2007 1225 490132
15	MINNEAPOLIS, MN	WI GLENWOOD CITY	GLENWOOD CITY TRIBUN* 08/29/2007 3000 12000
23	PORTLAND, OR	OR WALDPORT	SOUTH LINCOLN COUNTY* 09/12/2007 6000 24000
24	CINCINNATI, OH	OH SPRINGBORO	TELL IT & SELL IT 09/25/2007 4000 16000
25	KANSAS CITY, MO	MO BUTLER	<a href="http://WWW.YOURXGROUP.COM">WWW.YOURXGROUP.COM</a> 09/04/2007 1740 69600
25	KANSAS CITY, MO	MO BUTLER	<a href="http://WWW.YOURXGROUP.COM">WWW.YOURXGROUP.COM</a> 09/11/2007 1740 69600
25	KANSAS CITY, MO	MO BUTLER	<a href="http://WWW.YOURXGROUP.COM">WWW.YOURXGROUP.COM</a> 09/26/2007 1740 69600
25	KANSAS CITY, MO	MO BUTLER	X-CHANGER 09/04/2007 1740 69600
25	KANSAS	MO BUTLER	X-CHANGER 09/11/2007 1740 69600

	CITY, MO	O			07	0	0
25	KANSAS CITY, MO	MO	BUTLER	X-CHANGER	09/26/2007	17400	69600
26	SACRAMENTO, CA	CA	ELK GROVE	ELK GROVE CITIZEN	09/07/2007	8500	34000
26	SACRAMENTO, CA	CA	GALT	GALT HERALD	09/12/2007	10200	40800
26	SACRAMENTO, CA	CA	SACRAMENTO	RABBIT CREEK JOURNAL	09/06/2007	2000	8000
44	OKLAHOMA CITY, OK	OK	FAIRFAX	FAIRFAX CHIEF	09/20/2007	1840	7360
44	OKLAHOMA CITY, OK	OK	STRATFORD	STRATFORD STAR	09/06/2007	750	3000
60	TULSA, OK	OK	MORRIS	MORRIS NEWS	08/30/2007	1000	4000
64	ALBUQUERQUE, NM	NM	ALBUQUERQUE	HEALTH CITY SUN	08/10/2007	8000	32000
86	SIoux FALLS, SD	SD	WORTHINGTON	BULLETIN	08/21/2007	15600	62400
86	SIoux FALLS, SD	SD	ARLINGTON	ARLINGTON SUN	09/05/2007	1000	4000
86	SIoux FALLS, SD	SD	ARLINGTON	ARLINGTON SUN	09/06/2007	1000	4000
86	SIoux FALLS, SD	SD	WHITE	TRI-CITY STAR	09/06/2007	650	2600
113	SHREVEPORT, LA	LA	SAREPTA	SAREPTA STAR	09/10/2007	1500	6000
125	FARGO, ND	ND	CROOKSTON	CROOKSTON DAILY TIME	09/10/2007	2100	8400
127	ROCKFORD, IL	IL	ROCKFORD	SUNDOWN	09/24/2007	2500	10000
131	LA CROSSE, WI	WI	COLFAX	COLFAX MESSENGER*	08/29/2007	1715	6860
134	AMARILLO, TX	TX	PAMPA	PAMPA NEWS	09/09/2007	5240	20960
134	AMARILLO, TX	TX	SILVERTON	BRISCOE COUNTY NEWS	09/13/2007	800	3200
141	TERRE HAUTE, IN	IN	CLAY CITY	NEWS	09/05/2007	2000	8000
144	BLUEFIELD, WV	WV	IAEGER	INDUSTRIAL NEWS	08/29/2007	2500	10000
17	EUGENE, OR	OR	FLORENCE	SIUSLAW NEWS*	09/12/2007	7300	2920



0		R			07		0
17 0	EUGENE, OR	O R	FLORENCE	WWW.THESIUSLAWNE WS.C*	09/12/20 07	2175 0	8700 0
17 2	SPRINGFIELD, MO	M O	BUFFALO	COUNTY COURIER	09/06/20 07	1165	4660
21 0	BUTTE, MT	M T	ENNIS	MADISONIAN	08/30/20 07	2200	8800
	TOTALS:	33	CLIPS SO FAR			2309 63	9238 52

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This release generated **132** newspaper articles in **15** different states with a readership of **3,695,408** based on the fact that when placements are reported 75% of the inquiries come from places from which there are no clippings in hand.

Based only on clippings listed above, this release has appeared in **7** of the top 50 markets, **10** of the top 100 markets, and **20** of the top 300 markets. There are **60** placements from the top 50 markets, **84** placements from the top 100 markets, and **132** from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appears in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been **\$ 13,716.62**.

Please note: In instances where the current circulation is not available, the computer uses the average circulation for all other clippings.

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