



For Immediate Release

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Efficiency and Expansion: TBBMG Embraces New Focus ***Introducing new services and corporate structure***

Dallas/Ft. Worth, TX—The B & B Media kicked off an exciting and productive third quarter by implementing a new company structure. Under the new plan, TBBMG veteran Vicki Andrews will be filling the newly created role of Vice President of Development for The Barnabas Agency. Diane Morrow serves as Vice President of Public Relations managing all publicity projects for both TBBMG and the Barnabas Agency clients.

“TBBMG employs some of the most competent and creative people in the public relations field,” says TBBMG founder and president Tina Jacobson. “Both Morrow and Andrews are proven leaders who know the business inside and out.” This new delegation of management responsibilities will allow Jacobson to focus her time and energy on expanding services and being personally available to clients as a PR coach.

Since the restructuring, The Barnabas Agency has signed high profile clients including Deloris Jordan, mother of NBA legend Michael Jordan. Jordan and Morrow met a few years ago and have kept in touch regarding Jordan’s activity with the Chicago public schools and the Jim Jordan Foundation which Jordan set up in memory of her late husband. Through The Barnabas Agency, Jacobson will serve as literary agent for two Christian books authored by Jordan. A devoted basketball fan, Jacobson is particularly drawn to these projects. “Deloris Jordan is sure to attract a large and varied group of readers. We are thrilled to deliver her inspirational message and hope that it will lead many to new faith,” Jacobson says.

TBBMG’s public relations philosophy is one that includes strategic use of both traditional and new media. One area of new media which is becoming increasingly important to publishers is the blogosphere. Drawing on their ever-growing database of bloggers, TBBMG staff was able to line up fabulously successful blog tours for Bonnie Grove’s *Talking to the Dead* and Allison Bottke’s *You Make Me Feel Like Dancing*, resulting in 80-100 mentions/reviews/posts for each book.

TBBMG serves a variety of clients with a wide range of needs. These include authors, speakers, ministries and organizations of every size. In recent months, TBBMG has been publicizing the mission and fundraising efforts of OSU Tour, a national organization that brings wholesome, encouraging entertainment to troops and their families and stands in the gap for the children of slain soldiers. TBBMG attracted extensive local news coverage on ABC, FOX, and CBS for the OSU Tour Walk-a-Thon event at Texas Motor speedway on Labor Day. The event, attended by Christian actor Stephen Baldwin, OSU founder and president Jonathan Spinks and TBBMG favorite Captain Chris Plekenpol, drew crowds from around the metroplex to support military families and send OSU Tour on their first ever tour of Iraq this fall.





While TBBMG has secured countless interviews for clients on the biggest mainstream and Christian media outlets, the third quarter highlighted the company's relationship with FOX news gatekeepers. Bestselling author Tim LaHaye wrapped up a successful book tour for his new release *Jesus: Why the World is Still Fascinated by Him* with an appearance on The Great American Panel with FOX News Network's Sean Hannity. Lt. Colonel Brian Birdwell, survivor of the 9/11 Pentagon attack and author of *Refined by Fire* will be a part of Hannity's The Great American Panel on October 1, 2009.

Over the years, The B & B Media Group and The Barnabas Agency have represented some of the most highly sought names in Christian publishing. The company has also provided the same excellent service to up-and-coming and self-published authors. Earlier this year, TBBMG and The Barnabas Agency began offering a full range of services to self-published authors through Believers Press. TBBMG's first Believers Press client, author Reneau Peurifoy, is releasing his new book, *Why Did God Give Us Emotions?*. TBBMG staff had the pleasure of assisting Peurifoy during the course of the publishing process—including endorsements, cover design, naming the book—and handling publicity for the book's release.

“We enjoy working with Believers Press because it's a chance to empower and equip authors,” Jacobson says. “We look forward to helping many more authors see their dream of publishing their God-given message become reality.”

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