



Special Guests

Providing Positive Publicity on Purpose since 1985

919-437-0001

Case Study:

Jumpstarting the Swift Boat Veterans movement ***Exposing Senator John Kerry's Dubious War 'Hero' Record***

Challenge and Goals:

- 1) *Priming the pump on raising awareness about Senator John Kerry's dubious record as a war 'hero' by using the testimony of some men who served with him in Vietnam who viewed Kerry as an opportunist, not a hero.*
- 2) *Acquire contributions and/or website traffic for the cause.*
- 3) *Paving the way for expansion of the topic*

Methods:

Shocking the world with the knowledge that Senator John Kerry was no war hero and in reality, quite the opposite: a fraud and traitor, according to some who served with him in Vietnam.

Using talk radio to get the message out to prime the pump for this project.

Turning over the project to others once launched sufficiently in the minds of Americans

RESULTS: All three goals were achieved:

Challenge and Goals:

- 1) *Got the message out on talk shows including The Sean Hannity Radio Show, raising awareness.*
- 2) *Raised money and website traffic.*
- 3) *Allowed others to continue with the jump-started cause after launch, leading to a release of the book, "Unfit for Command," by John O'Neill and Jerome Corsi that become the #1 bestselling nonfiction book of the year.*