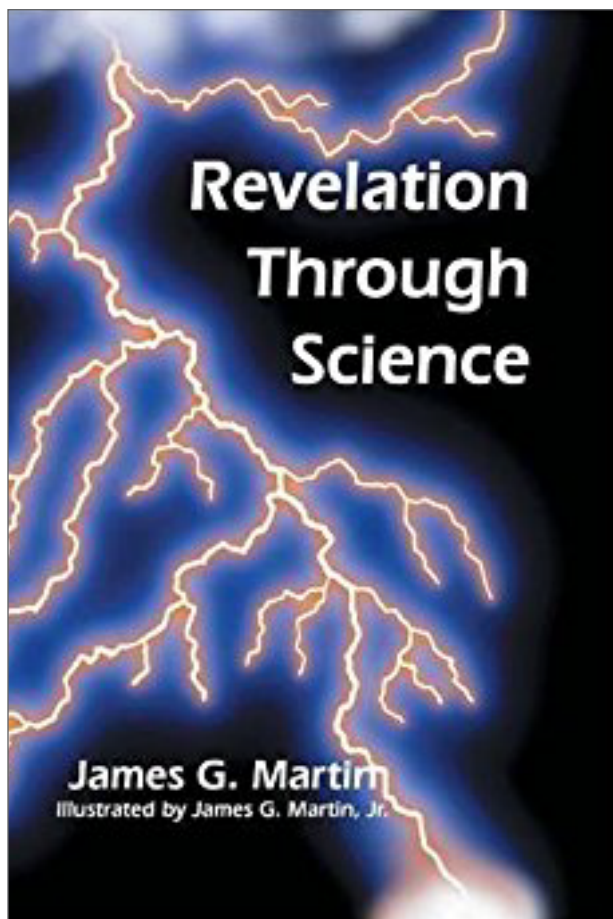


## Revelation Through Science

*James G. Martin*

Genre: Religion



### Goal:

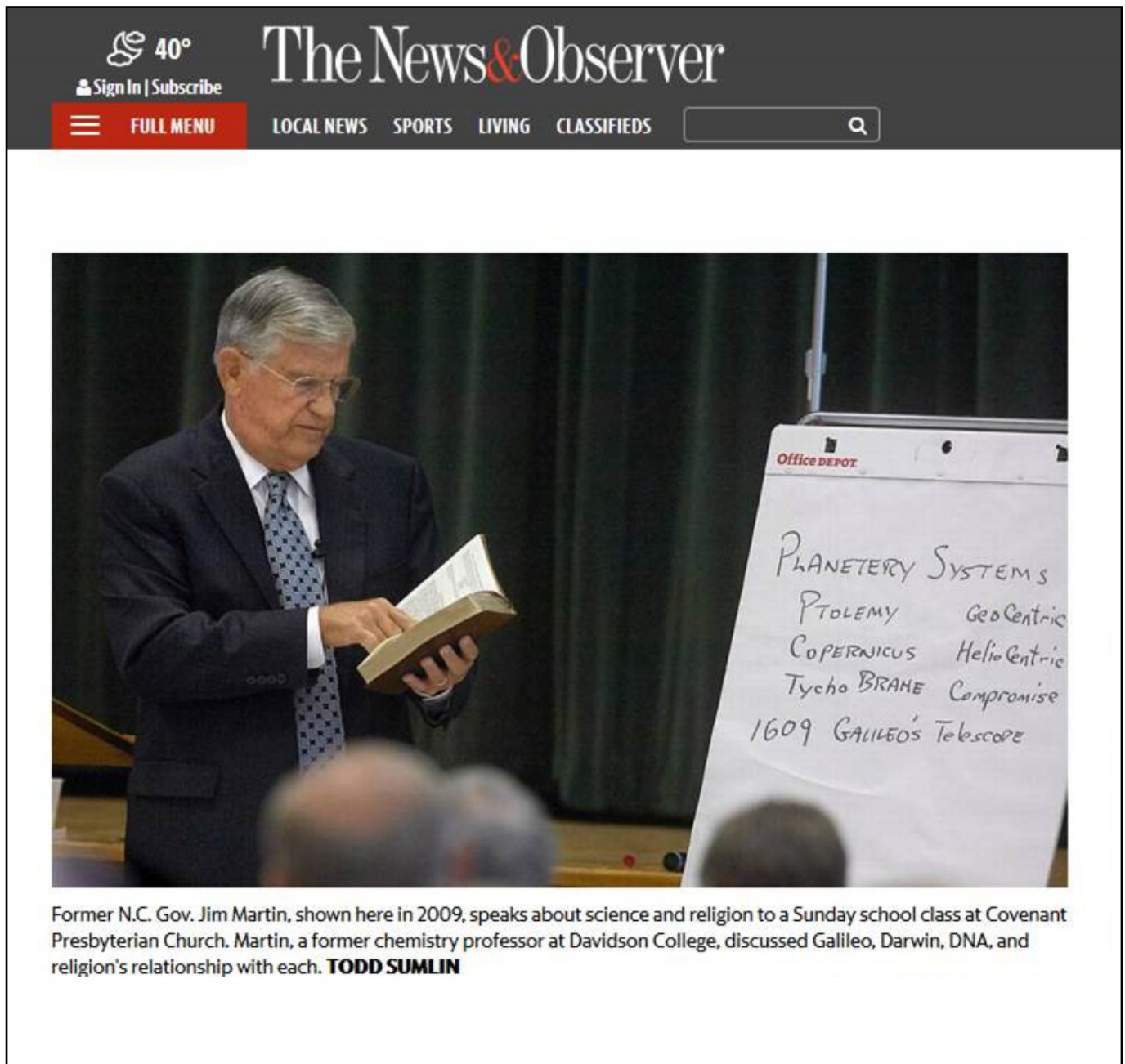
Promote author James G. Martin's new book, *Revelation Through Science*.

### Strategies:

- Targeted North Carolina media, highlighting Jim's local/regional ties as former governor of the state
- Targeted national media with focus on Christianity, science, and chemistry
- Sent copies of the book to publications including *Credo Magazine*, *Christian Science Journal*, *Evangelical Church Library Association*, and *Raleigh News & Observer*

### Results:

- **100 media outlets** picked up the press release via PRWeb with combined total of more than **83 million** potential impressions
- Secured Martin several interview opportunities for Jim in *The Mooresville Tribune* and *Up & Coming Weekly*
- Secured Martin a feature in the *Raleigh News & Observer*



The screenshot shows the top portion of a news article. The header includes the 'The News & Observer' logo, a temperature of 40°, and navigation links for 'Sign In | Subscribe', 'FULL MENU', 'LOCAL NEWS', 'SPORTS', 'LIVING', and 'CLASSIFIEDS'. A search bar is also present. The main image shows Jim Martin, a man in a suit and glasses, holding a book. To his right is a whiteboard with handwritten text: 'PLANETARY SYSTEMS', 'PTOLEMY Geocentric', 'COPERNICUS Heliocentric', 'TYCHO BRAHE Compromise', and '1609 GALILEO'S TELESCOPE'. Below the image is a caption.

Former N.C. Gov. Jim Martin, shown here in 2009, speaks about science and religion to a Sunday school class at Covenant Presbyterian Church. Martin, a former chemistry professor at Davidson College, discussed Galileo, Darwin, DNA, and religion's relationship with each. **TODD SUMLIN**

The author is featured in an article published in the Raleigh News & Observer.