



# VALERIE ALLEN

Public Relations

## PUBLICITY REPORT

November 2017

*Every month, Valerie Allen and her team conduct extensive media outreach in order to secure press opportunities and editorial coverage for Dr. Schwarz. Our team utilizes a variety of methods ranging from pitch development and distribution, consistently updating our databases with appropriate media contacts, responding to health-news, and offering Dr. Schwarz in direct response to reporters' requests seeking experts for their stories. Below, you will find a report summarizing the work done on Dr. Schwarz's behalf this month.*

### **Pitch Development & Media Distribution:**

*This month our team distributed the following pitches on behalf of Dr. Schwarz:*

DISTRIBUTION DATES: November 1st 2017 - November 14, 2017

MARKETS/OUTLETS: Los Angeles Local, Daytime, Health&Lifestyle, Women's Interests, National Radio, Podcasts,

TOPIC: Could Your Fatigue Be a Sign of Heart Disease? Dr. Ernst R Von Schwarz

DISTRIBUTION DATES: November 15th 2017 - November 29th, 2017

MARKETS/OUTLETS: Los Angeles Local, Daytime, Health & Lifestyle, Nutrition, National Health, Podcasts, Radio, Women's Interests, Men's Interests

TOPIC: Attention Women: 7 Signs You Need to See a Cardiologist?

DISTRIBUTION DATES: November 16, 2017

MARKET/OUTLET: [Livestrong.com](http://Livestrong.com)

TOPIC: Surprising or Little-Known Reasons Your or Your Partner Might be Struggling with Libido Decline.

DISTRIBUTION DATES: November 30 2017

MARKETS/OUTLETS: [Bustle.com](http://Bustle.com) (15Million UVPs) -

TOPIC: Weird Early Signs You Have Coronary Artery Disease

## **Secured Media Placements:**

*As a direct result of our extensive media outreach this month, we were able to secure the following press opportunities:*

### **RADIO:**

[Health Media Now Radio](#) (581,220 UVPs) - **Friday November 22nd**



A weekly 50-minute internet & podcast show hosted by award-winning author, health coach and radio host *Denise Messenger* empowers and encourages guests to reach their full potential in teaching listeners about important health innovations and issues of the day.

[The Jenny McCarthy Show](#) on Sirius XM- **Scheduled for Monday, December 11th at 7:20amPST**



Airs on Sirius XM. **Jenny McCarthy** talks about everything from dating, parenting, sex, relationships, pop culture and current events. She is joined by celebrity friends, comedians and other special guests. The **show** also features Jenny interacting with her fans with live calls, Tweets and social media.

[KLVE 107.5FM](#) (cume 1,934,900 listeners every 5 minutes) - November 30th



The station airs locally on 107.5 FM. KLVE-FM's tagline is "KLOVE 107.5" it is the biggest Hispanic radio station in Los Angeles. KLVE-FM is a commercial station owned by Univision Communications Inc. The format of the station is Hispanic adult contemporary music. KLVE-FM's target audience is adult contemporary music listeners, ages 18 to 64.

### *PODCASTS:*

[A Lott of Help](#) Podcast -Monday, November 20th



Hosted by James Lott Jr., popular host from [AfterBuzzTV Network](#), the show features a range of expert guests that share their expertise to help the audience in a life.

[The Motivation Report](#) - Thursday, November 9th



A weekly podcast for the modern generation designed to uplift, inspire and challenge its audience into new ways of thinking and new ways of being.

### **Expert Connection PR:**

Our team reviewed all materials supplied and developed a bio for Dr. Schwarz which will be used for media purposes. This bio in all of our pitches that is distributed. The purpose of this type of bio is specifically for the bookers, producers etc and summarizes briefly Justin background. Please see below for the bio we created.

<http://www.expertconnectionpr.com/ernst-r-von-schwarz/>



## **Dr. Ernst R Von Schwarz, MD,Ph.D. – Board Certified Cardiologist & Internist**



Dr. Ernst R von Schwarz, MD, PhD, is a triple board certified internist, cardiologist and heart transplant cardiologist in Los Angeles. He is Professor of Medicine at Cedars Sinai Medical Center and Clinical Professor at the David Geffen School of Medicine at UCLA.

Dr Schwarz is world renowned as a clinical and academic heart specialist and serves as the Director of Cardiology and Director of the Heart Institute of the Southern California Hospital in Los Angeles, as well as Director and President of the Pacific Heart Medical

Group in Murrieta, CEO of Dr Schwarz Medical Institute of California, and Medical Director of HeartStem, Inc..

Dr. Schwarz has published over 150 scientific articles in international peer reviewed journals, several book chapters and books in Cardiology and Sexual Medicine, and is a highly sought-after speaker at international scientific conferences worldwide.

Dr. Schwarz is one of the thought leaders in modern future technologies including stem cell therapies for chronic diseases for the heart and other organs. Students from Universities from all over the world seek internships with Dr. Schwarz on an ongoing basis.

For more information, please visit his website at [www.drenstschwarz.com](http://www.drenstschwarz.com)

**Social Media:**

Facebook: @Ernst R. V Schwarz

Instagram: @DrVonSchwarz

Twitter: @DrERvSchwarz

**Social Media:**

*Our team utilizes our social media platforms in order to amplify your message, boost your online audience and promote your media coverage.*

**Valerie Allen Public Relations**  
Published by Lauren Lengyel [?] · 23 hrs · 🌐

**Dr. Ernst Schwarz on Health Media Now: 9 Signs Women Need to See a Cardiologist**  
Health Media Now BlogTalkRadio

**HEALTH MEDIA NOW-DR.ERNST SCHWARZ-WOMEN 9 SIGNS YOU NEED TO SEE A CARDIOLOGIST**

Please join us this Wednesday, November 22, 2017 at 4:00 p.m. PST and 7:00 p.m. EST for a live show with host Denise Messenger. Her special guest is ...  
BLOGTALKRADIO.COM



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Published by Hattie Duncan [M] · November 28 at 2:06pm · @

The Motivation Report host William Sterling sat down with leading cardiologist Dr. Schwarz to chat about women's heart health & what women can do to keep their heart's healthy! Listen to the full interview below.

#TheMotivationReport #Heart #Health #Women #Cardiology #Tips



A Healthy Heart with Dr. Ernst R. Von Schwarz

My discussion with leading cardiologist and heart transplant specialist, Dr. Ernst R. Von Schwarz.

MOTIVATIONREPORT.COM

### Upcoming Pitch Topics:

*Upcoming pitch topics include the following:*

New Years Resolution Health Tips: 2018 Heart Health **Please send us your top heart health tips.**

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