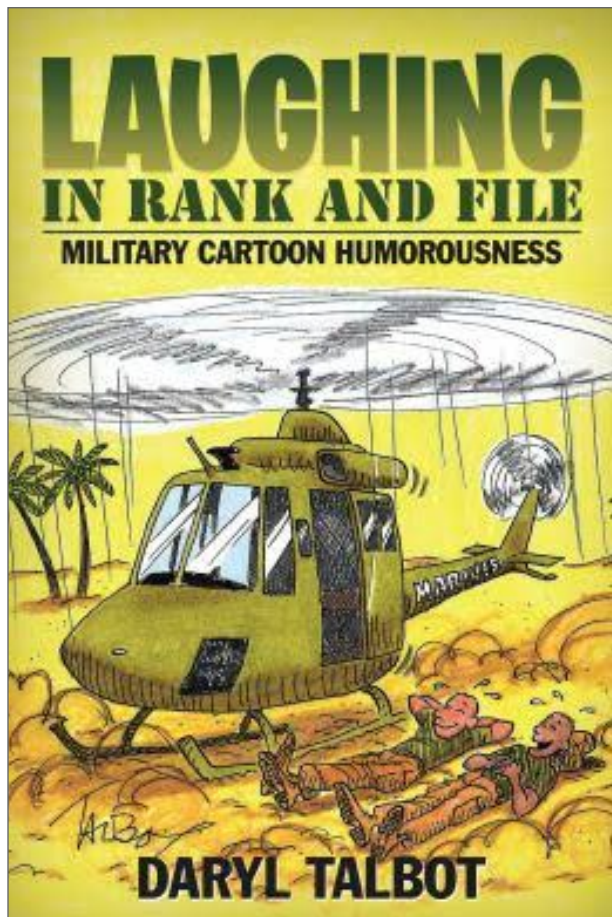


## Laughing in Rank and File

*Daryl Talbot*

Genre: Fiction



### Goal:

Promote Daryl Talbot as the “Cowboy Cartoonist,” and promote his book, *Laughing in Rank and File*, as a comic book offering a humorous take on everyday military and veteran life, told by a veteran of four U.S. military branches.

### Strategies:

- Targeted media outlets in industries such as military and veteran interest, art and drawing, and humor
- Pitched Talbot as a local Oklahoma native, to garner local awareness and pique the interest of local media

### Results:

- Talbot's press release gained **160,000 headline impressions** and was picked up by **102** news outlets
- Secured Talbot an interview with the National Defense Radio Show, aired on the **American Forces Network**, which is owned and operated by the U.S. Department of Defense and aired globally and nationally
- Secured Talbot for feature interview with NewsOK.com, a subsidiary of **The Oklahoman**—the largest Oklahoma newspaper by circulation
- Secured Talbot a feature in the “Book Corner” section of Oklahoma State University **STATE magazine**—Talbot's alma mater
- Piqued the interest of **The American Legion**, who welcomes Talbot to submit new drawings to be featured in the Legion's newsletters

# CASE STUDY

Xlibris



*Author Daryl Talbot was interviewed on the National Defense Radio Show.*



*The book is featured in the Oklahoma State University STATE magazine.*



*An article about the author was published in NewsOK.com*



*Daryl Talbot has been invited to submit his drawings to The American Legion.*