

**AMPLIFICATION & OUTREACH REPORT**

**A. ARTICLE DETAILS**

- I. **Article Title:** Unexpected magnetic attraction: Evidence for an organized energy field in the human body
- II. **Author(s):** Dr. James A. Thorp, Dr. K. E. Thorp, Dr. Emily K. Lile, DR. John Viglione
- III. **Article Type:** Prospective Observational Study
- IV. **Scope:** Public Health
- V. **Targeting Focus:** Public Health, Epidemiology, Community Medicine, Health Policy and Management, Preventive Medicine
- VI. **Journal of Publication:** The Gazette of Medical Sciences
- VII. **Publication Date:** 18 July 2021
- VIII. **DOI (if available):** <https://www.doi.org/10.46766/thegms.pubheal.21071202>
- IX. **Article Link:** <https://www.thegms.co/publichealth/pubheal-pos-21071202.pdf>

**B. PODCAST STATUS**

- Podcast Published**
- Podcast Under Process
- Podcast Not Yet Produced

**If published:**

- **Podcast Link:** <https://www.thegms.co/podcasts/human-body-energy-field/>
- **Podcast Release Date:** 07 March 2025
- **Platforms Distributed:** Science of Healing - The Gazette of Medical Sciences Podcast | Spotify | Apple Podcasts | Amazon Music

## C. REPORTING DETAILS

### I. Reporting Period

- **From:** 01 April 2025
- **To:** 16 April 2025

II. **Prepared For:** Dr James A. Thorp

III. **Date Issued:** 17 April 2025

## D. GLOBAL OUTREACH SUMMARY

### I. Geographic Reach:

- **North America:** USA, Canada
- **Europe:** UK, Germany, France, Italy, Netherlands, Switzerland
- **Asia:** India, China, Japan, South Korea, Singapore
- **Oceania:** Australia
- **Latin America:** Brazil, Mexico, Argentina, Chile
- **Africa:** South Africa, Nigeria, Egypt, Kenya
- **Middle East:** UAE, Saudi Arabia, Israel

II. **Scholarly Contacts:** 1,22,761

III. **Outreach Campaigns Conducted:** 5

Outreach is conducted using curated researcher contacts from recent academic publications and scholarly sources, delivered through phased campaigns across 25+ countries.

## E. PERFORMANCE METRICS

### I. Outreach Campaign Distribution

Campaign	Total Contacts
Campaign 1	26,514
Campaign 2	24,001
Campaign 3	28,514
Campaign 4	22,317
Campaign 5	21,415
<b>Total</b>	<b>1,22,761</b>

### II. Campaign-wise Engagement Metrics

Campaign	Email Delivery			Engagement Metrics	
	Total Outreach	Email Opens	Not Opened	Article Link Clicks	Podcast Link Clicks
Campaign 1	26,514	10871	15,643	3182	7689
Campaign 2	24,001	13201	10,800	4560	7920
Campaign 3	28,514	17679	10,835	5133	11691
Campaign 4	22,317	7365	14,952	6026	3348
Campaign 5	21,415	14348	7,067	3641	11136

*Note: Engagement metrics may exceed recorded email opens due to repeated user interactions, access across multiple devices, and extended reach through content sharing beyond the initial recipients.*

### III. Overall Engagement Metrics Summary

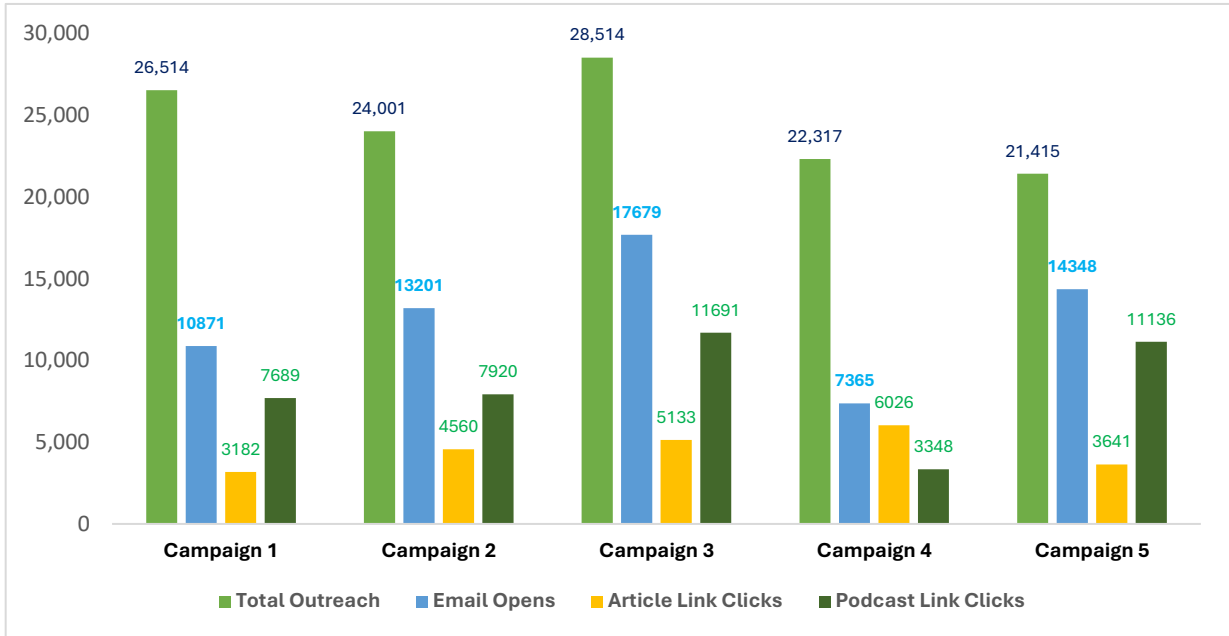
Total Email Opened	Article Link Clicks	Engagement %	Podcast Link Clicks	Engagement %
63463	22541	36%	41783	66%

### Engagement Analytics

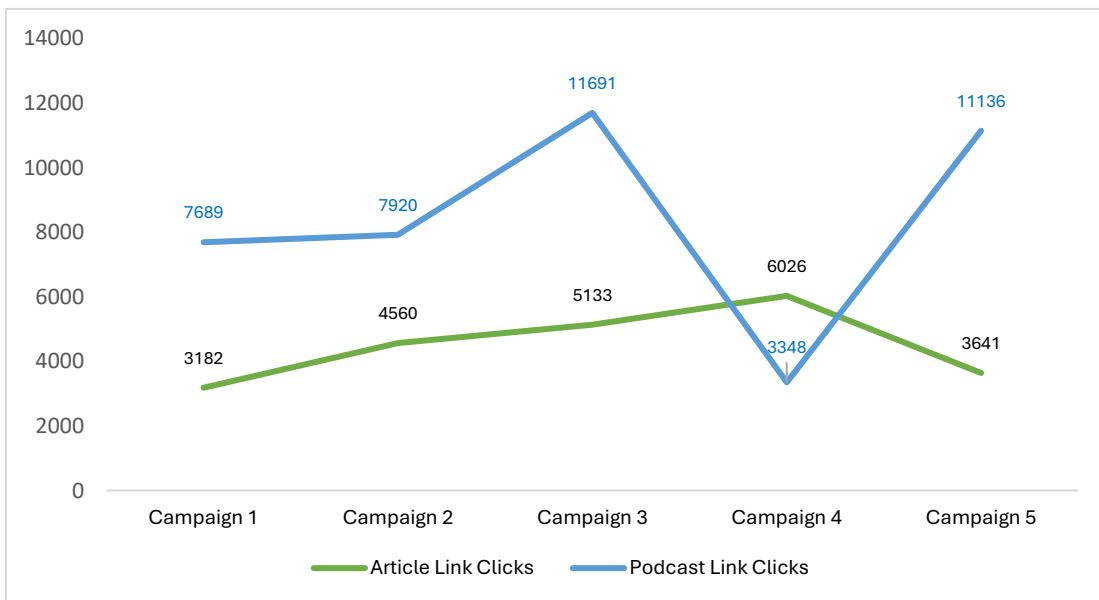
*From 63,463 email opens, 22,541 recipients engaged with the article (36%), while 41,783 interacted with the podcast (66%), indicating stronger audience engagement with podcast content compared to article access.*

## F. GRAPHICAL ANALYTICS

### I. Campaign Engagement Overview



### II. Engagement Trends: Article vs Podcast Link Clicks



## G. ANALYTICS OVERVIEW

The outreach campaigns demonstrate varied yet consistent engagement across multiple phases. Email open rates differ across campaigns, with Campaigns 3 and 5 showing comparatively higher audience responsiveness, while Campaign 4 reflects a lower open rate but notable post-open interaction.

Across most campaigns, podcast link clicks exceed article engagement, indicating a stronger audience preference for audio-based content. For instance, Campaign 3 generated 17,679 email opens, leading to 11,691 podcast interactions compared to 5,133 article clicks, demonstrating significant engagement with podcast dissemination.

Campaign 4 presents a distinct pattern, where article engagement (6,026 clicks) surpasses podcast interactions (3,348 clicks), suggesting variation in content preference across different audience segments.

Overall, the data highlights that a substantial proportion of recipients actively engage beyond email opens, with podcast content consistently driving higher interaction in the majority of campaigns, reinforcing its effectiveness in enhancing research visibility.

## H. OUTREACH ACTIVITIES CONDUCTED

- Targeted academic email campaigns
- Newsletter distribution
- Podcast dissemination
- Website promotion
- Academic network sharing

## I. TRACKING & MEASUREMENT METHODOLOGY

All engagement metrics are tracked using campaign-specific tracking systems and secure, trackable links. Data is monitored using industry-standard tracking and analytics frameworks.

Each campaign uses unique links to measure:

- Article Link Clicks
- Podcast Link Clicks
- Engaged Interactions
- Not Read (non-engagement)

## J. REPORT STATEMENT

This report summarizes the engagement generated through structured academic outreach campaigns and podcast dissemination for the above-mentioned article.

## K. CERTIFICATION

Certified by:

The GMS Outreach & Podcast Division

The Gazette of Medical Sciences