My Name is Barbra Public Relations Campaign

Thomas Scalese

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My Name is Barbra Public Relations Campaign

Thomas J. (TJ) Scalese

Submitted in Partial Completion of the
Requirements for Commonwealth Honors in Communication Studies

Bridgewater State University

May 8, 2023

Dr. Lisa Bergson, Thesis Advisor                       Date: May 8, 2023

Dr. Thomasena Shaw, Committee Member                 Date: May 8, 2023

Dr. Jason A. Edwards, Committee Member               Date: May 8, 2023
My Name Is Barbhra
Public Relations Campaign

TJ Scalese
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Who is Barbra?

Barbra Joan Streisand was born on April 24, 1942, in Brooklyn, New York. She is an award winning actress, singer, director, and producer.

Barbra began her career by performing at nightclubs and different theaters in the early 1960s. She soon signed to Columbia Records in 1963 and produced her debut album, “The Barbra Streisand Album.” At that year’s Grammys she won her first of many Grammy awards for Album of the Year. She is extremely well-known for her singing ability and has released multiple albums, including “The Barbra Streisand Album,” “Je m’apelle Barbra,” “Streisand Superman,” and “Love is the Answer.”

In 1964 she began the role as of Fanny Brice in the musical, “Funny Girl.” The Broadway show was, and still is, a defining role for Streisand. In 1965 she won two Emmy Awards for her TV Program “My Name Is Barbra” for Outstanding Program Achievements in Entertainment, and Outstanding Individual Achievements in Entertainment. In 1968 she reprised her role as Fanny Brice for the “Funny Girl” movie, for which she won an Academy Award for best Actress in 1969.

Throughout the 1960s and 1970s she starred in multiple musical movies such as “Funny Lady,” “Hello Dolly,” “A Star is Born,” and “The Way We Were.” She directed her first movies in 1983 for the film “Yentl,” in which she also starred as the leading role.
Barbra is 1 of 18 individuals who have reached EGOT status, winning an Emmy, a Grammy, an Oscar, and a Tony. These awards are the most prestigious awards in the entertainment industry, and she completed this in 1970, which made her the second-ever EGOT winner.

Barbra has accomplished so much in her life. She has Emmy Awards for Outstanding Variety Music or Comedy Special and Outstanding Individual Performance in a Variety Or Music Program. She has won multiple Grammys, like Album of The Year, Song of The Year, and Best Female Pop Vocal Performance. Barbra was bestowed with the Grammy Legend Award in 1992 and the Grammy Lifetime Achievement Award in 1995. She has won two Oscars for Best Actress and Best Original Song and a Tony Award for Star Of The Decade in 1970.

On top of all those awards she is also a 7-time People Choice Award Winner, 3-time Peabody Award Winner, 9-time Golden Globe Winner, and she has a star on the Hollywood Walk of Fame. Three pieces of her work have been put into the Library of Congress. In 2015, she received a Presidential Medal of Freedom, presented to her by President Barrack Obama, which is the highest civilian honor in the United States.
Her Number 1 Hits are:
- “Evergreen”
- “Woman In Love”
- “The Way We Were”
- "You Don't Bring Me Flowers"
- "No More Tears (Enough Is Enough)"
Barbra Streisand has released and been part of so many different albums throughout her career. She has released 36 Studio albums from 1963 to 2018. She has also released 11 Live Albums, 11 Compilation Albums, and has been part of 15 Albums that were cast recordings or soundtracks.

According to the Recording Industry Association of American (RIAA), a certified gold album must sell over 500,000 units. A Platinum certification occurs when the album has sold 1 million units. Each level is an increase of another 1 million units.

<table>
<thead>
<tr>
<th>Total Albums</th>
<th>Certified Gold Albums</th>
<th>Certified Platinum Albums</th>
<th>5x Certified Platinum Albums</th>
<th>4x Certified Platinum Albums</th>
<th>3x Certified Platinum Albums</th>
<th>2x Certified Platinum Albums</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>21</td>
<td>31</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
</tbody>
</table>

Barbra Streisand has released and been part of so many different albums throughout her career. She has released 36 Studio albums from 1963 to 2018. She has also released 11 Live Albums, 11 Compilation Albums, and has been part of 15 Albums that were cast recordings or soundtracks.
<table>
<thead>
<tr>
<th>Title</th>
<th>Year of Release</th>
<th>Box Office Earnings</th>
<th>Accomplishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet The Fockers</td>
<td>2004</td>
<td>$279M+</td>
<td>-This is her Highest Box Office Success in a movie as an actress</td>
</tr>
<tr>
<td>The Prince of Tides</td>
<td>1991</td>
<td>$74M+</td>
<td>-Nominated for Best Picture at the Academy Awards -This is her Highest Box Office Success in a Movie as a Director and a Producer</td>
</tr>
<tr>
<td>Yentl</td>
<td>1983</td>
<td>$39M+</td>
<td>-In this film she was the first woman to write, produce, and star in a major studio film.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-It won an Oscar for Best Original Score</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Won the Golden Globe for Best Motion Picture in a Musical or Comedy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Won the Golden Globe for Best Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Up until 2020 she was the only women to ever win this award</td>
</tr>
<tr>
<td>A Star Is Born</td>
<td>1976</td>
<td>$63M+</td>
<td>-Won the Oscar for Best Original Song “Evergreen”</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Won the Golden Globe for Best Actress in a Motion Picture Musical or Comedy</td>
</tr>
<tr>
<td>The Way We Were</td>
<td>1973</td>
<td>$49M+</td>
<td>-She was Nominated for Best Actress at the Academy Awards</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-She was Nominated for Best Actress in a Motion Picture Drama at the Golden Globes</td>
</tr>
<tr>
<td>Hello Dolly</td>
<td>1969</td>
<td>$33M+</td>
<td>-Nominated for the Golden Globe for Best Actress in a Motion Picture Musical or Comedy</td>
</tr>
<tr>
<td>Funny Girl</td>
<td>1968</td>
<td>$58M+</td>
<td>-Won the Oscar for Best Actress</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-Won the Golden Globe for Best Actress in a Motion Picture Musical or Comedy</td>
</tr>
</tbody>
</table>
Barbra Streisand is writing a memoir about her life titled "My Name Is Barbra," which will be released on November 7, 2023. It will be published by Viking Press, an imprint of Penguin Random House, which is the publisher.

This Public Relations Campaign will focus on the promotion and the release of Streisand's memoir "My Name Is Barbra." This campaign will include industry trends, a competitive landscape analysis, audience identification and research, buyer personas, strategies and an original tactic portfolio.
The Book Publishing industry edits, designs, markets, and distributes books. (IBISWorld, 2023).

The primary activities of this industry are:
- Textbook publishing
- Adult trade book publishing
- Professional, technical and scholarly book publishing
- Children's book publishing
- General reference book publishing

The major products and services in this industry are:
- Textbooks
- Adult trade books
- Professional, technical and scholarly books
- Children's books
- Other books and services (IBISWorld, 2023)

Printed Book Sales still out weigh e-book sales. The estimated share of the population that purchased an Ebook in 2021 is 23.4%, where the percentage of Printed books is 44.6%. (Statista Advertising and Media Outlook, 2021)
# Industry at a Glance

## Key Statistics

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Sales Revenue</td>
<td>$40.9bn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Growth</td>
<td>-2.3%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>$2.3bn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Growth</td>
<td>-6.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incent Margins</td>
<td>5.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Growth</td>
<td>-1.3%</td>
<td></td>
<td></td>
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<tr>
<td>Businesses</td>
<td>1,944</td>
<td></td>
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<tr>
<td>Annual Growth</td>
<td>-1.4%</td>
<td>-0.9%</td>
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<tr>
<td>Employment</td>
<td>66,143</td>
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<tr>
<td>Annual Growth</td>
<td>-2.0%</td>
<td>-0.3%</td>
<td></td>
</tr>
<tr>
<td>Wages</td>
<td>$6.2bn</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Growth</td>
<td>-2.5%</td>
<td>-0.3%</td>
<td></td>
</tr>
</tbody>
</table>

## Key External Drivers

<table>
<thead>
<tr>
<th></th>
<th>% 2018–2023</th>
<th>2018–2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demand from bookstores</td>
<td>-3.1%</td>
<td></td>
</tr>
<tr>
<td>Number of mobile internet connections</td>
<td>0.3%</td>
<td></td>
</tr>
<tr>
<td>Per capita disposable income</td>
<td>1.2%</td>
<td></td>
</tr>
<tr>
<td>Number of college students</td>
<td>-0.8%</td>
<td></td>
</tr>
<tr>
<td>Price of paper</td>
<td>4.5%</td>
<td></td>
</tr>
</tbody>
</table>

## Industry Structure

- **POSITIVE IMPACT**
  - Revenue Volatility: Low
  - Concentration: Low
- **MIXED IMPACT**
  - Technology Changes: Medium
  - Industry Globalization: Medium / Steady
- **NEGATIVE IMPACT**
  - Barriers to Entry: Medium / Steady
  - Industry Assistance: Low / Steady

## Key Trends

- The industry's trade market declined as brick and mortar retail streams died off.
- Primary and secondary education markets have added the industry over recent years.
- Smaller publishers have struggled amidst stagnant demand and high competition.
- Used and rental textbook markets will continue to siphon new book sales.
- Publishers will grapple with a marketing challenge in how readers discover new titles.
- The emergence of self-publishing will challenge the industry.
- Distribution has become a major industry challenge due to low brick and mortar book store sales.

*IBISWorld, 2023*
Over the five years to 2023, industry revenue is expected to decrease at a CAGR of 2.3% to $40.9 billion, including an estimated 0.1% slide in 2023 alone, as profit shrinks to 5.7%.

Pandemic-related disruptions drive the industry downward
- Due to mandatory business closures amid the pandemic, brick and mortar book publishers operated at significantly reduced capacity, depleting industry revenue earning potential in 2020.
- Paper prices have a significant effect on the book publishing market. With many industries suspending or limiting operations in 2020, including in the book publishing industry, demand for paper decreased significantly, resulting in decreasing paper prices.
- As the economy reopened in 2021, paper demand has increased, which has helped raise paper prices again, increasing purchasing costs. High paper prices have cut into industry profitability and, when coupled with low per capita disposable income, have made books less affordable to consumers.
- Smaller and mid-sized publishers have struggled amid stagnant demand and heightened competition. Unlike larger publishers, smaller publishers do not have the capital to offer authors exclusive deals, due to this, the number of enterprises has decreased. As this industry has endured challenges, enterprises have started cutting back on wage expenses to keep profitability leveled.

Fatigue suppresses the 2021 boom
- As consumers returned to bookstores in 2021 following the pandemic, book sales skyrocketed. Publishers returning to a normalized production schedule were able to produce physical books at a more normalized rate.
- As publishers ramped up production again in 2021, the pent-up demand for physical books was largely satisfied.
- With demand for books normalizing back to pre-pandemic levels, publishers have struggled to match the growing onset of popular self-publishing services, such as Wattpad, enabling users to post their stories without needing to rely on major publishers.

Brick and mortar stores struggle to compete with e-reader devices
- Amazon remains a central source of industry tension in the e-book market as it dominates via its Kindle e-reader device. As a result, e-book sales have surged and contributed to demand from bookstores declining.
- The industry has been susceptible to price erosion, with e-reader sales cannibalizing print sales and reducing the industry’s ability to invest in advances for unproven concepts by new authors.
- Publishers pushed back against this external threat, obtaining agreements that enable them to set the prices for the e-books on Amazon, paying the e-tailer a percentage commission rather than a flat-per-unit price.

Online sources siphon away demand from traditional book publishers
- While consistent book sales have tempered industry revenue, an increasing number of users turning to online sources for research and general entertainment has caused concern for industry operators.
- As of 2021, in the United States, 31.0% of adults reportedly use the internet constantly, according to a Pew Research study.
- Users have been increasingly relying on websites, such as Wikipedia, which grant users access to thousands of pages covering various subjects, rather than acquiring books, such as encyclopedias. Other websites like Google provide users with a search engine to find material to read online.
Book publisher revenue is expected to stagnate at 0.0% growth to an estimated $40.8 billion over the five years to 2028, as profit crumbles to 5.3% of revenue.

(IBISWorld, 2023)
**SWOT ANALYSIS**

**S** - STRENGTHS
- Low Volatility
- Low Imports
- Low Customer Class Concentration
- Low Product/Service Concentration
- High Revenue per Employee
- Low Capital Requirements

**W** - WEAKNESSES
- Low & Steady Level of Assistance
- High Competition
- Decline Life Cycle Stage
- Low Profit vs. Sector Average

**O** - OPPORTUNITIES
- High Revenue Growth (2023-2028)
- High Performance Drivers
- Number of college students

**T** - THREATS
- Low Revenue Growth (2005-2023)
- Low Revenue Growth (2018-2023)
- Low Outlier Growth
- Number of mobile internet connections

(IBMWorld, 2023)
Bertelsmann Se owns Penguin Random House, and subsequently Viking Press, the publisher of Barbra Streisand's memoir, "My Name Is Barbra."

(IBISWorld, 2023)
The publishing industry is a $4.9 billion industry, however, it has a small profit margin of 5% with a 0% grow prediction (IBISWorld, 2023). In the industry, Bertelsmann Se & Co owns a 7.5% market share of the US book publishing industry with its nearest competitor, Pearson, a publishing company bolstered by textbook sales, only owns 1.9%. In recent years, book sales have been bolstered by blockbuster memoirs such as Spare by Prince Harry, Becoming by Michele Obama, and A Promised Land by Barack Obama. Therefore, the success of Streisand’s memoir is important to Viking, Penguin Random House and their parent company, Bertelsmann Se & Co.

(IBISWorld, 2023)
<table>
<thead>
<tr>
<th></th>
<th>Bertelsmann Se</th>
<th>Pearson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Type</td>
<td>Rising Star</td>
<td>Laggard</td>
</tr>
<tr>
<td>Number of Employees</td>
<td>145,000</td>
<td>20,169</td>
</tr>
<tr>
<td>Market Share (2022)</td>
<td>7.51%</td>
<td>1.86%</td>
</tr>
<tr>
<td>Market Share Growth (2018-2022)</td>
<td>1.4%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Revenue (2022)</td>
<td>$3.0bn</td>
<td>$732.4m</td>
</tr>
<tr>
<td>Revenue Growth (2018 – 2022)</td>
<td>6.2%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Profit (2022)</td>
<td>$678.2m</td>
<td>$168.3m</td>
</tr>
<tr>
<td>Profit Margin (2022)</td>
<td>22.97%</td>
<td>22.97%</td>
</tr>
<tr>
<td>Profit Margin Growth (2018 – 2022)</td>
<td>8.3%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

(IBISWorld, 2023)
"Barbra Streisand is by any account a living legend, a woman who in a career spanning six decades has excelled in every area of entertainment. She is among the handful of EGOT winners (Emmy, Grammy, Oscar, and Tony) and has one of the greatest and most recognizable voices in the history of popular music. She has been nominated for a Grammy 46 times, and with Yentl she became the first woman to write, produce, direct, and star in a major motion picture. In My Name Is Barbra, she tells her own story about her life and extraordinary career, from growing up in Brooklyn to her first star-making appearances in New York nightclubs to her breakout performance in Funny Girl (musical and film) to the long string of successes in every medium in the years that followed. The book is, like Barbra herself, frank, funny, opinionated, and charming. She recounts her early struggles to become an actress, eventually turning to singing to earn a living; the recording of some of her acclaimed albums; the years of effort involved in making Yentl; her direction of The Prince of Tides; her friendships with figures ranging from Marlon Brando to Madeleine Albright; her political advocacy; and the fulfillment she’s found in her marriage to James Brolin.

No entertainer’s memoir has been more anticipated than Barbra Streisand’s, and this engrossing and delightful book will be eagerly welcomed by her millions of fans."
Barbara Streisand has been around for decades and has fans of many different ages. A majority of people have at least heard of her and know her name. From Baby Boomers and Generation X to Millennials and Generation Z, Barbra Streisand is a household name. However, this Public Relations Campaign will target Millennials from the age of 24 to 34.

According to a GWI (2022) report, Millennials spend more time on social media than the average consumer, spending approximately 2 hours and 36 minutes on social media. TikTok has become a savior for the publishing industry, allowing all book readers to connect, and get more excited about reading. According to a Circana/Circana Books #BookTok Consumer Study in October 2022, 80% of consumers of BookTok, the side of TikTok where content creators discuss their favorite books and do book reviews, are ages 34 or younger. This aligns with the target audience of younger Millennials. According to the same GWI (2022) report, TikTok is also the 4th most used platform for Millennials, behind Instagram, Facebook, and Facebook Messenger. This is a large jump from 8th place in 2020. A study by EMarketer in 2022, found that US adults spend the most time on YouTube and TikTok when compared to any other social media platform, averaging at around 45 minutes a day. According to a Sprout Social 54% of all TikTok users are women, which is a driving reason for why this campaign will focus on women.
Demographics
Young Millennials are individuals who are between 24 to 34 years old. They are typically from the middle to the upper-middle class who have the money and the resources to be able to go back and watch and listen to some of the older Barbra Streisand movies and music. The specific gender for this campaign, will be focused on women. In addition to the data of women on TikTok, women are also the largest portion of Barbra's base. The main target audience for this promotional campaign will be women Millennials ages 24-34. According to US Census Bureau there are 92 Million Millennials in the US, which is the largest cohort in the US.

Psychographics
The target audience, Millennial women age 24-34, have several psychographic characteristics. They are interested in theater, and more specifically musicals. Barbra Streisand is an extremely well-known and influential person in the theater industry, so anyone who is anyone in this industry, or is interested in theater, would love to get their hands on this book to hear all about what Barbra has to say. Additionally, they have a huge interest in old Hollywood and old Hollywood celebrities. Barbra is a notoriously quiet person who keeps a lot to herself, so anyone who loves to learn about different celebrities would love this book and all of the new exclusive information that is going to come out of this book.

Another important psychographic for this campaign is that the audience must like to read. They are always looking for the newest books coming out and love to stay on top of the New York Times Best-Sellers list.

Millennials also have distinct values and attitudes that separate themselves from different generations. According to a Goldman Sachs report (2022) Millennials are more likely to put off large life milestones, like entering the housing market, getting married, and having children. They also value access rather than ownership, they tend to not purchase cars, music, luxury goods, and tend to focus more on thrifting and public transportation. Millennials are looking for "brands that can offer maximum convenience at the lowest cost" (Goldman Sachs 2022.)
Buyer Personas

A buyer persona is extremely important when it comes to developing a Public Relations Campaign. My first buyer persona is about a woman age 32 from upstate New York. Broadway Jess grew up in the middle class and spent her entire life in the performing arts. Upon getting older and mastering her skills of dancing, singing, and acting, she applied and got accepted to music school. Upon graduation from music school, she got married and purchased a new home with her fiancé. She has now moved on to being a professional performer with the dreams of being on Broadway.

A second buyer persona is about a 26-year-old woman from California. From a young age Theater Lauren loved theater and her family instilled a love of old Broadway legends, like Barbra Streisand. She currently lives in San Diego with a group of her friends and is extremely frugal with her money and loves a bargain. Being a huge theater geek, she loves to read and reads different genres of books for several hours a day. However, the books she loves the most are about real life stories and real life people especially memoirs and biographies.
Our main goal is to get “My Name Is Barbra” by Barbra Streisand to be No. 1 on the New York Times Best Seller List for the categories of “Combine Print and E-Book Non-Fiction,” and “Hardcover Nonfiction.”
1% of Millennials will be able to name “My Name Is Barbra” by December 2023.

Barbra Streisand, along with her memoir, “My Name is Barbra” will be featured on 5 different Talk Shows by January 2024.

Barbra Streisand's website will have an increase of traffic by 300% on the day of release, November 7th 2023.

“My Name Is Barbra” will reach No.1 on the New York Times bestseller list by December 2023.

“My Name Is Barbra: will have 500,000 units of merchandise sold by December 2023.

“My Name Is Barbra” will reach 1 million copies sold on all formats by December 2023.
“My Name Is Barbra” goes all in with never-before-told stories about Barbra Streisand, one of Hollywood’s most mysterious leading ladies.

Have you ever wondered why Barbra Streisand has such bad stage freight or why she has decided to keep her personal life so separate from the public? “My Name Is Barbra” goes into full detail about the legendary Barbra Streisand.

“My Name is Barbra” shares all the backstage gossip and drama from Barbra Streisand’s breakthrough role as Fanny Brice in “Funny Girl” and how she got her break.

Emmy. Grammy. Oscar. Tony. Barbra Streisand has them all. You can learn all about Barbra, her accomplishments and her challenges in her new autobiography, “My Name Is Barbra.”

Learn how a star was born in Barbra Streisand's new book, “My Name Is Barbra.”
STRATEGIES

1. Media Relations Campaign
   a. Press Coverage via News Release
   b. Talk Show Tour
   c. Book Signing Events

2. Social Media Campaign
   a. Instagram
   b. Facebook
   c. TikTok
   d. Youtube
   e. Podcast

3. Merchandising Campaign
Media Relations is a sub-field of public relations in which PR practitioners use strategies to gain media coverage in traditional and social media outlets (Arqoub & Dwikat, 2023). A part of Media Relations is securing consistent, positive, and credible publicity for an organization through a gatekeeper – traditional media – to reach a target audience (Feng et al., 2011). Theaker (2012) suggests that traditional media outlets such as television, radio and newspapers are the most effective channels for getting messages to large audiences, even with the advent of social media and the internet. Therefore, this PR campaign will utilize both tradition media and social media to utilize the benefits of both, and to reach the largest audience possible. Media Relations tactics that will be included in this campaign are commonly used by PR practitioners and include pitches, news releases, social media posts, and YouTube videos. (Arqoub & Dwikat, 2023; Feng et al, 2011; Johnston; 2013; Pang et al, 2014).
• The Tonight Show with Jimmy Fallon
• Jimmy Kimmel Live!
• The Late Show with Stephen Colbert
• The View
• The Kelly Clarkson Show
• The Drew Barrymore Show
• Good Morning America
• Hot Ones (Youtube)
Barbra will complete a book signing tour in these 8 major United States cities, geographically spread throughout the US. At this tour she will read a small portion of the book to an audience, have a Q&A session, and then sign books for fans in attendance.

- New York City, New York
- Los Angeles, California
- Chicago, Illinois
- Boston, Massachusetts
- Houston, Texas
- Jacksonville, Florida
- Charolette, North Carolina
- San Diego, California
This social media campaign to promote Barbra's memoir will utilize multiple social media platforms.

The first two platforms will be Instagram and Facebook. According to a 2022 GWI report on Millennials, these two social media platforms are the two most commonly used platforms by Millennials, the target audience.

According to Sprout Social (2023), Millennials are the largest age group on Facebook and the second largest on Instagram.
The next two social media platforms that will be used in social media campaign are TikTok and YouTube.

BookTok, which is a side of TikTok where individuals who are book lovers post about their favorite books and their book reviews, is revolutionizing the book publishing industry (IbisWorld, 2023) and increasing the popularity of reading books. Since 80% of BookTok consumers are under the age of 34, this is the ideal platform to target Millennials, age 24-34.

YouTube will be an important platform in the social media campaign because Millennials are the largest consumer of YouTube media. Barbra can post videos singing raw-uncut versions of her songs, as well as different behind the scenes videos of her book writing.
Influencer Relations

These individuals are TikTok influencers that Viking will approach to promote the memoir. They will receive an advance copy of the book to review and talk about on their TikTok page. They will also receive free merchandise, as well as a backgrounder on Barbra Streisand.

- TheBooksIveLoved
- AbbysBooks
- CaitsBooks
- Noelle Gallagher
- Jack Edwards
- KimmyBookss
The Celebrity Memoir Book Club Podcast is a podcast that does a full review of different celebrity memoirs and books. They talk about every chapter, every story, and all the important news that comes out of it. They have gone into Seth Rogens, Paris Hiltons, Prince Harrys, Mariah Careys, Amy Poehler and more. According to a GWI report on Millennials, the percentage of Millennials that listen to podcasts is on the rise, therefore this would be such a good way for Barbra Streisand to get the word out of her book to all celebrity and autobiography lovers.
Barbra Streisand News Release

For Immediate Release

Barbra Streisand to publish new memoir, 'My Name Is Barbra', on November 7, 2023.

(NEW YORK, - Nov. 7, 2023) – Barbra Streisand is set to publish her new tell-all memoir, “My Name Is Barbra” on November 7, 2023. This memoir will be published by Viking Press, an Imprint of Penguin Random House.

Barbra Streisand is an American singer, songwriter, actress, director, and producer and she is one of the most recognizable figures in America pop culture. With her decades long career, well known stage freight, and notable tendency to keep her private life sperate from her fame, this memoir is set to be a tell-all for her career.

She is a living legend, with a Grammy, an Emmy, an Oscar, and a Tony under her belt she is one of a very few EGOT winners. The back cover blurb states that she has one of the greatest and most recognizable voices in the history of popular music."

Viking Press CEO, Brian Tart, states that "Barbra tells a facinating story about her life and extraordinary career, from growing up in Brooklyn to her first star-making appearances in New York nightclubs to her breakout performance in Funny Girl (musical and film) to the long string of successes in every medium in the years that followed. The book is, like Barbra herself, frank, funny, opinionated, and charming."

"My Name Is Barbra" is available world wide in Barnes and Noble, Target, Walmart, and other large chain book stores. Get yours today in person, online, or via audio book on Audible where Barbra can read the book to you.

About Bertelsmann Se & Co
Headquartered in Gütersloh, Germany, Bertelsmann Se & Co is an international media conglomerate focusing on education and service sector. Bertelsmann owns Penguin Random House which is a intern nation publishing house that owns multiple editorial and independent publishing imprints like, Viking Press. Bertelsmann Se owns an estimated 7.5% of the US book publishing market. With nearly 145,000 employees and annual revenue of $3 billion, the company is consider a rising star in the book publishing industry. For more information, visit https://www.bertelsmann.com/.

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For more information, contact:
Thomas Scalese
1745 Broadway, New York, NY 10019
(978) 257-3482
tj@viking.com
Dear Mr. Hurley,

Can you imagine the duet of a lifetime? I am writing to you to pitch the idea of having Barbra Streisand as a guest on the Kelly Clarkson Show. Barbra Streisand is coming out with a new tell-all memoir on November 7, 2023, and Barbra would love to sit down with Kelly and her audience to talk about it.

Barbra is a legendary figure in the entertainment industry, and she is one of the very few EGOT winners (Emmy, Grammy, Oscar, Tony) having won all four of the major entertainment awards. Although she been in the public eye for decades her memoir offers readers a rare glimpse into her personal life, which she has kept separate from Hollywood life. This memoir discusses her childhood, her struggles with anxiety and depression, and what it is like being a woman in the entertainment industry.

A conversation between Kelly Clarkson and Barbra Streisand would be a must-see event for fans of both singers, and a rare opportunity to hear from one of the greatest performers of all time. We would also love to give Kelly an advance copy of "My Name Is Barbra" and the chance to sing a duet with Kelly of her song “You Don’t Bring Me Flowers,” which would be a once-in-a-lifetime opportunity for both Kelly, Barbra, and fans alike.

Thank you so much. I look forward to hear from you soon. I can be reached at 978-257-3482, or via email at tj@viking.com.

All the best,
TJ Scalese
Dear Chris,

"Hot questions, and even hotter wings," but make it Broadway! I am writing to you to pitch the idea of having Barbra Streisand as a guest on your hit show “Hot Ones.” Barbra is coming out with a new tell-all memoir on November 7, 2023, and she would love to sit down with Sean Evans and talk about her long, illustrious career and take on the spicy wings challenge.

Her memoir dives deep into her life, spanning from childhood all the way to today. She talks about her struggles with anxiety, depression, and what it is like to be a women in the entertainment industry. I feel that your audience would love to hear all the words of wisdom from this Hollywood legend. Your show always has the most popular and talked about celebrities featured, and I feel that having the legendary Barbra Streisand on your show would be different than anyone you have had on your show in the past. Fans would get a rare glimpse into the legendary but private life of Barbra Streisand.

Thank you so much. I look forward to hear from you soon. I can be reached at 978-257-3482, or via email at tj@viking.com.

All the best,
TJ Scalese
Dear Mr. Teta,

The View is known for empowering women voices, so how about the chance to hear the voice of a Hollywood star who has been almost silent her entire life? I am writing to you to pitch the idea of having Barbra Streisand as a guest on The View. Barbra is coming out with her new tell-all memoir on November 7, 2023, and she would love to sit down with the amazing ladies on The View, as well as their audience, to have a discussion the ups and downs in her life, as featured in the book.

Her memoir talks very deeply about what it is like to be a women in the entertainment industry, and what it is like going through life in the public eye. Barbra is a legendary figure in the entertainment industry as one of the very few EGOT winners (Emmy, Grammy, Oscar, Tony) having won all four of the major entertainment awards. Barbras memoir offers readers a rare look into her personal life, including her childhood, her struggles with anxiety and depression, and her marriage.

Barbra would love to do give all audience members and co-hosts an advance copy of her memoir.

Thank you so much. I look forward to hear from you soon. I can be reached at 978-257-3482, or via email at tj@viking.com.

All the best,
TJ Scalese
Merchandise

Barbra's Best Hit

"Evergreen"
By: Barbra
MEASUREMENT

Awareness
- Omnibus survey to determine number of Millennials will be able to name “My Name Is Barbra” by December 2023.

- # of Talk Shows Barbra Streisand appears on by January 2024.

Interest
- # website visitors to Barbra Streisand’s website on the day of release, November 7 2023.

- Whether or not “My Name Is Barbra” reaches No.1 on the New York Times bestseller list by December 2023.

Action
- # of merchandise units sold by December 2023.

- # of copies sold on all formats by December 2023.
TIMELINE

January 2023
- Launch Website

February 2023
- Start Social Media Campaign
- Release First News
- Release about Book

March 2023
- Continue Social Media Campaign
- Release Cover and Merchandise
- Begin Teaser Videos on Youtube
April 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube

May 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube

June 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube

July 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Begin Talk Show Tour

August 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Continue Talk Show Tour
September 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Continue Talk Show Tour

October 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Continue Talk Show Tour
- Release New Press Release
- Release Best Hits Album

November 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Continue Talk Show Tour
- Release New Press Release
- Launch Book

December 2023
- Continue Social Media Campaign
- Continue Teaser Videos on Youtube
- Continue Talk Show Tour


• Feng, B., Dong, B., Xu, T., & Feng, R. (2011). Place media events and place image communication: The role of festivals and special events from the perspective of media relations. *Catalan Journal of Communication & Cultural Studies, 3*(2). https://doi.org/10.1386/cjcs.3.2.159_1


• IBISWorld (2023, March). Book publishing in the US.


