



Little Moose Press
Santa Barbara, California

PUBLICITY UPDATE

Updated: March 11, 2005

Publisher: Little Moose Press

Title: *Building a Life of Value: Timeless Wisdom to Inspire and Empower Us* **Author:** Jason A. Merchey

ISBN: 0-9720227-6-7

Price/Format: \$23.95/hardcover

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The following is our publicity campaign. Comments marked with an asterisk (*) are new since last update.

TELEVISION

2/23/05—*FOX in the Morning*, XETV Channel 6, Fox Affiliate (San Diego, CA)

4/8/05—*Between The Lines*, KLCS TV, PBS Affiliate (Los Angeles, CA)

RADIO

2/23/05—*The John Sebastian Morning Show*, WABJ Radio (Adrian, MI)

3/1/05—*Journey Home*, KSFR 90.7 FM Radio (Santa Fe, NM)

3/16/05—*Coast To Coast*, Voice of America Radio Network (International Syndication)

3/17/05—*Morning Edition*, KVON Radio (Napa, CA)

3/17/05—*The Tom Pope Show*, Povernomics Radio Network (DC, Regional- 13 East Coast States)

3/22/05—*Tron in the Morning*, KCMN Radio (Colorado Springs, CO)

3/28/05—*1550 Today*, WNTN 1550 AM Radio (Boston, MA)

4/9/05—*Interviews and Interactions*, KTKK Radio (Salt Lake City, UT)

4/11/05—*The Wake-Up Crew*, KAIR Radio (Atchison, KS)

4/26/05—*The Morning Show*, KBEM Radio (Minneapolis, MN)

PRINT

GQ Magazine (April 2005)— Review scheduled to appear

BOOKSTORE EVENTS

4/10/05—*Borders*, South Coast Plaza, Orange County, CA. 3 p.m.

4/13/05—*Borders*, Mission Valley, San Diego, CA. 7 p.m.

4/17/05—*Borders*, Carlsbad, San Diego, CA. 3 p.m.

For more information, contact Darcy Cohan, Literary Publicist, at darcycohan@mac.com or (303) 442-0959.
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