

Nora Bourke, Public Relations Representative

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Dear Mary Weber:

As a victim of domestic violence, Lorianne De Loreto's new book documents her personal journey of accomplishing female empowerment. De Loreto, a Tampa native and University of South Florida alum, wrote about her struggle in hopes to inspire female readers to overcome their own obstacles in practical ways. The book, *Make It Happen*, will launch in the fall of 2014. De Loreto is also the founder of Visions of Hope International, a local organization which promotes female empowerment. It would be beneficial for 88.5 FM WMNF to educate listeners about the book and organization because domestic violence, unfortunately, exists in all communities. Because this radio station is local, it is important for female listeners and their families to hear about the education and resources available in the Tampa Bay area.

The anticipated publication of the book is expected to raise awareness in the Tampa Bay community, particularly women, about the harms of domestic violence. De Loreto and the book's publisher are seeking to advertise the book and organization through 88.5 FM WMNF and other media outlets throughout the upcoming months until and after the book's release.

In the meantime, I'll be in touch with you and the 88.5 FM WMNF staff within the month to discuss a possible media plan.

Sincerely,

Nora Bourke