



Rise of ISIS

A Threat We Can't Ignore

Jay Sekulow

Jay Sekulow, one of America's most influential attorneys, closely examines the rise of the terrorist groups ISIS and Hamas, explains their objectives and capabilities and how, if left undefeated, their existence could unleash a genocide of historic proportions.

➔ eBook: 09/16/14

Howard Books

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Trade Paper	9781501105135
US Price	\$12.99
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➔ Launch Highlights

- **Email campaign to 14.5 million people**
- **Sekulow Radio – 1.1 million daily listeners**
- **Hannity Radio – 13.5 million listeners weekly**
- **Hannity on Fox – 9 million viewers weekly**
- **3 Fox News shows confirmed**
- **Other major media TBA**
- **Political website banner ad campaign**
- **Extensive Google AdWords campaign**

MARKETING

- **National media** including appearances on *Hannity* (1.7 million viewers daily) and *Hannity Radio* (on more than 13.5 million listeners weekly), beginning September 18. Also confirmed appearances with Megyn Kelly, Gretchen Carlson, Glenn Beck, and other major news programming.

CONTENT

Through gruesome photos posted on social media of beheadings in Iraq, the world was introduced to ISIS and a new kind of evil. With its origins in Al Qaeda, ISIS is a brutal group of extremists intent on establishing terror-run nation-states. It's the best-equipped, richest terrorist force in the world. While ISIS and Hamas unleash jihad in Middle East and claim American lives, we are reminded the stakes could not be higher and the war on terror is far from over.

In this short volume, Jay Sekulow and the ACLJ "Law of War Team" provide a clear understanding of the rise of ISIS, their objectives, and the laws of war that terrorists openly reject. They warn that if left undefeated we will witness genocide of historic proportions. However, they also show, through first-hand stories of bravery and triumph, there is hope, even in the face of sobering daily news.

Includes link to a song, "Where I Stand," from the Jay Sekulow Band. It is a moving tribute to the persecuted Christians in Iraq.



Jay Alan Sekulow is Chief Counsel for the American Center for Law and Justice (ACLJ) and the European Center for Law and Justice (ECLJ). An accomplished and respected judicial advocate, Sekulow has presented oral arguments before the Supreme Court in numerous cases in defense of constitutional freedoms. *The National Law Journal* has twice named Sekulow one of the "100 Most Influential Lawyers" in the United States. Sekulow hosts a nationally syndicated radio broadcast (heard by 1.1 million listeners daily), which is broadcast on 950 radio stations, XM and SIRIUS satellite radio. He is also a popular guest on national media (including FOX News, ABC, CBS, NBC, CNN, MSNBC, CNBC, and PBS). He posts regularly to his blog, *Faith & Justice* on Beliefnet. He is a frequent contributor to national publications, including *USA Today*, *New York Times*, *Los Angeles Times*, *Washington Post*, and *Washington Times*. He completed his post-Doctoral Studies at Oxford University.

Co-writers include:

David French, a senior counsel for the American Center for Law and Justice and was awarded the Bronze Star in September, 2008.

Jordan Sekulow, the Executive Director of the American Center for Law and Justice and liaison between the ACLJ and its international affiliates.

Robert W. "Skip" Ash, a senior counsel for the American Center for Law and Justice as well as for the European Centre for Law and Justice. Skip is a graduate of West Point, the Johns Hopkins School of Advanced International Studies, the Regent University School of Law, and served 22 years on active duty.

- **National broadcast and print publicity campaign** targeting additional media—Anderson Cooper 360, ABC World News, NBC Nightly News, CNN, MSNBC, FOX NEWS, NPR, BBC, *TIME Magazine*, FoxNews.com, RedState.com, Huff Post, *National Review*, *NY Times*, *WSJ*.

- **Multiple email blasts to 14 million people** (Sekulow's average open rate is 34%).
- **Extensive promotion on Sekulow's daily radio program** (1.1 million listeners), with Sekulow's challenge to listeners to make *Rise of ISIS* a *New York Times* bestseller.

- **Banner advertising on political and news-oriented web sites** such as: NationalReview.com, TownHall.com, RedState.com, WeeklyStandard.com.
- **Extensive Google AdWords campaign.**