

From a 20-Year Trust Barrier to a Living Legacy

How KD Public Relations organized, published and promoted a World War II manuscript through editorial leadership, multi-tier earned media, community events and institutional outreach.

8+	3	200+	15
verified media placements	front-page features	copies in first four months	book institutional order

The project did not begin with a publicity problem. It began with a story that had waited nearly two decades for someone trusted to carry it forward.

Element	Public case-study detail
Publication	Crew No. 8434: Almost Too Late by Basil D. Red and Mac Haynes
Primary milestone	Initial manuscript May 30, 2017; final manuscript July 17, 2017
Campaign lifecycle	Approximately 18 months

Executive Summary

After World War II veteran Basil D. Red's death, his raw manuscripts remained unpublished for nearly 20 years while Mac Haynes searched for a professional he trusted to handle the history responsibly. Haynes met Katherine De'Na Parker through a Rotary Club event after Parker had completed Dr. Ikechukwu Okorie's memoir, *The Right To Arrive*.

KD Public Relations became the project's editorial and communications lead. Parker organized the manuscript, managed editing and production coordination, served as the media contact and publishing liaison, supported community events and helped establish retail, digital and institutional pathways for the finished book. The campaign generated at least eight verified media placements, including three front-page newspaper features, and moved more than 200 copies through sales or distribution during the first four months.

Bottom line: KD Public Relations converted a long-delayed personal archive into a published community legacy, then built the media, event and distribution structure needed for the story to reach readers, schools and the veteran's home region.

Campaign at a Glance

~20 yrs	18 mo.	~67%	2
trust barrier before project	campaign lifecycle	recorded classroom intent	retail/digital channels named

Campaign Overview

Element	Public case-study detail
Authors	Basil D. Red and Mac Haynes
Publication	Crew No. 8434: Almost Too Late
Agency/publisher	KD Public Relations (KD-PR, LLC)
Agency lead	Katherine De'Na Parker - project lead, editor, media contact and publishing liaison
Campaign period	Primary publication work in 2017; approximately 18-month campaign lifecycle
Evidence base	Manuscript records, campaign archive, documented coverage, orders and distribution records

Challenge

The project carried both an editorial challenge and a trust challenge. Historical material had to be organized into a coherent, publishable manuscript without stripping away the veteran's voice. At the same time, the campaign needed enough credibility, media visibility and community participation to move the book from a private archive into sustained public circulation.

Objectives

- Preserve the historical voice and meaning of Basil D. Red's World War II account.
- Transform raw manuscript material into a complete, professionally produced book.
- Build regional earned-media visibility through newspaper, television and digital coverage.
- Create community touchpoints through signings, civic events and school outreach.
- Establish practical retail, online and institutional access to the publication.

Strategy and Implementation

Workstream	What KD Public Relations did
Editorial leadership	Organized the manuscript, guided editing, managed revisions and coordinated the movement from raw historical material to a publishable final work.
Production management	Coordinated design, printing and publishing tasks while serving as the primary point of contact for the client and production team.
Media relations	Developed press materials and pursued print, television and digital opportunities across the book's home region.
Community engagement	Supported book signings, Rotary and community appearances, school conversations and other settings where the history could reach local audiences.
Distribution	Established access through Amazon and Ward's Pharmacy and supported institutional fulfillment.
Measurement	Tracked verified coverage, front-page placement, early sales/distribution, institutional orders and educator-adoption signals.

Evaluation and Results

8+	3	200+	15
verified placements	front pages	copies in four months	school/institutional order

- Front-page features were documented in the Hattiesburg American, Laurel Leader-Call and The Impact.
- Broadcast and digital coverage in the archive included WDAM, WLBT/Walt Grayson, FOX23 News, MS News Now and a Hattiesburg American video interview with Lici Beveridge.
- More than 200 copies were sold or distributed during the first four months after release.
- A 15-book institutional school order provided an early education-market signal.
- The historical campaign record reports approximately 67% immediate classroom-adoption intent among surveyed educators; the surviving summary does not retain the survey denominator.

What This Demonstrates

This case demonstrates long-form project leadership: relationship building, editorial judgment, publishing coordination, earned-media development, event support, distribution and historical storytelling managed as one integrated public-relations effort.

Measurement note: Earlier internal drafts also recorded 25% national-tier outreach, 100% regional coverage, 100% fulfillment and 100% retail/digital availability. Because the active archive does not preserve the denominator definitions for those percentages, this public version preserves them as historical internal measures but does not promote them as headline outcomes. Private billing and production-cost figures are intentionally excluded.

Public-Use and Attribution Notes

Prepared from KD Public Relations' historical campaign archive. Publication and author names are used for factual portfolio identification. This public case study does not reproduce the book manuscript, photographs or protected publication artwork.