



CAVE HENRICKS
COMMUNICATIONS

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Cave Henricks Communications Creates New Online Division and Christian Book Program

(Austin, Texas) Cave Henricks Communications, a full service media relations and consulting firm for authors, has promoted one of its staff members to head a new initiative that will add an Internet and blog strategy for every title it represents. It has also created a new program specifically designed to promote Christian books and authors.

Account Executive Sara Schneider, the company's New York based staffer, will move to the role of Associate Director of Publicity and will head up the company's digital media division.

Dennis Welch, CHC's Vice President and Publicity Director, will head up the agency's Christian program. Welch was a Senior Staff Writer and Director of Marketing for The Gallup Organization's Faith division for 12 years, and in that role was integral in the successful marketing of the Gallup Press book, *Living Your Strengths*. He has been with the agency since its launch in January, 2007.

"The tipping point for digital media is clearly here," says Barbara Henricks, President of the firm. "Together the impact of blogs and the immediacy of web coverage are re-writing the rules for what it takes to bring a book to widespread public attention. It is our goal to take advantage of all Web 2.0 has to offer by adding a web-based based mediastrategy for all of our campaigns."

"Sara brings to the job a long history in both publishing and tech PR which makes her perfectly suited to head this initiative," says Henricks. "The agency is committed to providing our clients with a cohesive online strategy that's critical to push a book forward in the idea market of today."

Schneider joined CHC after positions at Villard Books, Avalon Publishing Group, Dutton Books, The Free Press and PR21 (now Zeno Group), a subsidiary of Edelman Public Relations, where she worked with technology and new media companies.

“While the lines between Christian and secular titles are sometimes blurred,” Henricks further says, “we know that Christian books need specialized campaigns that bring them to the attention of both the religious and the general reader to help them maximize their full potential.”

Welch and Henricks spearheaded the publicity effort on John Maxwell’s *Talent is Never Enough*, a business book with decidedly Christian ideas. Their efforts landed John on CNBC, ABC, and in *USA Today* and *Investor’s Business Daily*, among others. Henricks has represented many of Maxwell’s books since his 2000 bestseller, *Failing Forward*.

About Cave Henricks Communications:

Cave Henricks Communications is a full service media relations and consulting firm for authors.

Our expertise is in crafting publicity campaigns that generate widespread media attention, creating an environment for book sales success, and positioning our roster of authors as thought-leaders in the marketplace.

Using our collective experience and our unbridled passion for the power of a great book, we help authors grow a wider platform for their ideas. We have worked with some of the greatest business minds of our time, including **Jack Welch, Larry Bossidy, John Bogle, Arthur Levitt, Marcus Buckingham, Maria Bartiromo**, and many more.

Cave Henricks Communications brings marketing savvy, media intelligence, and publishing industry know-how to established and emerging authors.

The agency was formed in January, 2007 and celebrated four bestsellers in its first year.

For more information, go to www.cavehenricks.com.