



America's favorite mystery writers are special guests at Perkins Book and Author Brunch.

Perkins School for the Blind Braille & Talking Book Library Book and Author Brunch

"Let me know if I can help Perkins do this again in the future. I'd be happy to participate and ask some of my author friends to join me."

- Author Michael Palmer

The Challenge:

Perkins Braille & Talking Book Library provides books and other materials to people who are unable to read traditional print. Perkins anticipated that the Library would play an increasingly important role in the community because of a rise in low vision and blindness as the population ages. To draw attention to this unique resource, Perkins School asked Devillier Communications, Inc. (DCI) to create an event that would heighten the Library's profile and underscore the value of public and private support in the surrounding community.

Strategy:

DCI recommended the first Perkins Braille & Talking Book Library Book and Author Brunch. Since Library patrons are avid readers of "whodunit" novels, DCI suggested that the School invite several of America's most popular mystery writers. DCI believed these best selling authors would create an irresistible program. DCI also recommended a comprehensive media relations effort that would bring this event to the attention of the entire Boston metropolitan area.

Tactics:

To implement the strategy, DCI:

- Recruited Robert B. Parker, author of the Spenser and Jesse Stone novels, Michael Palmer, author of medical thrillers including *Extreme Measures* and Barbara Neely, author of the Blanche White mystery series.
- Created a targeted press list and fact-filled press kit.
- Distributed a press alert to calendar editors of the Boston area print and broadcast media.
- Recruited local Borders bookstores to help promote the event.
- Posted luncheon information on relevant Web sites.

- Assisted Perkins with invitations to policy-makers including the State of Massachusetts Library Commission and other Library patrons.

Results:

The innovative program and the comprehensive press effort resulted in a standing-room-only audience in Perkins' Dwight Hall.

The event generated more than 6 million media impressions with calendar listings and "top pick" activity listings appearing in *The Boston Globe* and the *Boston Herald*. *The Boston Metro*, Radio Disney and Cable Radio Network all provided post coverage and the Book and Author Brunch was featured in the June issue of *American Libraries* magazine.

Online efforts resulted in stories that appeared on WBUR.com, boston.com, bostonherald.com, search-boston.com, boston.gov, msn.com, yahoo.com, about.com, google.com and lycos.com. It is estimated that these online placements were viewed by more than 276 million people.

"What a great opportunity to hear and meet famous mystery authors."

-- Braille & Talking Book Library Patron

"It was a wonderful event, and I sure hope they have it again next year."

-- Braille & Talking Book Library Patron

"It was the best event I've had the pleasure to attend at Perkins."

-- Perkins School Supporter