



## ***PATRON SAINT PRODUCTIONS, INC.***

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### **WEB 3.0: The Rise of Online Video and the Death of Privacy**

*a preview from the new book*

#### ***Steve O'Keefe's Complete Guide To Internet Publicity***

Published by Patron Saint Productions, Inc.  
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"Always start a story at the most exciting point," was the advice of my writing instructor, Brenda Ueland. So I'm beginning this book with three very exciting things I have done with live video recently that I think are going to change your world.

No one is quite sure what "Web 2.0" means. It's a catch-all phrase that has a lot to do with personal interaction, personalization and feedback. It was credited to one of the patriarchs of the digerati, Tim O'Reilly in 2003. Many pundits have taken a stab at a definition of "Web 3.0." For me, it means:

#### ***Your Life, Online, Real-Time***

Every moment of every day accessible from everywhere.

Think about it. You are already being observed and recorded everywhere you go. In my home town, traffic lights will send tickets to your home with links to video of your vehicle blowing through a stop light. Your bank, gas station, post office, grocery store, corner quickie mart all have you on video. Online mapping programs share satellite images of your house with all seekers. Your cell phone -- which also

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records video now -- tracks your location at all times. Hook all those feeds to the Internet, and what do you get?

*Web 3.0: Your Life, Online, Real-Time*

What's still missing is that final link between the surveillance video of you that already exists in private hands, and the Internet, where anyone could access it at any time for any reason. That veil is about to disappear, for better and worse. Let me show you three recent examples.

**#1 Live from Tulane University**

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In January, 2009, I became convinced about this theory of Web 3.0. I was curious how it might change things such as the practice of public relations and higher education. I decided to try to use my class at Tulane University to see how live video hooked up to the web changes everything. I decided to broadcast my class live online and see what happened.

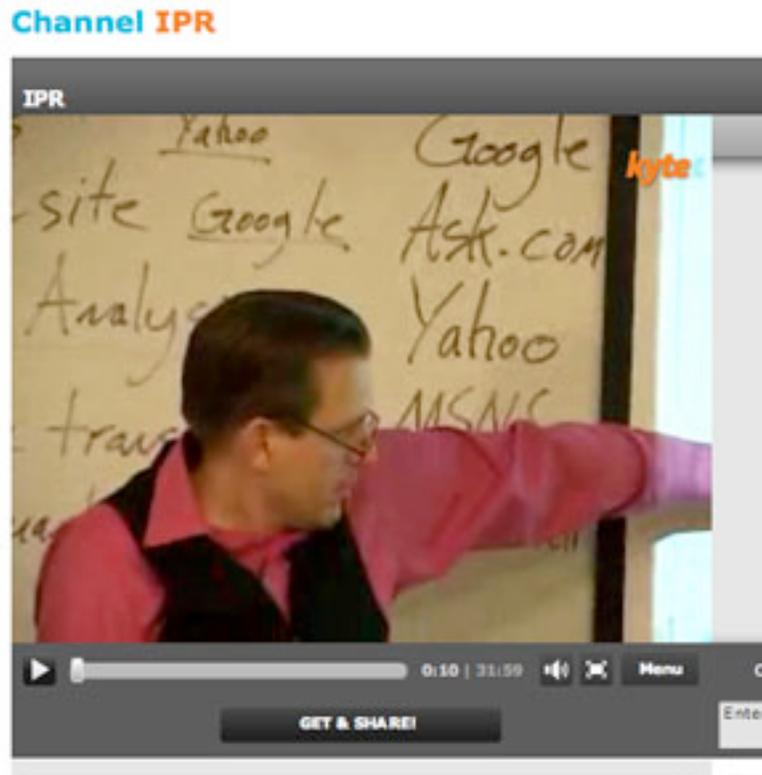
The class is called "Internet Public Relations," a course I designed for the university in 2001. It is taught by several instructors now who all have added their expertise to the course. I teach at night, one three hour class each week. My goal as an instructor is to keep everyone awake. After dinner, in a dark classroom, if you can keep the students awake for three hours, they will learn something. The video added a new wrinkle.

I decided not to ask the students to sign model release forms. Legally, I would need those to broadcast the students live online. Instead, I would lecture for the first hour and broadcast only the lecture and not the two-hour lab that follows. We set up the classroom and the camera to minimize the chance of showing students online.

I recruited two other professors to assist with the broadcast: George Ingmire, who teaches web design at Tulane University, and Gary Michael Smith, who teaches publishing, acting, and other subjects at the University of New Orleans. George and I had previously tested the technology for a client; we were not confident the broadcast would work. George ran the camera and sound. Gary ran the Internet feed through Kyte TV.

### The First Free Broadcast

At five minutes past six p.m., January 15, 2009, we flipped the switch on Kyte and began my first live, online broadcast from Tulane University. I was thrilled! The subject of the lecture was the same subject as this chapter: *Web 3.0: The Rise of Online Video and the Death of Privacy*. It felt like we were making history that day. Later, I checked with colleagues at Stanford and M.I.T. who had been posting classroom lectures on iTunes and other video-sharing portals. As far as they knew, neither of their universities had broadcast live, online from the classroom on a free and open to the public platform. We were ahead of the curve.



**Image 1-1:** Live from Tulane University, professor O'Keefe delivers a lecture on Web 3.0 broadcast on the Internet PR channel at Kyte TV <<http://Kyte.TV/IPR>>.

That night, I went to check the archive of the broadcast at Kyte TV. There was no sound. Three professors, all that gear, and we never had audio going out on the web. So much for being ahead of the curve.

We were recording onto mini DV tape as well as streaming live. The next morning, George captured and edited the tape, and replaced the show on Kyte with one that had sound.

The second week of broadcasting, two interesting things happened. First, I had perfect attendance. That might not seem like a lot at a high-end school like Tulane, but you'd be surprised how much absenteeism and tardiness impact class performance. The other surprise was that we got the audio working, and the lecture on "Planning an Online Campaign" was broadcast without any surprises, live and online.

The third week brought yet another surprise. Not only did I have perfect attendance, but not a single student was late. That is frankly unheard of. I'll celebrate 10 years of teaching at Tulane soon. I've never had a class with perfect attendance and no tardiness.

It was right about then I realized we were onto something with this video business. The students believed the class was airing live, online, for anyone to see. They started to get apprehensive about the fact that parents, friends, and significant others could see them in class. Some of their friends did, in fact, watch online, posting comments on the text feed that accompanies the Kyte TV broadcast. The students were excited about the video and they wanted to see what would happen next.

One reason I think students were arriving on time to my class is that their parents, guardians, or tuition payers could see them walking in late. There was no way to keep late-arriving students from crossing in front of the camera. At the fourth session, we designated the two front seats as the "tardy seats" where people watching online could see who came to class late. It became a joke in class, and no one wanted to sit in those two seats.

By the fourth class, I also had feedback from students who found the video archives helpful when doing the weekly assignment. Students who had missed class also found the videos helpful for catching up. Personally, I found the videos difficult to watch. On a small screen, without music, they don't have staying power. The video is very choppy due to the low frame-capture rate. However, the audio is surprisingly good, and people can listen more than watch, and learn from the archives. A lesson for us was to focus on audio quality, because people will put up with bad video but not bad audio.

## **Tulane Slows Down the Show**

The next surprise came after our fourth broadcast. It was not entirely a surprise. My boss at Tulane University called to say, "the Dean would like you to stop broadcasting your class on the Internet." I agreed to suspend the broadcast, but I asked for permission to resume quickly, and stated my reasons, which were forwarded to the Dean.

I never asked permission to broadcast my class because I suspected the administration would say "no." They would want to study the idea, while my colleagues at other universities were starting to post large amounts of classroom video online. Further, I thought it was my right to broadcast my lectures. I own the content of the lectures and the copyright to my lesson plans, syllabus, and class materials. I was concerned Tulane might try to shut me down, so I took a few other precautions to try to help them see the merit in broadcasting free online.

First, I used my own camera crew, at my own expense. It was costing me more to film each week than Tulane was paying me to teach. Second, I distributed the live broadcast and archived video copyright-free. I was not charging people to access the video, nor was I maintaining the rights to the video. Giving away the video copyright-free was part of the experiment. That was my ace-in-the-hole -- my First Amendment defense: The live broadcast was an academic experiment in online public relations -- a demonstration, a class project -- and as such is protected by academic freedom and the right of free speech.

I waved my attorney at Tulane and Tulane waved its General Counsel back at me, but it never came to anything. My attorney told me to back down, and I did. I then started collecting articles on the spread of educational video and forwarded them to the Dean. I offered to assist the University in understanding and using classroom video. The Dean is still considering it. Things move very slowly in academia, which is why I sometimes press the pace by using technologies such as KYTE TV that break down barriers to education.

The importance of my work for Tulane arrived as most worthy accolades do: unwittingly. In August of 2009, I received an email blast from the Provost to all faculty concerning the outbreak of H1N1 flu virus and its anticipated impact on classroom attendance. Professors were asked to "develop a plan to address how to provide enhanced online learning opportunities for some students if they become ill and are

unable to attend classes." I smiled and sent back a link to the video archives of my class on Kyte. I copied the Dean.

### **Lessons in Live Video with Kyte:**

- Live video will change people's behavior in surprising ways. You can expect people to be more courteous, punctual, civil, even better groomed when they expect to be videotaped or broadcast live.
- Video in the classroom will help weed out abusive teachers. There is no reason for anything that happens in a public classroom to be kept private. Just as dog shelters now have kennel cams and day care centers have nanny cams, all our public classrooms should have classroom cams that are online and open to the public.
- Video in the workplace will have far-reaching implications, including helping to weed out abusive employers and coworkers. It will also lead to greater civility, higher productivity, and better grooming practices.
- Video in the public sector will end most blatant forms of corruption. There is no good reason for any public business to be conducted behind closed doors. When existing cameras are eventually hooked up to the Internet and opened up to the public, it will become very difficult to make deals that cannot be discovered through analyzing video archives.
- Whether or not you believe in a right to privacy doesn't matter. Students are using cell phone cameras to video tape instructors and are posting those videos online. Employees are taping in the workplace. These videos are leading to disciplinary action, civil and criminal charges. Your right to privacy was trumped by technology a long time ago.

## **#2 Live Video Conferencing with Skype**

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For many years, I've used Skype software to enhance group productivity, particularly for remote staff and contractors. Some of the ways we used Skype included:

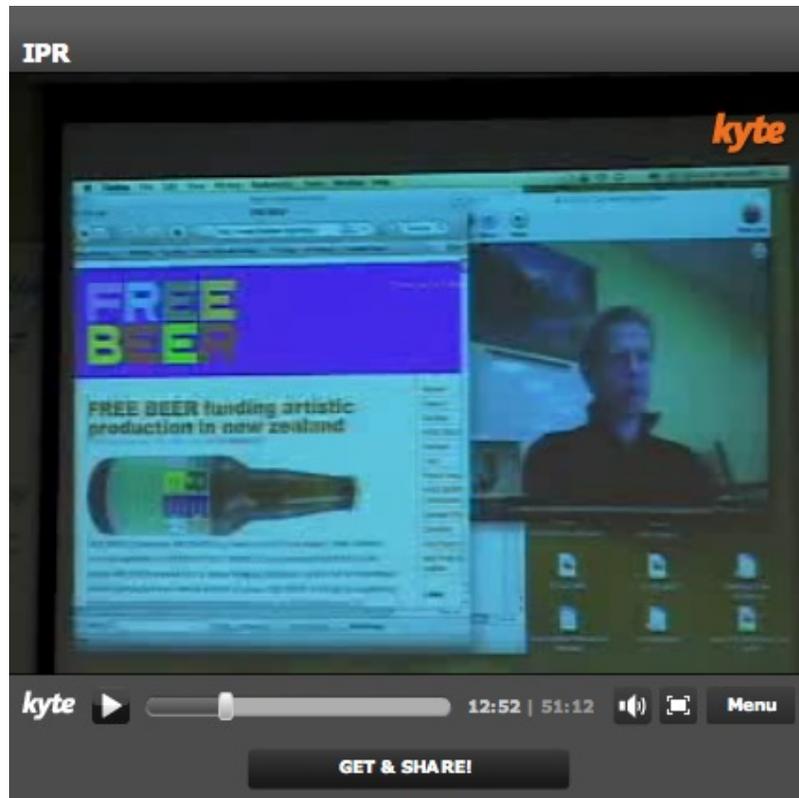
- **Audio Conference Calls.** Free group calls for anyone who has a Skype name -- wherever in the world they are.
- **Instant Messenger.** While you are chatting, you can pass documents, images, URLs and messages to the others, making it faster and easier than emailing.
- **Computer Training.** We use the hands-free headsets when teaching clients how to blog or how to produce online seminars or workshops.

You'll hear more about Skype in the chapter about online seminars and workshops. The capabilities of Skype are vast and continue to grow. For example, you can now "share your screen" with tech support over Skype and they can guide you through solutions to computer problems.

At one point, Skype added person-to-person video chat. You could not have a video conference call (one-to-many video) or a video chat (many-to-many video), but you could have a one-to-one video connection.

I tested Skype for delivering a remote appearance to a group of book publishers in late 2008. I was in New Orleans, they were in Arizona, and for some reason I could not fly out to deliver a program about how to enhance your Amazon pages. Instead, the executive director installed Skype, and then ran his laptop through a standard classroom projector and, viola!, there I was, larger than life in the backroom of a Marriott by the airport.

As I was helping them with their Amazon issues, I was also explaining that their authors could use this same technology -- Skype video chat -- to make live appearances with reading groups anywhere in the world. Free of charge. You can, too. Here's an example.



**Image 1-2:** Peter Gloor, from the Sloan School of Management at M.I.T. in Boston teaching via Skype at Tulane University in New Orleans and broadcast live online through Kyte TV <<http://Kyte.TV/IPR>>.

Week number four in my Internet Public Relations class at Tulane University in 2009, I had a special guest, via Skype: Peter Gloor, a researcher at the Sloan School of Management at M.I.T. Gloor is an expert on trend spotting, among other things, by analyzing social networks among people. He and his colleagues have developed software that makes it possible to analyze massive amounts of data in search for relationships between people. This software became famous when used to spot knowledge of fraud in Enron emails.

One of Gloor's studies centered on assessing altruism vs. profit in the growth of start-up companies. What they found was that companies that were driven by altruism generated a higher profit with greater stability than companies that were driven by profit. They

measured altruism by such things as willingness to share or give away technology or patents. Gloor's research led to several large pharmaceutical companies releasing large numbers of patents, a trend that has rippled throughout the technology sector. His work, in part, is fueling the debate about how much the public owns of the publicly-funded research done at public institutions.

Gloor was brought in to talk to my class about his research and the value of giving away content. This is an essential part of the public relations profession: you give away something of value to the target audience in hope of some return. I was confident that, by giving away my lectures online, it would have a positive impact on Tulane's reputation and ability to "sell my class." Here was professor Gloor, leading my class through Skype, giving my students access to one of the leading thinkers in our field, at the same time being recorded on KYTE TV in the back of the room, then broadcast copyright free online. It was one giant, technological head rush, and it was all happening right in front of me.

### **Lessons in Live TV with Skype**

- It's possible to have a remote visitor, through Skype or similar software, to speak to a group of people, and it's not a bad user experience.
- The experts of the world are no longer remote. You can access most of them through the Internet, and, if they have time, they can help you.
- You can be an expert in other people's worlds. You should play with this new technology, test it, and develop a half-hour or one-hour program that you can deliver over Skype.

### **#3 Your Own Viral TV Network**

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The issue of broadcasting my lectures from Tulane University evaporated with the end of the semester. As soon as I could, I hired an intern to help me edit the tapes to remove any student images, then

upload them to Kyte. It took most of the summer, but the entire first year is available at the Internet PR channel at Kyte TV: <http://Kyte.tv/IPR>.

At the Book Expo America in New York that June, I was on a panel where I talked about the importance of training authors to deliver a one-hour program via Skype or Kyte or similar technologies. I ran into Kim Weiss, the director of marketing for Health Communications, Inc., or HCI Books. She had a new series of teen-authored memoirs and wanted a proposal for promoting them online.

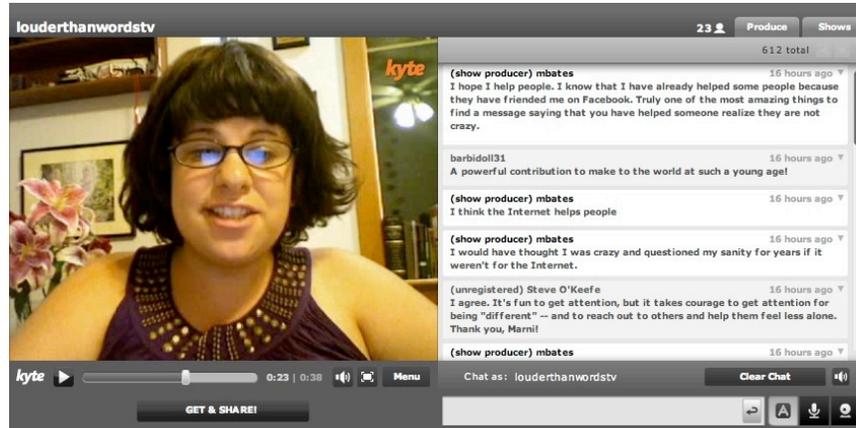
The result was *Louder Than Words TV*, a viral television network that you can install on your Facebook page or your blog.

Here's the pitch: You can host the teen authors of the new "Louder Than Words" series from HCI Books *live* on your blog or Facebook page. It works just like embedding a YouTube video. If you agree to host the video, we'll send you a set of the books for review and a press kit. The authors will chat live on your page for one hour each night for five consecutive nights.

When bloggers embed the Kyte player in their blogs, they're embedding a show, not just an episode. The video becomes a portal. When I switch the "live" button, the placeholder video suddenly carries a live video feed. It is magic! I don't quite understand how it works, but I know how to use it.

I was able to get 38 sites to install the show. Half of those were individual blogs or Facebook pages. One quarter were our own in-house sites (the blogs of the four authors, their Facebook pages, the publisher, etc.). About eight of the sites were important teen portals or book portals.

I was afraid to promote the program because I thought for sure it would crash. I've been through this too many times to feel confident. I had four different authors in four different cities using their own computers, webcams, and Internet providers. Anything could go wrong. And it was live.



**Image 1-3:** Marni Bates, author of "Marni" in the *Louder Than Words* series of teen memoirs from HCI Books. Marni appeared live on *Louder Than Words TV*, a viral online television network broadcasting into dozens of teen blogs and Facebook pages in August 2009. <http://Kyte.TV/LouderThanWordsTV>.

We stumbled through opening night, but it worked! The connection reset every 20 minutes (a new wrinkle) but it more or less worked as planned. The second night, it crashed. We couldn't hear the author -- we could only see her. We quickly switched to text chat, but the magic was not there.

But then it worked great the next three nights and we were able to make up the one problem chat. Overall, the broadcast was crude, but we got through it. The results were pretty stunning. Over 4,000 views of the trailer, 38 channels in the network, and average of 400 viewers per chat, and eight important site partnerships. The innovative program was written up in *Publishers Weekly*, among other places, and the books became bestsellers in their genre at Amazon.com.

### Lessons in Building Online Viral TV Networks

- It's possible now for every individual or organization to have an online television station.
- Online TV is more important for use in live events than it is for generating quality video archives. Consider using online television

only for live events; use higher quality, in-house video to make videos for syndication.

- The unpredictable nature of online TV is part of the allure. You have to be prepared for technical difficulties. It helps to have a sense of humor and a fallback plan.

## **Chapter Summary**

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As I have collected more and more evidence that we are headed for a world of continuous video surveillance, I see that this is inevitable. First, there is no stated right to privacy in the U.S. Constitution or the Magna Carta or other governing ground rules. Second, the surveillance is already occurring -- it's just that the results are privately held. Who owns the video archives of a store's surveillance cameras? The privacy invasion has occurred; sharing the booty -- even with those being spied upon -- is not being done. Try asking your bank to see surveillance video they have of you.

I think there are inescapable advantages of hooking up all these cameras to the net and making all of them visible to anyone, anywhere, anytime. It will dramatically reduce crime, improve efficiency, and provide endless hours of entertainment as we discover our humanity.

For those in marketing and public relations, it means that looking good on video is now a distinct advantage. If I were head of PR or marketing at a firm, I would be trying to get quality lighting in my office area, including a staged area for video communications -- even if that's just a backdrop. I would press to acquire a good quality camera, tripod, and microphones. Do not be content to use whatever is built in to your laptop. You might also want to get some training on how to edit video or even acting lessons, so you understand better the limitations of video.

Stanford University's Professional Publishing Courses offer a variety of high-end training programs in digital video, including teleseminars, day-long and week-long intensives. You can also learn a lot by arranging for a tour of a local TV station. Many stations rent their facilities, equipment, and crew for private video projects, such as recording earnings reports.

## ***Case History: Louder Than Words TV***

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### **~ ONLINE PUBLICITY PROPOSAL ~**

**Summary:** Patron Saint Productions (PSP) will develop an online television program for the *Louder Than Words* book series. PSP will market the show to teen blogs, particularly on MySpace, Facebook and LiveJournal, and produce the program for one "season."

**Consumer Pitch:** The *Louder Than Words Girls* will rock your blog with five days of candid, live video chats starting August 10 at 9 p.m. Eastern (6 p.m. Pacific). Host the *Louder Than Words Girls* on your blog and get a discussion leader's kit with free copies of three new books and a discussion group guide. Sign up today at the *Louder Than Words Blog*.

**Trade Pitch:** To launch a new series of books for teens on difficult nonfiction subjects, publisher Health Communications, Inc. (HCI), is producing a live web TV program called the *Louder Than Words Show*. Using Kyte TV, the teen authors of three new books will chat live with hundreds of fans on dozens of blogs and services such as MySpace, Facebook, and LiveJournal. HCI is securing host sites for the *Louder Than Words Show* by offering review copies of books to bloggers who embed the show.

**Results:** We hope that by the end of the campaign we can document that dozens of teen blogs have installed the *Louder Than Words Show*. We should be able to gather contact information for everyone embedding the show on their blogs. We will have gained hundreds of friends on MySpace, Facebook, and LiveJournal who link to the *Louder Than Words Blog*. We would expect a noticeable spike of book sales related to airing of *Louder Than Words* web TV programs.

**Production:** PSP will produce a five-day live program. For each show, the guest will be live on video chat. HCI must ensure that each of the guest speakers has the equipment to participate. This must be verified in advance and tested prior to launch week. PSP will provide one moderator for each program who controls the flow of questions to the guest speaker. Each show will run for one hour.

**Promotion:** To promote the program, PSP will create and distribute a variety of PR materials, including:

- ◆ A Discussion Guide for the First Season
- ◆ An Email News Release promoting the First Season to Teen Media
- ◆ A Trade News Release promoting the Show to Publishing Trade Media
- ◆ A Program Page used to pitch the show to potential host sites
- ◆ Excerpts from all three books in Word, HTML, PDF, and Text formats
- ◆ An Online Discussion Group Posting to announce the show to special interest groups
- ◆ A Blog Pitch to use in soliciting reviews and embeds from bloggers
- ◆ A Keywords document to identify important words, phrases, names and places

**Timetable:** These books are scheduled to publish in August 2009. The target week for the First Season is Monday, August 10, through Friday, August 14. To achieve this goal, here are target dates for related activities:

- ◆ July 1: Signed contract received. Deposit received.
- ◆ July 1-15: Tested equipment for all guest speakers. Tested ability to embed the show into Facebook, MySpace, LiveJournal and other blogs. *Louder Than Words Blog* up and running, along with LTW web site, MySpace and Facebook profiles. Promo copy written and approved, including Program Page, News Releases, and Pitches.
- ◆ July 15: Launch Promo Campaign, send News Releases.
- ◆ July 15 - August 10: At least 50 quality pitches for coverage and embeds from high-traffic teen sites.
- ◆ August 10-14: Produce daily web TV show.
- ◆ August 15-31: Prepare reports and contact databases, evaluate program, make a decision about a Second Season.

*Case History: Louder Than Words TV*

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~ **BLOG PITCH** ~

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**SUBJECT LINE: Will You Host Teen Series on Your Blog?**  
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Dear NAME,

BLOGNAME is an avid supporter of YA books. I'm writing to offer you free review copies of the first-ever series of teen-authored memoirs, "Louder Than Words," to be published in August by HCI Books.

I'm also writing to see if you'll host videochats with the authors on your site? It works just like embedding a video, only it's live TV.

If you agree, teen authors Marni Bates, Emily Smucker, Chelsey Shannon, and series editor Deborah Reber, will videochat live on your blog August 10-14, from 8-9 p.m. Eastern Time. They'll answer questions on subjects such as overcoming problems with siblings, schoolmates, health issues, mental health issues -- even the death of a parent -- plus talk about writing books and getting published.

If you agree to embed the videochat, I'll send you a free set of the books (they're beautiful), plus stuff you can post on your site if you choose, such as photos and excerpts and a video.

Let me know if you're interested and where to send the books. Thanks for your consideration.

STEVE O'KEEFE  
Louder Than Words TV  
Phone: (504) 342-4806

## *Case History: Louder Than Words TV*

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### ~ KYTE TV SHOW SCHEDULE ~

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**Monday**, August 10, 8-9 p.m. ET

**Guest:** Deborah Reber, Series Editor

**Topic:** Introducing the Louder Than Words Series

**Description:** Join us Monday night as Deborah Reber, editor of the new series of teen-authored memoirs, "Louder Than Words," gives us the story behind the series. How were the teen authors chosen? How were the books put together? Are there more books coming? How can I be a "Louder Than Words" author?

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**Tuesday**, August 11, 8-9 p.m. ET

**Guest:** Marni Bates, author of "Marni"

**Topic:** Compulsive Behavior and How the Internet Can Help

**Description:** Join us Tuesday night as teen author Marni Bates answers questions about her book, "Marni." Marni has trichotillomania -- a irresistible desire to pull out her own hair. What do you have? Marni discusses how the Internet helped her understand the problem, and also how she feels about having her secrets revealed in a book.

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**Wednesday**, August 12, 8-9 p.m. ET

**Guest:** Emily Smucker, author of "Emily"

**Topic:** Sickness and Faith, Pickles and Cake

**Description:** Join us Wednesday when Emily Smucker will answer questions about what it's like getting through senior year with a chronic illness. Emily is a Mennonite but, don't worry, it's not contagious. She'll also talk about blogging and writing books.

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**Thursday**, August 13, 8-9 p.m. ET

**Guest:** Chelsey Shannon, author of "Chelsey"

**Topic:** Assembling a New Life with Pieces from the Past

**Description:** Join us Thursday night as Chelsey Shannon, author of "Chelsey," talks about fashioning a new life for herself after her father was murdered a week before her 14th birthday. She'll talk about overcoming grief, and how she discovered a group of women writers who helped her get over.

## *Case History: Louder Than Words TV*

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~ NEWS RELEASE ~

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**SUBJECT LINE: "Louder Than Words" Teen Series Debuts**  
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I'm writing to offer you free review copies of the premiere books in the first-ever series of teen-authored memoirs, "Louder Than Words," due out in August from HCI Books.

These powerful, true memoirs are written by talented teen writers, not by celebrities or adults reflecting on their youth. This series is all about real teens, still in the moment, writing about their real experiences. We invite you to read these fresh, authentic voices as they share intimate details about personal struggles that will fascinate all teens.

Marni Bates sounds a keynote for the series in her book, "Marni," when she says, "I was painfully normal." Then she describes how she became overly fond of plucking her eyebrows and pulling out her hair (trichotillomania).

Emily Smucker, a Mennonite with West Nile, is "the sick one" of six siblings. "I just want a normal teenage life," she cries in "Emily," a perky, potent memoir of a senior year lost to sickness.

Chelsey Shannon lost more than any child should endure. Her mother died of leukemia when Chelsey was 6, then her father was murdered a week before her 14th birthday. She lost her parents, her home, and her school. "There is no home for me without you," she writes in "Chelsey." Eventually, she blossoms at a high school for the creative arts, under the mentorship of other women artists and writers.

The "Louder Than Words" books were guided by series editor Deborah Reber, a best-selling author, host of the popular blog "Smart Girls Know," and editor of several collections of teen writings.

To launch this breakthrough series, HCI is trying something totally new: syndicating live videochats with the authors into dozens of Facebook pages and blogs. The videochats run on Kyte TV player, which embeds just like a video on most blogs and social network sites. HCI is providing "host packages" with books, discussion guides, artwork, and updates, to teens who embed the show.

Louder Than Words TV will air live over this teen blogger network Monday, August 10, through Friday, August 14, from 8-9 p.m. Eastern Time. The live show is being produced by Steve O'Keefe, the Internet publicist behind such projects as Random House's "Seussville," Annick Press's "LIVEbrary," and the "Read Across America Day" Chat Series.

For free review copies of the three-book set, and a press kit with more details about Louder Than Words TV, simply reply to this email. Please include your shipping address for the books. Let me know if you would like to interview series editor Deborah Reber or any of her young, talented authors.

With Thanks for Your Consideration,  
STEVE O'KEEFE  
Producer, Louder Than Words TV  
Phone: (504) 342-4806

## ***Case History: Louder Than Words TV***

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### **~ RESULTS TRACKING ~**

#### **July 24**

The Email News Release was launched on Wednesday, July 22, 2009. About a dozen requests for review copies have been received so far. Successfully requested Amazon to link the authors' blogs into their Amazon pages.

#### **August 5**

The email news release has resulted in several sites installing the Kyte TV player and a couple author interviews. Alliances have formed with the following sites:

- Teen Voices <http://www.teenvoices.com/tvhome.html>
- Shaping Youth <http://www.shapingyouth.org>
- DOLLY Magazine <http://dolly.ninemsn.com.au>
- Self-Injury.com <http://selfinjury.com/blog/>

The Louder Than Words TV Show (Kyte TV Player) has been embedded into all the author pages and series pages on the following social networks: Facebook, MySpace, Twitter, LiveJournal, Amazon Author Connect, and FiledBy, resulting in a network of over a dozen installations so far. Marni was ranked #6 at Amazon in Teens/Depression.

#### **August 10**

First videochat aired. Approximately 25 sites were streaming throughout the program. Some technical difficulties and not enough questions from teens, but all in all, it worked! Several web sites wrote about the show, including Shaping Youth, which posted a terrific review.

#### **August 11**

Second videochat with Marni aired. Approximately 30 sites were streaming. Extreme sound problems led to suspending videochat and switching to text-chat through Kyte. Good transcript, but difficult experience to sit through for the author and the chatters.

#### **August 12**

Marni #4 in in Teens/Depression category on Amazon.

### **August 17**

LouderThanWordsBooks.com is #1 and #4 rank for Google Blog Search for "louder than words." Ten of the first 12 entries are about the series! Similar dominance for author name search. Series is now showing up in the top 100 for generic terms such as "teen books" and in the top 10 for "teen memoir." Lots of Google Alerts resulting from blogs embedding show.

### **August 21**

Final Tallies on the Louder Than Words TV show:

- 38 sites streamed the live program at peak, 25 sites at minimum.
- Average of 300 questions or comments per one-hour chat.
- Archived chats have been viewed an average of 400 times each.
- Trailer for the book has been viewed over 4,000 times.
- List of top sites that installed Louder Than Words player:
  - Shaping Youth <<http://www.shapingyouth.org>>
  - Bri Meets Books <<http://bribookblog.blogspot.com>>
  - Reading is Bliss <<http://www.readingisbliss.blogspot.com>>
  - Write for a Reader <<http://www.writeforareader.blogspot.com>>
  - Harmony Book Reviews  
<<http://harmonybookreviews.wordpress.com>>
  - Girls With Dreams <<http://www.girlswithdreams.com>>
  - Smart Girls Know <<http://www.smartgirlsknow.com>>
  - Feminist Review <<http://feministreview.blogspot.com>>
  - The Compulsive Reader  
<<http://thecompulsivereader.blogspot.com>>
  - Pop Culture Junkie <<http://aleapopculture.blogspot.com>>
  - MYCYC <<http://mycyc.com>>
  - IB Teen Blog <<http://ibteens.blogspot.com>>
  - YA Book Nerd <<http://yabooknerd.blogspot.com>>

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## **ABOUT THE AUTHOR**

STEVE O'KEEFE is a serial entrepreneur, writer, professor, and Internet pioneer. He has been a technology columnist for several publications and is the author of five books. He is co-founder of

the International Association of Online Communicators (IAOCblog.org), and he teaches Internet Public Relations at Tulane University. Steve is executive director of Patron Saint Productions, an online marketing firm, where he has launched campaigns for more than 1,000 products, companies and causes. In 2010, Steve O'Keefe joined partner David Reich to form SixEstate Communications, a newsblogging firm, where he works as head wrangler for the blog posse.

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#### ABOUT THE BOOK

Steve O'Keefe's Complete Guide to Internet Publicity:  
How to Promote Any Product, Person, Organization, or Event -  
A Complete Program Based On 15 Years of Research!  
by Steve O'Keefe  
Published by Patron Saint Productions, Inc.  
(ISBN pending, 300 pages, paperback, \$29.95)  
Available through bookstores or directly from the publisher:  
<http://PatronSaintPR.com>

Hi, I'm professor Steve O'Keefe. I wrote the first book on Internet publicity back in 1996. It became a bestseller for a little startup company named Amazon and launched my career in online PR.

Since 2001, I've been teaching Internet public relations at Tulane University in New Orleans, Louisiana. I teach an hands-on lab where students build online marketing campaigns for organizations of their own choosing. I've also taught online marketing at Stanford University, UCLA, and other schools in the U.S.A. and Canada.

But you don't have to get on the waiting list for my class to access the latest information on how to promote yourself or your business online. This book contains all the lessons I've learned from

launching more than 1,000 online marketing campaigns. And there's more!

The instructions here are supplemented with free document templates, free training videos, an award-winning web site, and other online resources that turn this book into a marketing machine that you control.

Let me show you how to use these new marketing techniques to grow your business, your organization, or your career:

- \* Online TV Programs and Networks
- \* Blog Tours, Chat Tours, and Video Tours
- \* Online Seminars and Workshops
- \* Digital Press Kits and Online News Rooms
- \* Online News Releases and Wire Services
- \* Social Network Setups and Campaigns
- \* Search Engine Optimization and Link Building
- \* And "Newsblogging" -- the Latest Trick in Blogs!

#### ENDORSEMENTS FOR PREVIOUS EDITIONS:

"Nobody knows more about making a splash on the Internet than Steve O'Keefe. And no book reveals better how to do it than this one."

- Fraser P. Seitel, author of "The Principles of Public Relations"

"'Complete Guide to Internet Publicity' makes the art of Internet publicity almost a no-brainer for professionals and non-professionals alike. The book is far more than a collection of tactics. Most important, it is salted with expert advice and counsel on how to use the Internet wisely. A wonderfully practical primer that helps us to concentrate on creativity and substance in generating the kind of publicity that we only dreamed of a few years back."

- Don Bates, APR, Fellow PRSA

"I KNOW Steve O'Keefe's ideas in his new book, Complete Guide to Internet Publicity, work. I used his services with my website, PlatinumRule.com , with incredible success. You can experience the same success by simply reading and following the great ideas in his new book."

- Dr. Tony Alessandra, author of "The Platinum Rule" and "Charisma"

"The definitive resource for PR and marketing professionals."

- Publishers Publicity Circle, UK

"This new, massive book is the definitive guide to e-publicity secrets."

- Joe "Mr. Fire" Vitale

"It is common to find that books written about marketing campaigns are largely the kind of hyperbole spouted by motivators and the like. There's not a trace of that in this title. The author gives sound, practical advice backed up with technical detail that won't leave the non-technical reader floundering."

- Major Keary, Melbourne PC User Group, Australia

"Almost every chapter is crammed full of detailed instruction on how to perform online publicity tasks well, and well-structured explanations of why a particular approach is best suited to Internet conditions... head and shoulders above the cyber-tosh which passes for gospel in much 'new media' marketing... one of the half dozen books that any self-proclaimed Internet strategist should have read."

- GBdirect Ltd. Training Division, UK

"Your book has been voted as one on the Top 5 Internet Marketing books since 1993 by a well-known Internet Marketing expert. It's just so rare to find a truly excellent product in the Internet Marketing and Publicity arena, with all the hype out there now."

- Daryl Thompson, Fayez Sarofim & Co., Applications & Development Support

"When I first began to read this book, I was skeptical about the value it would have for me. I've since purchased five more copies to distribute to the rest of the public relations staff and marketing department."

- Jennifer Szwalek, Contemporary PR Challenges

"I've read a lot of writing on Internet marketing and have found yours by far the most informative."

- Mike de Sousa, Director, AbleStable

"When it comes to the details of online publicity and marketing, I highly recommend Steve O'Keefe's book, 'Complete Guide to Internet Publicity.'"

- Tim Bete, Co-Director, Erma Bombeck Writers' Workshop

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