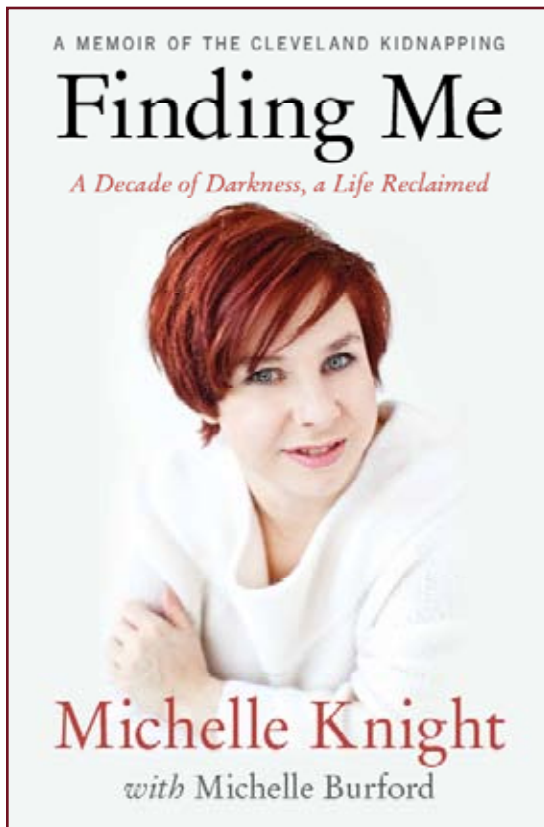


# FINDING ME

A Decade of Darkness, A Life Reclaimed

A MEMOIR OF THE CLEVELAND KIDNAPPINGS



**EMBARGOED TITLE: STRICT ON SALE MAY 6, 2014**

by **Michelle Knight**  
with Michelle Burford

*Michelle Knight, the first of the three women abducted by notorious Cleveland kidnapper Ariel Castro, recounts the full story of her years in captivity, her escape, and the powerful inner strength and capacity for hope that has helped her rebuild her life.*

**"In the 12 years of doing the 'Dr. Phil' show, no one has changed me like Michelle Knight and her story of survival. We are very excited about Michelle Knight's new book and are passionately committed to its launch and ongoing support on our show, *The Doctors*, and all our social media platforms and other media." – Dr. Phil McGraw**

## PUBLICITY PLAN

### NBC NETWORK MEDIA PACKAGE ACROSS ALL PLATFORMS CONFIRMED

Will include multiple *Today* show appearances, including a live in-studio interview, an full *Dateline* episode, *Weekend Today*, news items including *Nightly News* with Brian Williams, broadcast on Telemundo, NBC affiliate satellite television tour, a radio tour, and an online campaign with coverage across all digital media properties and affiliates, including a comprehensive social media plan (over 2 million fans across Facebook and Twitter)

- **Major Dr. Phil segment confirmed:** will tape in February to air upon publication
- **First Serial:** PEOPLE Magazine (strong interest expressed - confirmation to come)

**OTHER MEDIA INTEREST EXPRESSED:** ABC, CBS, CNN (Anderson Cooper), Reuters, BBC World Service, Entertainment Tonight, Inside Edition, Reader's Digest, People Magazine, Harpo Studios, Cafe Mom, FOX, Turner Broadcasting, Reuters, Cleveland Plain Dealer, and other major outlets

**BOOK ANNOUNCEMENT MEDIA COVERAGE:** AP, LA Times, Today, Newsday, Publisher's Weekly, NPR, Entertainment Weekly, USA Today, Huffington Post, Boston Herald, Washington Times, Guardian Express, MSN, Daily Mail, and many online, local, and regional outlets



**Michelle Burford** is a Harvard-educated journalist, a *New York Times* best selling author and a founding editor of *O, The Oprah Magazine*.

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