

# KPJR BOOK CLUB

December 18, 2020

## TWITTER TOWNHALL® IMPACT REPORT

**KPJR BOOK CLUB'S HOLIDAY SPECIAL WITH BEST-SELLING AUTHOR STEVE PEMBERTON**

### VIRTUAL EVENT SUMMARY

On December 18th, 2020, over 1,200+ KPJR Book Club readers tuned in for the Author Twitter Townhall® with award-winning author Steve Pemberton. His best-selling memoir, *A Chance in the World: An Orphan Boy, a Mysterious Past, and How He Found a Place Called Home*, recounts his triumphant life journey through foster care, and drive to become a man of resilience, determination and vision.

During the 8pm-9pm ET engagement forum, readers joined us on Twitter to post their questions & comments about the book using #KPJRBookClub for real-time answers from the author, reaching over 191,000 social users across 288+ posts.

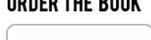
### OUR FEATURED AUTHOR



Steve Pemberton

Best-Selling Author, Philanthropist, Acclaimed Speaker, and Senior Level Executive for the likes of *Monster.com*, *Walgreens Boots Alliance*, and *Workhuman*.

#### ORDER THE BOOK



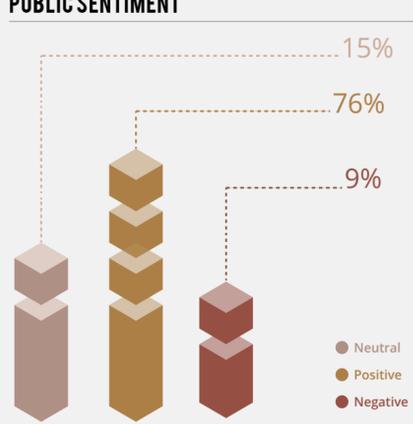
Steve Pemberton's story is about defying seemingly insurmountable odds to become a trail-blazing corporate executive, enlightened diversity leader, visionary youth advocate, and acclaimed speaker. His best-selling memoir, *A Chance in the World*, recounts his triumphant life journey and drive to become a man of resilience, determination and vision. Now an upcoming major motion picture, *A Chance in the World* further amplifies Steve's highly motivational messages: Believe in your dreams, rise above obstacles, create opportunities for others, and most of all, persevere.

Steve has never forgotten the chances that bent the arc of his life. That is why he has made equality, access, and opportunity pillars of both his professional and personal life. From his participation on several non-profit boards to establishing A Chance in the World Foundation, Steve remains a relentless champion for those who have often been left in the shadows. His commitment to others and his refusal to accept things as they are, have earned him national recognition, including the coveted Trumpet Award and the prestigious Horizon Award by the United States Congress.

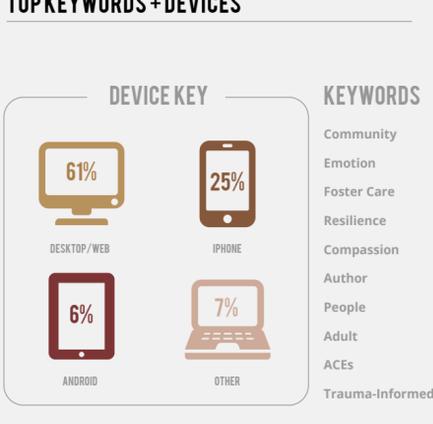
### TWITTER TOWNHALL® ENGAGEMENT HIGHLIGHTS



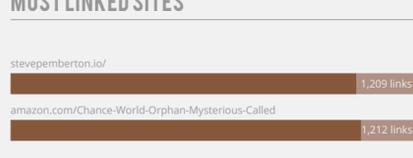
#### PUBLIC SENTIMENT



#### TOP KEYWORDS + DEVICES



#### MOST LINKED SITES



#### TYPES OF ENGAGEMENT



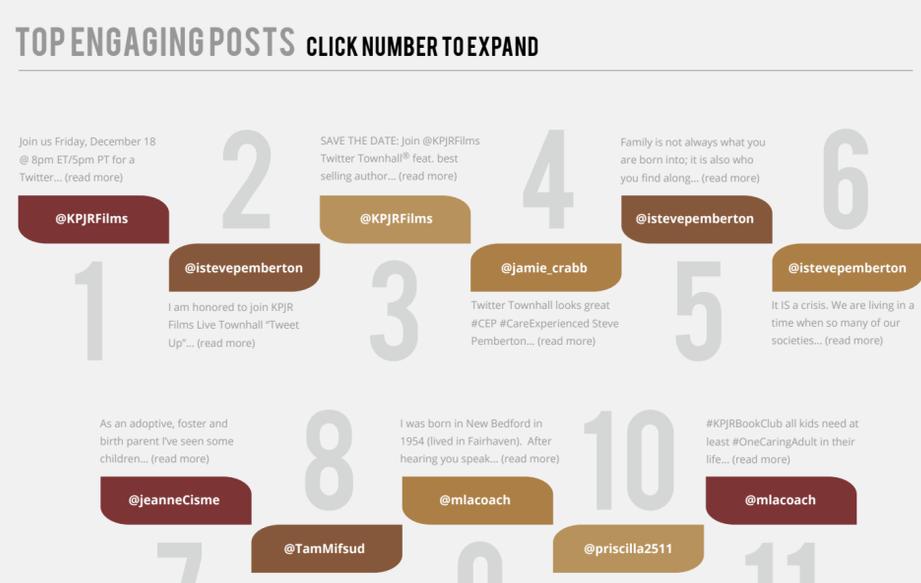
#### ENGAGEMENT DEMOGRAPHIC



#### GEOGRAPHIC LOCATION



### TOP ENGAGING POSTS CLICK NUMBER TO EXPAND



### COMMUNITY ENGAGEMENT QUESTIONS CLICK NUMBER TO EXPAND

