



CASE STUDY

RADIO MEDIA TOUR

SUMMARY STATISTICS

Time Frame	8 Weeks
Radio Shows	188
Radio Stations	2,256

BOOK PROMOTION

Keybridge Communications was retained to promote a public policy book through a radio campaign. In a short period of time, we booked the author on 188 radio shows, which aired on 2,256 stations. Through radio, we pushed the book to the #1 spot for public policy, and near the top of several other charts, on Amazon.com.

