



To: Chelsea Krost, Cindi Krost
From: KMR Communications, Inc.
Date: Friday, June 18, 2010
Re: Weekly Status Report for *Chelsea Krost/Teen Talk Live*

Below are the account activities for *Chelsea Krost/Teen Talk Live* generated during the week of June 14, 2010. As always, please let us know if you have any questions.

I. Secured Placements

- **Internet**

- [SusanHeim.Blogspot.com](#) (parenting author and *Chicken Soup for the Soul* editor Susan Heim shares her personal and professional thoughts and experiences about raising children in today's world) – Featured Chelsea's tips for summer on June 13th; **Placement Attached**
- [BuilderJobs.com](#) (a career Web site for the home building industry) – Featured Chelsea's summer tips on June 12th; **Placement Attached**
- [GirlsLife.com](#) (edited for young women and offers advice on dealing with friends, parents, school, siblings and life. Features cover pop culture, music, movies, books, fashion, beauty, sports and fitness, new products and articles for girls ages 11 to 15 with over 84,849 visitors per month) – Featured Chelsea in a story re: her overall campaign on June 11th; **Placement Attached**
- [SunSentinel.com](#) (Web site for the daily, broadsheet newspaper written for the general public in Southern Florida, particularly in Palm Beach, Broward and Dade counties) – Featured Chelsea's tips for summer on June 7th; **Placement Attached**

II. Pending Placements

- **International Consumer Print**

- [The National Post](#) (daily newspaper in Ontario, Canada including national and international news, arts, life, sports, Financials and style with a circulation over 150,884) – Interested in Chelsea's expert opinion re: sexting/cyber bullying in an upcoming article; will provide updates when available

- **Internet**

- [PicklesNPumpkins.com](#) (blog dedicated to giving advice on raising healthy, happy kids. Include recipes, health stories and safety tips) – Interested in including Chelsea's tips on having a successful summer in an upcoming story; will provide updates when available
- [TeenVoices.com](#) (online home of *Teen Voices Magazine* produced by young women for young women and devoted to helping girls be themselves and realize their potential with over 2,800 unique visitors per month) – Interested in featuring Chelsea in an upcoming "Girls in Action" column
 - Chelsea Interviewed with Editorial Assistant Michelle Golden on Tuesday, March 23rd at 1pm EST; KMR following up for a post date

III. Media Outreach

- **Regional Print**

- [am New York](#) (commuter daily newspaper aimed at readers aged 18 to 35. The paper's regular features include an opinion page, a daily column and political cartoon. It also has weekend, entertainment and sports sections, classifieds and TV listings) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available



- New York Post (tabloid-format newspaper aimed at the general public in the New York City area. The publication covers local and regional news, business, sports, entertainment, celebrities, fashion and travel) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
- **Regional Television**
 - CBS 2 News This Morning (local New York affiliate for the CBS Network, features segments on fashion, food, health and other general interest topics) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
 - Good Day New York (affiliate of the FOX Broadcasting Network, includes news, talk and features of general interest to New Yorkers, including segments on personal technology, fashion, food, community events, social and medical issues, personal finance segments and celebrity interviews) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
- **National Consumer Print**
 - Health Magazine (top national women's magazine focusing on living a healthy happy life. It includes features on beauty, fashion, lifestyle topics and health issues for women with a circulation of over 1.3 million readers per issue) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
 - Reader's Digest (editorial content features articles and essays reprinted from various sources on a wide range of topics including contemporary issues affecting American society, health, medicine, people and celebrities and real-life drama and adventure. Also provides humor, anecdotes and personal essays on modern life) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
- **National Television**
 - Good Morning America (ABC News affiliate that presents daily news, information and features in a captivating format. Issues and stories explore a variety of topics confronting Americans and their families today, with interviews, light-hearted features, book reviews and other home-oriented topics) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
 - CBS The Early Show (daily live morning show featuring lifestyle topics and breaking news) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
- **Internet**
 - AOL.com (web site which continuously updates its news feeds from Reuters, Associated Press and other news outlets with top news stories in finance, entertainment, politics and sports. AOL has partnered with many web sites and magazines to provide resources and online content in jobs, relationships, health, entertainment, news, travel and retail) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available
 - iVillage.com (daily website that provides a blend of content, community, commerce and services for the diverse needs of today's online woman with over 3.4 million unique visitors per month) – Pitched Chelsea re: Summer Fitness for Teens; will provide updates when available

IV. Upcoming Placement

- Worth Magazine – June/July 2010 – KMR is currently securing a copy



V. Ongoing Media Outreach

- KMR is circulating the following pitch topics to all appropriate media outlets:
 - Summer Fitness For Teens/Kids
 - Hot Issues for Today's Teens

VI. Introductory Press Release: *Hot Topics for Today's Teens*

- KMR is continuing to distribute the release to the following media targets but not limited to:
 - National Women's Consumer Magazines
 - *Allure, Cosmopolitan, Glamour, Good Housekeeping, Harper's Bazaar, InStyle, Ladies' Home Journal, Marie Claire, O, The Oprah Magazine, Real Simple, Shape, SELF, Vogue, etc.*
 - National Teen Interest Magazines
 - *Seventeen, Teen Vogue, American Cheerleader, J-14, M Magazine, Popstar!, Twist, Word Up!, Tiger Beat, Bop, etc.*
 - National Online Outlets
 - *FitSugar.com, iVillage.com, BeautyNews.com, Glam.com, Daily Candy, Ask.com, etc.*
 - National Wire Services
 - *Associated Press, ASAP, CBS News Path, Copley, Daily Buzz, Daily Health Updates, etc.*
 - National Print Outlets:
 - *USA Today, The Wall Street Journal, Newsweek, TIME, Reader's Digest, etc.*
 - National Television
 - *Good Morning America, The TODAY Show, CBS Evening News, The Rachael Ray Show, The Doctors, The Dr. Oz Show, etc.*
 - Regional New York City Print Outlets
 - *New York Daily News, New York Magazine, New York Post, New York Times, Metro NY, Time Out New York etc.*
 - Regional New York City Broadcast Outlets
 - *Good Day New York, CW-11, WCBS Eyewitness News, FOX5 Morning News, etc.*

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