

This is an example of one of my press releases, followed by another- both for Paul Winchell. As you may know, Paul Winchell died very recently. At the time, I was his project manager and handled his publicity.

In both cases, the statistics are provided by PR Web. The combination of the two releases with some additional efforts provided continual daily radio show interviews for Paul for many, many weeks. However, please understand- the impact of these releases and the way they were picked up and used- was because of the celebrity of Paul Winchell, not just the release. There are many elements that go into a successful PR campaign.

PRESS RELEASE STATISTICS

Paul Winchell Announces Comeback

BASIC STATISTICS

Statistic	Count	Description
Reads	50,382	This number tells you how many times your press release was accessed from our site and other distribution points where we have the ability to measure a click through. This number does not include the number of journalists that have received your release through email. In addition there are online distribution points that we currently have no ability to track.
Estimated Pickup	2,336	This number estimates the number of times your press release was picked up by a media outlet. This does not tell you how many times your story appears in the media. It simply attempts to estimate media interest of your release.
Prints	37	This is the number of times that someone has printed your press release. We measure this by the number of times that the "printer friendly version" link is pressed. In reality, only a small percentage of users actually click this link before printing a release.
Forwards	6	This is the number of times that someone has forwarded your press release to a third party using the link on your press release.
PDF Downloads	0	The number of times your release was downloaded as a PDF document. PDF Downloads may be reflected in "Reads" and

"Estimated Pickup" statistics.

% VISITS BY COUNTRY

Here is one of the URL's that ran this story.

http://television.press-base.com/en/ds/18796/Paul_Winchell_Announces_Comeback.html

Paul Winchell Announces Comeback - 2004-03-20

Paul Winchell Announces Comeback

Paul Winchell Announces Comeback at Rare Appearance at Santa Monica Puppetry Center

SANTA MONICA, CA -Legendary ventriloquist Paul Winchell announces comeback

Dr. Paul Winchell, world-famous ventriloquist and television star, announces a dramatic set of programs designed to bring back some of his work as well as resurrecting his entire set of vintage memorable characters including Jerry Mahoney and Knucklehead Smiff in a contemporary format. Dr. Winchell is also known as the voice of Tigger in the Winnie The Pooh movies.

In celebration of *Dummy Days* (Angel City Press), an exciting new book about modern ventriloquists and Winchell's new autobiography, *WINCH*, Winchell will appear at the Santa Monica Puppetry Center for a rare evening of entertainment and education.

Dr. Winchell will announce a new worldwide streaming children's website currently being constructed, several animation projects, his new autobiography, *WINCH*, and a major film series based on this book and its sequels. The book, *WINCH* (1stBooks), will be available soon from all online booksellers and most bookstores.

Winchell, who starred in such 1950s programs as *The Dick Van Dyke Show* and *I Love Lucy*, will announce this broad-based set of projects during a special interview with writer and film director Kelly Asbury - author of *Dummy Days*. A special event dubbed '*Dummy Days - An Evening With Paul Winchell*' - will include screenings of some of his vintage shows, along with the special interview

segment.

PAUL WINCHELL

Winchell began his career in 1936 as a teenage winner on the "Major Bowes Amateur Hour," and went on to become a star of 1950's television with his "partners," Jerry Mahoney and Knucklehead Smiff.

Winchell was a "quadruple" threat - he could sing, act and dance, in addition to his flawless ventriloquism. His 1960's series "Winchell-Mahoney Time" continued his pioneering work as a television puppeteer.

He also guest starred on The Ed Sullivan Show, The Lucy Show and The Dick Van Dyke show and was the voice of Tigger in the Winnie The Pooh films.

Winchell is also an author and inventor - most notably of one of the first practical artificial hearts. An overview of his work can be seen at www.paulwinchell.com.

KELLY ASBURY

Kelly Asbury's work for Walt Disney as a storyboard artist included "The Little Mermaid," "Beauty and the Beast" and "Toy Story." He served as art director for the Roger Rabbit short film, "Roller Coaster Rabbit" and "The Nightmare Before Christmas."

At DreamWorks/SKG, Kelly worked as a storyboard artist for "The Prince of Egypt," "Chicken Run" and "Shrek," and in 2002 he was one of the directors of "Spirit: Stallion of the Cimarron."

Asbury is one of the directors of the upcoming animated motion picture "Shrek II."

He has also written and illustrated a number of books for young children and most recently, *Dummy Days*, focusing on the five stars of the golden age of ventriloquism, Edgar Bergen, Senor Wences, Jimmy Nelson, Shari Lewis and Paul Winchell.

SANTA MONICA PUPPETRY CENTER

The Santa Monica Puppetry Center has seen more than 45,000 visitors participate in its recent Puppetolio! exhibition - Steve Meltzer's show for all ages, featuring marionettes, ventriloquism, music and magic.

The Center, now in its seventh year, houses a collection of more than 400 puppets and a workshop, designed to preserve puppetry's history and promoting its future.

WHAT: Dummy Days - An Evening With Paul Winchell

WHEN: Saturday, March 13, at 8 p.m.

Book Signing at 5 p.m.

WHERE: Santa Monica Puppetry Center

1255 2nd Street

Santa Monica, Calif.

All Seats: \$25.00

Advance sale: 310 656-0483

www.PUPPETMAGIC.com

For information about Paul Winchell and his projects including complimentary review copies, contact:

Johnny Blue Star at 760-323-0193

or e-mail: news@paulwinchell.com

For information about the show,

contact Steve Meltzer: 310 656-0483

or e-mail: smpuppets@aol.com

Contact Information:

Company Name: STRATEGIC MARKETING ALLIANCE

Company Contact: Johnny Blue Star

Company Phone: 760-323-0193

Company Site: <http://www.paulwinchell.com>

Here is the next one I did for Paul.

PRESS RELEASE STATISTICS

Paul Winchell's Shocking Autobiography Pulls No Punches - Rise to Celebrity Glosses Over Dark, Fierce Struggle Within

BASIC STATISTICS

Statistic	Count	Description
Reads	38,383	This number tells you how many times your press release was accessed from our site and other distribution points where we have the ability to measure a click through. This number does not include the number of journalists that have received your release through email. In addition there are online distribution points that we currently have no ability to track.
Estimated Pickup	1,583	This number estimates the number of times your press release was picked up by a media outlet. This does not tell you how many times your story appears in the media. It simply attempts to estimate media interest of your release.
Prints	40	This is the number of times that someone has printed your press release. We measure this by the number of times that the "printer friendly version" link is pressed. In reality, only a small percentage of users actually click this link before printing a release.
Forwards	1	This is the number of times that someone has forwarded your press release to a third party using the link on your press release.
PDF Downloads	7	The number of times your release was downloaded as a PDF document. PDF Downloads may be reflected in "Reads" and "Estimated Pickup" statistics.

Paul Winchell's Shocking Autobiography Pulls No Punches - Rise to Celebrity Glosses Over Dark, Fierce Struggle Within

Paul Winchell's autobiography finally released by AuthorHouse.

(PRWEB) April 5, 2004 -- After many years of waiting, fans of legendary ventriloquist, Paul Winchell, can now learn the real, life story of one of the more unusual television performers of our time, the amazing Paul Winchell. Far more than a ventriloquist and television performer, Paul Winchell's life is hard to contain even in, WINCH, his 400 page autobiography, because, unlike most people in this strange planet, Paul Winchell dared to be himself. And by daring to follow his own golden thread of truth, Paul Winchell, like the legendary Ariadne, met the Minotaur, his own monster within. This true story is a tale, which transcends even his meteoric rise to fame and fortune as one of the leading television entertainers of the 50's and the 60's and many other facets of his amazing life.

As Winchell proclaims on the dust jacket, on the back of WINCH's bright and inviting cover, with the pictures famous ventriloquist and his dummies in his television studio, "Let me warn you at the outset, this is not a typical Hollywood memoir. In a way, it is a ghost story, written by a person who lived in two completely different worlds. Publicly, I lived in a world of glitter and celebrity. Privately, I lived in a world dominated by a ghostly apparition, elevated to deific proportions. In this secret world, I made an excruciatingly difficult odyssey towards self-knowledge."

Both the glitter and the nightmare of his life are relentlessly tracked in a book, which sometimes reads like Horatio Alger and sometimes like Stephen King. In fact, most of his fans will be shocked to learn of the Paul Winchell who had a private life outside of the limelight, whose true life was so different than that of the public Paul. Winchell. Although many celebrities have written books that brush the cobwebs under the table, Paul Winchell does not. In WINCH, Paul Winchell mercilessly chronicles the private war he fought against the darkness within himself.

During the 1930's, a kid from Coney Island is struck by the art of Edgar Bergen, a ventriloquist who has soared to fame on a radio show, the Chase and Sanborn hour. Bergen, through his writings and performances becomes the mentor that launches young Winchell on his career. Eventually, Winch becomes to television what Bergen was to radio, climbing through the world of radio and Big Bands. Still, the death of his mother, Clara, who he both loved and feared, an unhappy marriage and torrid love affair ignite the latent psychological problems within. Winch, despite his great success, lives in a supernatural world,

assailed by an apparition, who assumes monstrous, almost deific proportions

Eventually, this interior world turned upside down, overtakes the real world. His fight to exorcise his demons continues, as he develops numerous prime time TV shows and children's shows, which dominate the airwaves for more than two decades. Although partially drowning in a world of unspeakable fear and supernatural horror, he studies psychology, religion, mythology and, medical hypnosis. Unwilling to be imprisoned by his second life, he continues his productive work in entertainment and even undertakes many creative enterprises, including the thrilling invention of artificial heart, courageous projects for someone consumed by a secret terrifying nightmare.

From the crude supernaturalism of his own mother, Clara Wilchin, a woman obsessed with hellfire and damnation to the friendship and suave showmanship of mentor, Edgar Bergen; from the powerful friendship of Ed Sullivan which helped him achieve national notoriety to the uncaring contempt of the wife of an early marriage, from the fierce seductiveness of his Latin mistress, Rosetta Solares to the cruel indifference of Frank Sinatra; from his friendly competitor, Ronald Reagan, who he beat in a national soap box race to the unquenchable loyalty of Major Bowes, his first sponsor and lifelong friend- WINCH is filled to the brim with unforgettable characters and alliances, some powerful friendships and some terrifying betrayals..

The book, which has also spawned a screenplay, is part of a larger plan of Paul Winchell's to not only tell the story of his life in this one book, but to develop a series of books and films that will renew, revitalize and project many of his old characters into a new twenty-first century format. "To this end, as I have stated in my introduction, I have somewhat fictionalized my story- partly to protect certain identities. I hope that there are those who have been abused in this way that will profit from my story and perhaps there are those who will re-examine their relationships to present and future children on the basis of this narrative."

"Although this is an adult book- and, believe me, it is nothing but an adult book- it is my belief that this book will enable me to rekindle some of my old shows and reformulate my new approach to children's broadcasting. I am attempting to recapture some of my own fans and audience as a prelude to a massive attempt to change the nature of children's broadcasting, not by talking about it, but by doing it. At this very moment, we are beta testing PAUL WINCHELL'S KIDS' NETWORK,

a worldwide streaming children's website, which will initially feature my vintage shows and some other very recognizable shows. Within the children's network, we are developing an animation team that will do some in-house work, but also work on a major cartoon series, featuring my old characters in a new light."

"I cannot emphasize enough, however, that this book is a prelude to three other books and films that are a somewhat fanciful retelling of the story I have told in WINCH. Not only is WINCH currently in screenplay form, but I have already invested in a set of screenplays that will form the basis of a science fiction trilogy that I believe will rival Star Wars, Fellowship of the Rings, Back to the Future- and other highly successful franchise efforts. In my case, unlike the others I am speaking of, I have actually practiced before. I would hate to count the number of Hollywood celebrities who played with Jerry Mahoney and Knucklehead Smiff and gave ventriloquism a whirl in their childhoods. You can read about David Copperfield's efforts in his introduction to the new edition of my next book, "Ventriloquism for Fun and Profit." But people like Robert De Niro, Francis Ford Coppola, Ted Knight, Johnny Carson- even Howard Stern- were all taken by ventriloquism when they were younger- and I daresay the efforts of my franchise and my merchandising made an impression."

The book, WINCH (AuthorHouse), will be available soon from all online booksellers and most bookstores and can be ordered right now at the author's website, www.paulwinchell.com or they can order from Authorhouse at 1-888-280-7715.