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December 2008

TBBMG Caps Off Outstanding Fourth Quarter *Expanding client services with New Media Specialist*

*Dallas/Ft. Worth, TX--*As the new year begins, the staff of The B&B Media Group looks back over a successful quarter and forward to some exciting personnel changes that are sure to make 2009 a year to remember. The company is happy to announce the return of Rick Roberson as Controller /IT Administrator to The B&B Media Group, Inc. Rick previously served as CFO for TBBMG from 2000-2007. His experience, knowledge of the business, and ability to streamline the financial operations make him an invaluable addition to the TBBMG team.

New Media Hits



TBBMG recently concluded a resoundingly successful blog tour campaign for Jim Jordan's latest fiction book *Forsaken*, securing over 130 blog reviews—and this achievement will be the first of many on the new media front. In response to the obvious opportunities of new media outlets, the company is pleased to announce Ava Torvalar as New Media Specialist. Practically living in the virtual world, Torvalar will be handling all forms of publicity and marketing within the virtual and social networking forums. Working under the direction of Vice President of Publicity Diane Morrow, Vice President of Marketing Michele Tennesen and Senior Media Specialist Audra Jennings, she will be assisting clients in order to enhance consumer awareness of their products through venues such as twitter, myspace, facebook, youtube, godtube, and digital out of home marketing, as well as creating and managing blogs and blog tours.

“At The B&B Media Group, every personnel decision is made with the best interest of our clients in mind,” Jacobson states. “As we welcome back our trusted friend, Rick, to manage our finances, we can devote our full attention to providing the best service possible to our clients. With Ava Torvalar rounding out our publicity team, our clients can be confident that we will ‘deliver the message’ to every possible venue.”

Author Davis on Cover of HOMELIFE Magazine

The January 2009 issue of *Christian Fiction Online Magazine* will feature an article by TBBMG President Tina Jacobson on the topic of “why every author needs publicity”. The article highlights several success stories from up-and-coming authors, such as Pam Davis, who have benefitted from the services of TBBMG. A fairly new player in the Christian publishing game, Davis, creator of the Girls ‘n Grace product line and author of the recently released *Pure Gold*, will be featured on the cover of *HomeLife Magazine*.

Over the past several years, TBBMG client Ed Gungor, pastor and author of *Religiously Transmitted Diseases*, *The Vow*, and the New York Times bestseller *There is More to The Secret* has been sharing biblical truth in the context of secular culture. TBBMG has now begun an extensive media campaign featuring Ed Gungor as the definitive culture and faith expert.

“With the tide of popular culture ebbing away from the ‘traditional values’ that once defined America’s corporate sense of morality, Christians must find new ways of communicating the gospel and engaging the world,” Jacobson states. “Ed Gungor’s approach—studying and engaging popular culture, inspiring authenticity in our faith, and loving all people where they are—will help churches take their place as the light of this world.”

International Client Base

In the twenty-one years since the company was founded, The B & B Media Group has built a truly international client base. The company currently works with clients in France, New Zealand, Switzerland, the United Kingdom, and most recently, in Latin America. Earlier this year TBBMG client, the Association of Biblical Counselors, launched a Spanish language website and established an extension organization in Mexico, where ABC President Jeremy Lelek’s first presentation was greeted by an enthusiastic crowd of 1500 participants. This encouraging debut holds the promise of great opportunities for the promotion of biblical counseling in Mexico.

Support of international Christian publishing is a personal calling for the staff at TBBMG. As a first year member of the Global Publishers Alliance Board of Directors, Jacobson has had the privilege of working with talented people as they have assisted local publishers in places like Ukraine and China.

“In twenty-one years of representing Christian authors, I have witnessed time and again the power of the written word. Knowing that we are helping the local indigenous publishers to provide Christian content to people who may be seeing it for the first time makes our work with Global Publishers Alliance especially rewarding,” Jacobson says.