

All I Know About Love by Dolly Alderton

A) TELEVISION

Ava Sofia PR will implement a National Television Campaign, targeting such outlets as:

- National morning shows including ABC's "Good Morning America," NBC's "Today Show," CBS's "This Morning," MSNBC's "Morning Joe," CNN's "This Morning" and Fox News's "Fox & Friends."
- Daytime and evening programs such as "The Tonight Show," "The Daily Show," "The Drew Barrymore Show," "The Kelly Clarkson Show," "Conan," "After Midnight," and "Watch What Happens Live."
- Daytime talk shows such as NBC's "The View," CBS's "The Talk," and Fox's "The Real."
- PBS shows such as "Tell Me More with Kelly Corrigan," "Articulate," and "PBS Newshour: Behind the Canvas."
- Local shows on ABC, NBC, CBS, Fox, and PBS affiliates across the U.S. that do author interviews and are willing to take guests via Zoom—such as KTLA's "LA Unscripted" (Los Angeles).
- C-SPAN's "Afterwords" and Book TV (to tape an event for national broadcast)
- Non-traditional TV programs, such as "The Eric Andre Show" and "A Little Help with Carol Burnett."

B) RADIO / PODCAST

Ava Sofia PR will implement a National Radio and Podcast Campaign, targeting such outlets as:

- Nationally syndicated NPR shows like "Fresh Air," "On Point," "Here and Now," "All Things Considered," "Morning Edition," and "Weekend Edition." As well as top shows on NPR affiliates around the country such as New York's "All of It," Los Angeles's "AirTalk," Philadelphia's "Radio Times," Chicago's, "Reset," San Francisco's "Forum," and Boston's "Radio Boston."
- Additional NPR podcasts such as "StoryCorps," "Book of the Day," "Pop Culture Happy Hour," "It's Been a Minute," "Bullseye with Jesse Thorn," "Life Kit," and "Invisibilia."
- Love, friendship, and womanhood podcasts such as "Just Break Up," "The Guilty Feminist," "Stuff Mom Never Told You," "Couples Therapy," "The Friend Zone," and "Dear Sugars."
- Book-focused radio shows and podcasts like "From the Bookshelf," "BookMarc," "Woodstock Writers Radio," "A Novel Idea," "Avid Reader," "Thoughts from a Page," "Writer's Voice," "Inside the Writer's Studio," and "Speaking of Writers."

C) PRINT

Ava Sofia PR will implement a National Print Campaign in an attempt to place reviews. Feature stories, profiles excerpts, targeting such outlets as:

- The four publishing trade magazines: Publishers Weekly, Kirkus, Library Journal, and Booklist.
- Major-market newspapers including The New York Times, Washington Post, USA Today, Los Angeles Times, The Boston Globe, The Chicago Tribune, Seattle Times, Portland Oregonian, Miami Herald, Providence Journal, etc.
- General-interest magazines such as The New Yorker, The Atlantic, Reader's Digest, Parade, Entertainment Weekly, Esquire, GQ, Breathe, etc.

- “Women’s” magazines such as Cosmopolitan, Bust, People, Vanity Fair, Harper’s Bazaar, Vogue, Elle, Glamour, Women’s Health, InStyle, etc.
- Book and writing magazines like BookPage, Foreword, Bookforum, the New York Review of Books, The Writer, and Poets & Writers.

D) ONLINE

Ava Sofia PR will implement an Online Media Campaign, targeting such outlets as:

- Entertainment news sites like BuzzFeed, IndieWire, Upworthy, Variety, Vulture, Popsugar,
- “Women’s” Lifestyle websites like The Cut, Salty, Darling, Create and Cultivate, Bustle, PureWow, Hello Giggles, Cosmopolitan, and She Finds.
- Book-friendly sites such as Literary Hub, Shelf Awareness for Readers, PopMatters, New York Journal of Books, Los Angeles Review of Books, San Francisco Book Review, Portland Book Review, and Blogcritics

E) TOUR

Ava Sofia PR will work to secure five to seven events, and local media, in five tour cities, targeting local radio, local newspaper, local magazine, and local TV affiliates in the following markets:

- New York, NY
- Boston, MA
- Chicago, IL
- Philadelphia, PA
- Los Angeles, CA