

There are lots of methods for trying to get media coverage. This is an example of just one. This example is particularly interesting because the radio talk show host ending up building his entire segment based on our email to him and his producer. He actually read straight from our email on the air.

Read the email string below and then listen to the actual interview, which took place the same day, to see how the dots were connected.

At our next meeting I am planning on giving an in-depth presentation on getting media coverage--- strategies and tactics that have nothing to do with writing an old fashioned press release.

FIRST EMAIL – Sent from Mischelle To In-House Blog Writer/PR Assistant

From: Mischelle Davis
Sent: Friday, August 05, 2011 8:07 AM
To: Jaclyn Nicholson; Chris Davis
Subject: Bicycle Accident Epidemic

Jac,

Can you quickly draft a bike accident epidemic article this morning citing (date, location, injuries) all the auto/bike accidents that have been in the news since June 1st. Then let's shoot it to Chris for a quick paragraph on the law. I'll then send it to the radio talk show producers this morning in the hopes of getting Chris a radio interview today or Monday.

We probably need to send out the email by 10am to have any hope of an interview today.

Mischelle

SECOND EMAIL – First Draft from Writer/Assistant to Mischelle

From: Jaclyn Nicholson
Sent: Friday, August 05, 2011 10:09 AM
To: Mischelle Davis
Subject: RE: Bicycle Accident Epidemic

Is There a Bicycle Accident Epidemic in the Metro Seattle Area?

In recent weeks, there have been several bicycle accidents with motor vehicles, which have been reported widely in local media. Police reports will show that there have been numerous *other* accidents that have *not* been reported in the news. The media generally covers the most tragic cases. The following high profile bicycle collisions have all taken place after June 1.

1. **Summary:** A 49-year-old man in Kirkland was hit on his bicycle by an 18-year-old driving a truck.

Date: July 22, 2011
Location: Kirkland, WA
Injuries: One fatality

2. **Summary:** Mike Wang was hit by a hit-and-run driver operating a white SUV when he was riding his bike home from work on Dexter Avenue and Thomas Street in Seattle. The SUV fled the scene and still has not been located.

Date: July 28, 2011

Location: Seattle, WA

Injuries: One fatality

3. **Summary:** A 71-year-old bicyclist was attacked by 3 young men in a car while in Pierce County. The attackers were driving by in a car when they pushed and hit Ron Wingerson, causing the bicyclist to fall down with critical injuries.

Date: July 2, 2011

Location: South Prairie, WA

Injuries: Six cracked ribs and a fractured pelvis

4. **Summary:** A 70-year-old bicyclist died this morning after being hit by an SUV. The cyclist was crossing the lanes of Logan Ave. around 5 p.m.

Date: August 4, 2011

Location: Renton, WA

Injuries: One fatality

5. **Summary:** A witness reports that a driver hit a bicyclist and fled the scene. The witness led police to the truck that was believed to have caused the collision. The truck and cyclist were traveling in the left lane heading southbound when the driver hit the bicycle from behind around 2 a.m. this morning. They have the vehicle but the driver has not yet been found.

Date: August 5, 2011

Location: South Seattle, WA

Injuries: Taken to Harborview, but did not suffer any life threatening injuries

Seattle bicycle accident attorney Chris Davis has represented many high profile bicycle accident cases.

"After a collision with an automobile, for example, a cyclist can help his or her claim by understanding local laws and legal concepts that may apply to their case," Chris Davis said. "These concepts include the term 'right of way,' the reciprocal duty of care that the motorist and bicyclist each has toward the other, and the different situations when a bicyclist is treated as a motorist versus a pedestrian under the law. The book also teaches bicyclists about the different sources of insurance coverage and benefits that may apply to their claim."

"Wheels of Justice: Washington State Bicycle Accident Law," written by Davis is a resource to those who have been victims in bicycle accidents.

Cycling saves energy, provides a greener alternative to motoring and is a part of a healthy lifestyle, yet nearly 1,000 people are killed every year in bicycle accidents in the United States.

THIRD EMAIL – Sent from Mischelle To Radio Talk Show Host and His Producer

From: Mischelle Davis

Sent: Friday, August 05, 2011 10:17 AM

To: 'XXX@komo1000news.com'; 'XXX@komo4news.com'

Subject: Is There a Bicycle Accident Epidemic in the Metro Seattle Area?

Attorney Chris Davis currently represents the victims (or the families of the victims) of several of the area's most recent and tragic bicycle accident cases. Mr. Davis is available for comment on the legal issues involving bicycle collisions with motor vehicles. Please contact me if you would like to have him comment on your station's coverage of the bicycle accident epidemic in Seattle. My cell phone number is 206-427-5100

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Date: July 22, 2011

Location: Kirkland, WA

Injuries: One fatality

Davis represents the family of the deceased.

2. **Summary:** Mike Wang was hit by a hit-and-run driver operating a white SUV when he was riding his bike home from work on Dexter Avenue and Thomas Street in Seattle. The SUV fled the scene and still has not been located.
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Location: Seattle, WA
Injuries: One fatality
3. **Summary:** A 71-year-old bicyclist was attacked by 3 young men in a car while in Pierce County. The attackers were driving by in a car when they pushed and hit Ron Wingerson, causing the bicyclist to fall down with critical injuries.
Date: July 2, 2011
Location: South Prairie, WA
Injuries: Six cracked ribs and a fractured pelvis
Davis represents the victim.
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Again, please contact me if you would like to have Mr. Davis comment on your station's coverage of the bicycle accident epidemic in Seattle.

you.

FOURTH EMAIL – Sent from Mischelle To Advertising Sales Rep At The Station

From: Mischelle Davis

Sent: Friday, August 05, 2011 10:20 AM

To: atom@fisherradio.com

Subject: FW: Is There a Bicycle Accident Epidemic in the Metro Seattle Area?

FYI – I just sent this in to the radio guys. Chris represents some of the victims in a few of the recent bicycle cases. I am sure that the radio guys will be covering this today. J

RADIO INTERVIEW – Chris Davis Interview on KOMO News Radio Later That Day

<http://www.injurytriallawyer.com/video/another-fatal-bike-crash-is-there-a-bicycle-accident-epidemic-in-seattle.cfm>