

"Trash Proof News Releases" is filled with excellent examples of "grabbers" that will hook any reader immediately. The perfect resource for anyone who wants to get on the air or in the news. — Brian Jud, author of the video, You're on the Air and the books, It's Show Time and Perpetual Promotion

TRASH-PROOF NEWS RELEASES

The Surefire Way to Get Publicity



- ▶ *A unique system designed to help you target the right media!*
- ▶ *Every news release in this book produced absolutely golden publicity success!*
- ▶ *Covers all types of news releases: feature stories, tips articles, book reviews, products, radio and TV interviews, internet and many more!*

Paul J. Krupin

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Interviews and media kits available on request

Contact: Paul J. Krupin 800-457-8746 (509-545-2707)
Call today to make arrangements

TRASH-PROOF NEWS RELEASES: *The surefire Way to Get Publicity*

If you're going to take the time and energy, and spend the money to send out a news release, wouldn't it be wise to take the time to learn to do it right?

Paul Krupin, creator of the Internet to Media Fax Service www.imediafax.com, has taken the most successful custom targeted news releases he sent out over the past few years and compiled them into one incredibly valuable book. You'll recognize many of the headlines these news releases spawned from "Chicken Soup for the Soul" to IBM and the American Red Cross. See for yourself. Learn from the pros!

This book contains successful examples of every type of news release:

- ▶ Feature Stories
- ▶ Opinion editorials (Op-eds)
- ▶ Letters to the editor
- ▶ "How to" or "Tips" articles
- ▶ Calendar event announcements
- ▶ Major news events
- ▶ Radio and TV interviews
- ▶ New books, products and services
- ▶ Public service announcements
- ▶ People in business announcements
- ▶ Query Letters
- ▶ Internet/web site announcements
- ▶ E-mail news releases
- ▶ And more...

"When Krupin tells you the media likes a certain angle or format, he knows-because he went out and asked them. Both his media distribution service and his book are powerful parts of the successful publicist's toolbox."

Shel Horowitz, Frugal Marketing
author of *Marketing Without Megabucks: How to Sell Anything on a Shoestring*
Grassroots Marketing: Getting Noticed in a Noisy World

"Publicity can bring a stampede of business to your door. This book shows you exactly how to accomplish miracles, and gives you dozens of proven news releases to learn from and model. There is nothing better than this book out there to help you. Get it!"

Joe "Mr. Fire!" Vitale, author of *The Power of Outrageous Marketing!* and *Cyberwriting*

"Read over 100 REAL press releases that have made Paul Krupin's clients famous by landing them on thousands of radio shows, thousands of newspapers, on Oprah, The Today Show, and more! This is the very best PR book on the market. Learn from the best!"

Angela Adair-Hoy,
co-author of *The Secret of Our Success*, Booklocker.com

ISBN 1-885035-07-1



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Visit www.imediafax.com
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Kennewick WA 99336

Trash Proof

THE DEFINITIVE GUIDE TO WRITING NEWS RELEASES THAT REALLY WORK

Paul J. Krupin

Stop seeing your news releases ignored and deleted

Start getting more effective publicity that triggers the actions you want to happen

The secret is helping the people you can help the most.

What is a Trash Proof News Release?

A TRASH PROOF NEWS RELEASE is a marketing tool designed with one specific goal – to get you publicity in your target media that achieves a **return on investment** that rivals and even exceeds your best marketing. It always starts with a clearly stated Call to Action.

In contrast, the old style standard news release contains product and marketing facts and often questionable claims, self laudatory praise, pithy quotes and corporate or technical gobbledygook. And worst of all, it left the hapless media editor or producer to figure out what it all means to people in relation to the media coverage opportunities available and how well suited you and your news were to that opportunity.

A TRASH PROOF NEWS RELEASE is maximally effective because it answers the primary questions for the media:

- *How many people in my audience are going to be interested in this?*
- *What's in it for my audience?*
- *How easy is it for me to use this information?*

Then it presents your proposed story, the facts needed to support and flesh out the story, your ideas, advice, or comments, your skills, experience, credentials and accomplishments in terms of that objective.

A TRASH PROOF NEWS RELEASE offers media everything they need to run with the story using you and the resources you've arrayed and meet their needs in today's fast paced environment and the ever changing technologies we utilize.

A TRASH PROOF NEWS RELEASE has six essential parts

The **Call to Action**

A Real Story That Relates to Real People

A presentation of **The Value to the Audience**

The **Crucial Information**

The **Highlights of Qualifications**

Access to Key People

A TRASH PROOF NEWS RELEASE is a welcome breath of fresh air that *also* provides Internet searchers with the magic words that generate curiosity, desire for engagement, promote direct action to acquire, provide intense personal satisfaction, increase loyalty to your brand, generates word of mouth referrals and sales & profits that build your business.

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Thank you all! You're wonderful!

Creating this book would not have been possible without my clients and colleagues. This book is really a tribute to you. It is your creative efforts and the fruits of your labor that are showcased in these pages. I have learned so much by working with you and it is such great pleasure to share so many good things that we have done together in a way that can benefit so many others.

This book took several years to create- day by day, word by word, news release by news release. It's amazing to think that this book captures the best of the collaborative efforts of several thousand people. But it really does.

To all of you I stand in admiration and say Bravo! Together we have reached out and touched and minds and hearts of millions of people again and again.

To all you media editors and radio and tv producers out there, thank you for being so kind to me and my clients and for sharing your needs and views with me so freely. We try very hard to deliver what you need, and we really appreciate when you respond.

To the members of Independent Book Publishers Association, the Small Publishers Association of North America (SPAN) and all the other associations who have been so supportive of our efforts, thank you.

To those of you who respond to my posts on the many mailing lists we are on together, thank you. Were it not for your questions, many of the answers would have not been researched and written. Keep on asking those questions!

To all you book authors, publishers, inventors, speakers, artists, musicians, business people, and other incredibly creative people, thank you for bringing me your creative works and the fruits of your labor, and for allowing me the honor to work with you. It is a privilege to assist you and to know you.

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Foreword

I first met Paul Krupin in the early 1990s. At the time, it seemed we were the only two people in Washington State on the Internet. Paul was on the east side of the cascades in Kennewick and I was on the west side in Port Townsend.

I don't recall where we first bumped into each other. Most likely, it was on CompuServe, although Paul and I both had accounts on several online services, including GENIE, Prodigy, The WELL, and, eventually, America Online. We were a couple years ahead of the World Wide Web. Paul was selling a database of media contacts at the time, and I was using his contacts to pitch books to journalists. We became fast friends and shared information with each other about what was and was not working in online news releases.

The first thing you should know about Paul Krupin is that he is an scientist. By nature, Paul is compelled to break down complex routines into their basic components, study them, reassemble them, and test the results. In *Trash Proof News Release*, Paul goes through a sort of demon kaizen routine -- continuous improvement loops -- until he arrives at a formula and a process that can unlock the power of media coverage for all those who seek it.

The second thing you should know about Paul Krupin is that he is a once-upon-a-time attorney. He knows how to make a persuasive case for any person, product, service, event, or cause. He shows you how to build compelling arguments into your news releases that journalists can't resist. As example after example unfold in this book, Paul shows you how clever language and clear goals lead to media coverage time and again.

Paul has always been generous with his knowledge. For many years, he has written articles for trade publications on how to pitch journalists. I relied on his observations when writing my first book, *"Publicity on the Internet,"* in 1996. Paul's theories were backed with hundreds of case studies from his wire service, Imediafax.

Paul always wanted to put the power of the media into the people's hands. He is a capitalist and a populist, a social scientist determined to share his discoveries for the benefit of the species. Yes, the benefit of the species, because in Paul's view, publicity happens when you do something good for others, and they tell others about it, either through the media or word of mouth. Paul is an eternal optimist that the desire for coverage will lead people like you to be generous with your knowledge and expertise.

Paul created Imediafax with that scientist's brain of his and the heart of a philanthropist. Imediafax allowed users to upload a news release, select the media from Paul's database, and swipe

your credit card to magically have the release faxed and/or emailed to the selected media contacts. In Imediafax, Paul gave the common person the power of a wire service at a fraction of the cost.

There is only one problem with Imediafax. No matter how good the technology, no matter how accurately-targeted the media contacts, you can't get coverage from a poorly crafted news release. Even with all the benefits of Paul's magical mechanism, none of it works if you can't write a good news release.

So Paul again put his mind to work analyzing the news release. He studied which news releases were most effective, and tried to discover why. He studied how print, broadcast, and online journalists create news -- the stories they pick to cover, the amount of time or space they devote to different stories, the archetypes that attract journalists, the stories that consumers can't resist. Then, like an engineer, he built news releases for hundreds of clients and tinkered with headlines and the arc of the story and the contact information and the format. He watched and measured and made charts and graphs and lists and summaries.

When Paul Krupin completed his comprehensive analysis of the news release, the result was this book. *Trash Proof News Releases* condenses everything down to one simple formula: DPAA+H -- Dramatic Personal Achievement against Adversity, plus a little Humor. It's not easy to remember until you see it work, over and over, to bring news coverage to any person or organization.

Let me give you an example. Let's say your business made a profit of \$1 million last quarter. Is that newsworthy? No. What if you beat Wall Street's projection by a mile. Is that newsworthy? You're getting warmer. What if the surprising gain was in part the result of an employee suggestion? Now you have a story of the line employee who's smarter than management, a dramatic personal achievement against adversity, a story that vast numbers of people can relate to. That's a story that warrants coverage.

It's sounds simple, and it is. Yet you would be stunned at how often people fail to put these incredibly powerful triggers into their writing.

In *Trash Proof News Releases*, Paul Krupin cooks down everything he knows about creating an effective news release into a simple formula, then builds it back up into devastatingly effective news releases for a variety of purposes. He provides samples from real campaigns, including the phenomenal publishing success, the "Chicken Soup for the Soul" series, the Terri Schiavo right-to-die case, and an earthquake relief fundraiser for China.

Trash Proof News Releases represents the life's work of one of America's most brilliant marketers, Paul Krupin. Anyone can write a news release. Only a select few, however, can write a

release so perfect you can't put it down. You can be one of those select few, those who are blessed by the media with priceless coverage. Let Paul Krupin show you how.

STEVE O'KEEFE

Author, "Publicity on the Internet" and "Complete Guide to Internet Publicity" from John Wiley & Sons

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Executive Director, Patron Saint Productions, Inc.

<http://www.PatronSaintPR.com>

Introduction

How Important is a News Release?

A news release is the key deliverable for those seeking publicity (much like a résumé is for job seekers, or a contract is for contract seekers).

If a news release works you can get an article in a newspaper, an interview on radio or TV and information about you will be placed in front of an audience of people who can take action based on what they learn about you.

With publicity comes increased interest, name recognition, calls from prospects, sales, and profits. Compared to advertising and direct marketing, publicity is very, very inexpensive to acquire.

The publicity you can generate with a news release can be phenomenally valuable. You can inform people and generate interest in your products and services, educate and entertain hundreds, thousands, even millions of people, drive traffic to a website or get people to attend an event and as a result acquire fame and recognition.

But if the news release fails to capture the attention of an editor or producer, your business, event, or idea may wind up in the trash along with it.

When I published the original *Trash Proof News Releases* in 2001, the primary ways you could send a news release were:

1. street mail
2. fax
3. e-mail
4. in person
5. telephone

Internet based media platforms and personal communication devices have evolved considerably in the past seven years. In addition to those outlets listed above, we now have:

1. web pages
2. regular search engines
3. news search engines
4. specialized search engines
5. online libraries, directories, databases
6. newsletters and ezines
7. discussion groups and mailing lists
8. forums
9. audio and podcasts
10. video (You Tube)
11. chat rooms
12. blogs
13. social media (MySpace, Facebook, LinkedIn, Twitter, etc)
14. cell phones and PDA's

The technology continues to evolve, get smaller, and faster. The way we receive news continues to change.

But the message you create when you send a news release to persuade media to give you exposure is the crucial starting point. What you write, say, or look like influences their decision and if they decide in your favor people get to read, watch or listen to some version of your message. Your news release to the media is the key – the crucial proposal that determines what media do.

What you place into a news release determines whether you get media coverage. If the message is deemed newsworthy, you can fly across the media and soar to majestic heights like an eagle in the wind.

If the message fails to incite media interest, then it sinks like a rock in a pond, never to see the light of day again.

The successful news release provides a story arc, anticipates questions (who, what, where, when, why, and how?), triggers an emotional connection, and leads the media who reads it to a decision to share you and your message with an audience of people.

In the face of the hundreds and even thousands of other people competing for media attention, this is no easy task.

Oftentimes, you're trying to capture all the most meaningful aspects of your life's efforts in one single phrase. You must outshine all the other twinkling stars in the night.

The success of a news release resides primarily in the quality of the copywriting. It must address the needs of the media outlet, its sponsors, and its audience. Those audience members can tell the difference between content and advertisement pretty easily, so your news release must be pitched perfectly if it's going to accomplish both your aims and the media's. It must be concise, easy to understand, interesting, believable, value-laden, and actionable.

In *Trash Proof*, I don't just tell you how to create this perfect news release, pat you on the back, and send you out the door. I show you how. The examples in this book have been proven to work because they've generated significant news coverage for my clients.

By using these news releases as models, you will avoid countless missteps, unreturned phone calls, and rejections. You will learn to craft a unique, marketable message that does you and your organization justice.

It would be great if you could create just one perfect news release and then shuttle it off to every dispersal outlet. That's not the case. The content, format, and delivery mechanisms need to be customized, based upon the qualities and limitations of each media outlet, but first you must have a strong, compelling message. That's the base upon which all else is built.

PART I: CREATING A TRASH PROOF NEWS RELEASE

THE FIRST ORDER OF BUSINESS IS YOUR BUSINESS

A *Trash Proof* news release can get you publicity, but are you ready for it? Is your book ready for publication? Is your product ready for sale? Is your practice ready for clients? You may not get a second chance from some media outlets if you don't meet their expectations, so before focusing on the release, focus first on the readiness of your product and your business.

How do you know when you're ready? Simple: when you hear the musical ring of the cash register. That's the best indication that you have a remarkable, publicity-worthy enterprise.

Here's the kind of purchasing magic you're looking for from customers:

1. They read an article in the newspaper or a magazine, and it motivates them to search high and low for the product mentioned.
2. They're driving down the highway in traffic faster than the posted speed limit. The announcer on the radio says something so intriguing or remarkable that they take their eyes off the road and stare at the radio, as if the call numbers will give them additional insight. They might even wish that hitting a button on their radio would allow them to purchase the item!
3. In a bookstore, they look at the front cover of a book, then the back cover, then skim a few pages. Done deal! Without any further hesitation, they head straight to the cashier.
4. They hear about a product or a service from a friend, expert, trusted colleague or consultant, and they know in advance that this is what they need to have. Sight unseen, they buy it.
5. They're the kid in the supermarket aisle, holding a box of sugar cereal, with shiny eyes that say please, mom and dad, please!!!

To create this kind of magic (what I call the "clutching response" or "hoarding syndrome"), you have to test your ideas and products on real live people. You have to identify your end-users and the people who will buy the book for these users. Not just once or twice, but repeatedly and reliably.

Have your current customers explain what produced the magic for them. What did you do or say that convinced them to buy? Document exactly how successful business transactions occurred. Better yet, have someone else—a third party (either hidden or present)—provide an objective, step-by-step account. When did the customer nod her head, when did she look away, when did she laugh, when did she reach for her purse?

The more you're able to identify and document the successful communications ingredients, the more likely you can reproduce them or even improve upon them. It's important to know what about your communication process isn't working, too, so that you can change up the sequence, refine it, or start over.

In short: If it works, do more of it. If it doesn't work, stop doing it.

The bottom line is that you build to sell. You create to sell. You design to sell. And you must redesign to sell, and redesign, redesign, and redesign until it sells, easily and continuously.

What's even more important is that even once you have created something good, you now have to tell people about it.

You create a conversation to sell. You refine what you tell to sell. And you must refine, refine, and refine what you tell until it sells, easily, reliably and continuously.

THE MAGIC FORMULA (DPAA+H)

America is known as the land of opportunity. In fact, right now there are about 300 million people and as a result of the media and the nature of our educational systems and technology we are for the most part universally trained to read, watch and listen to media quite naturally as a part of our daily lives. You could even say that we are homogenously programmed to respond to media the same way as well. We laugh at the same jokes, cry at the same sad stories, and react strongly to the same shocking facts and situations.

The media has learned how to push our buttons. They do it day in day out. This is how they survive and thrive.

And if you want to be featured in the media, you have to learn how to do it as well. This is the opportunity which I call 'the miracle of the microcosm' because you can learn how to turn people on anywhere. You can be in the smallest town in the middle of nowhere. All you have to do is learn what to say to get even one other person truly galvanized – interested enough to take the action you want them to take. Then you practice it again so you get the same response out of more people, small groups, and then larger groups.

Once you develop a sequence of communications that produces a known action reliably and repeatedly, you can roll it out again and again to produce the same action response again and again wherever you go. You can use all the available communications technologies at your disposal as a force multiplier to repeat the message so that you reach more people with the same proven action causing message.

But first you have to develop that magic message.

If you're having trouble selling, it could be because your communication is not giving your audience what they want most: *a remarkable, emotional experience*. Yes, they want physical satisfaction, but what people really crave is intense emotional satisfaction. They want information, education, or entertainment that allows them to experience dramatic personal gain, pain, suffering, or pleasure. They want to feel what others are feeling. They want transcendence.

Media are experts at creating this feeling. Editors and producers are always looking for useful, educational, entertaining and inspirational content that evokes remarkable, emotional experiences. This is how they make a living. This is what drives them. Daily. It's a heavy demand, but it doesn't make them desperate. It makes them experts at detecting content that will engage their audience members emotionally vs. content that lulls them to sleep.

These experts want publishable material that will generate enthusiastic thank-you letters for the information and insights and repeat subscriptions or increased sponsorship. This is what you need to provide.

Thankfully, there is a magic formula:

DPAA+H or “Dramatic Personal Achievement in the face of Adversity, plus a little Humor”

Take a look at the front page of *USA Today*, Olympics coverage on network TV, stories on the evening news, an episode of *King of Queens*, or an ad for Coke. You’ll see DPAA+H in action. It’s what the American public craves, again and again and again, because it triggers strong emotions.

As a culture, we don’t want to feel lukewarm emotions. We want to see the human spirit triumph in matters of the heart, through hardship and even tragedy. We ask to be transported from daily drudgery into the powerful personal exhilaration and extreme emotional states of those living life on the edge. It fills us with hope and intention.

It also gets us to open up our wallets and pocketbooks.

As you watch and listen to the media, all forms (soap operas, shock jocks, reality TV, *Cosmo*), ask, “Who is achieving, over what, and what did they do to make me smile or laugh?”

Humor usually stems from an awareness of one’s own vulnerability or weaknesses. It makes high achievers relate-ably imperfect. It makes their achievements seem more possible for the rest of us.

Now look at your products or services, your news releases, advertising, and promotions. Look at how you and your people communicate with prospects and customers. Are you engaging them emotionally? Does your organization’s story seep into your communications? Does that story feature drama, achievement, adversity, and a little humor?

If it does and you present it well, you’ll not only increase the mental engagement of prospects and customers, you’ll get the attention of editors and producers, who will expand your audience even further.

HELPING THE PEOPLE YOU CAN HELP THE MOST

Maybe you’ve learned to recognize DPAA+H (Dramatic Personal Achievement in the face of Adversity, plus a little Humor) on TV, radio, online, or in print, but you’re not sure how it applies to you. What if you didn’t experience a ton of Adversity in creating your product or service? What if you can’t think of a Dramatic Personal Achievement off the top of your head? What if you’re not good at making people laugh? Not to worry.

The media is less interested in your achievements than they are in your ability to help others—their audience members. So rather than think of your personal achievements or the adversity you faced, think of others. Ask: “WHO ARE THE PEOPLE I CAN HELP THE MOST?”

Once you’ve answered that key question, then ask, “HOW EXACTLY CAN I HELP THEM?”

Answering these questions will allow you to appeal to people at a deep personal level and create a lasting impression. Why? Because these people need your help! They also remember exactly where they get help. When they get really good help, they tend to trust the source of that help, and carry these feeling over towards anything and everything this person has available for sale. They trust it so much that they are much more willing to buy whatever that person has for sale.

There’s a fine line between helping and selling, but it’s an important distinction. Rather than seeing you as a peddler of products and services, the media and their audience members will see you as a truly helpful and giving person. You are there for them, not vice versa. Helping others not only creates a feeling of goodwill, but

also a sense of reciprocal obligation. If you help others, they will want to help you—by purchasing your products or services! This is the secret of personal and professional branding.

So let's focus on what it means to help others. In order to provide help, there first must be a problem. Write down problems your customers are having in as much detail as possible. Next, establish why these customers aren't able to help themselves. Then describe the steps your customers must take to alleviate these problems OR how your product or service will do it for them.

Problem Solving: Helping Means Overcoming Barriers

A problem is simply a barrier to progress. It can take any number of forms: physical, mental, material, social, or financial. Here are ways you can address each of these types of barriers:

Physical

Go to them
Go with them
Be with them
Lift them up
Transport them
Shelter them
Protect them
Bring whoever they need to them
Bring whatever they need to them

Mental

Guide people to better choices
Provide counsel or advice
Listen
Console
Teach people how to do something better
Explain how to do something important
Tell people exactly how to build, create, develop, find, or achieve something
Tell people how to avoid disaster, pain, anguish, or negative experiences
Simplify a complex issue
Explain a mystery
Tell stories to demonstrate a concept

Material

Give people what they need or want
Give food, shelter, materials, water, or tools
Provide tangible aid, support, or resources where too few are available
Provide personal or technical expertise
Volunteer time, expertise, or services
Send manpower
Canvass a neighborhood for supplies for the needy
Collect and store supplies for the needy
Deliver supplies to the needy

Social

Introduce someone to others who can help them
 Communicate with others on behalf of someone
 Enlist others to help someone
 Raise awareness of a need or situation
 Get an organization to focus their resources and efforts on a problem

Financial

Give money
 Give time to help raise money
 Tell people about someone else's financial needs
 Create a fund for someone
 Conduct or support a fundraiser
 Get other involved, motivated, and committed to give or raise money

No doubt there are lots of other ways to help people, but these approaches are tried and true. Some fall under the category of IDEAS, ADVICE, or GUIDANCE, but most are ACTIONS. News releases typically focus on advice, but actions are what really get an audience's attention.

And some of the best salesmanship, best marketing and best publicity, I've found, comes from coupling good advice with timely action and letting people in the media know about what you are doing.

So get on your feet and start helping!

TARGETING THE RIGHT PEOPLE & THE RIGHT MEDIA

Don't worry just yet about solving the problems of the world or a nation or even a zip code. Think of one particular customer you helped overcome a barrier. When you solve the problem of one, in all likelihood, you have a solution for many others who are similar to that person.

If you're still having trouble pinpointing a customer's specific problem or need, step back and think about the characteristics of your prospects, your customers or the target audience you are aiming at:

Age
 Sex
 Race
 Class
 Personal characteristics
 Social characteristics
 Employment characteristics
 Religious characteristics
 Physical characteristics
 Education
 Professional credentials
 Professional affiliations
 Hobbies

Now arrange these customers into groups or pools and then arrange them from most valuable to least valuable. In other words, put the customers who spend the most or are vigorous advocates for your brand at or near the top of the pile. See if there are common characteristics among the profiles, particularly among your most valuable customers. The goal here is to identify the similar demographics of your customers.

Let's say that your best customers are primarily highly educated, white-collar families, who live healthily, are church-goers, live in outer-ring suburbs, and are risk-takers in terms of their hobbies (white water rafting, long bike treks, safaris, etc.). Your business, leading rafting trips, can help them get the adrenaline rush they're looking for, but how could you better cater to their needs? What problems do they face? And how can you address those problems?

What if you offered church-affiliated rafting trips that ask participants to reflect on water-related passages from the Bible? That would address the separation that now exists between two of their interests: rafting and religion.

Once you know the demographic information that your customers share, you are not only better equipped to brainstorm and craft solutions to problems they are facing, developing and presenting ways to address their needs.

You must also now seek to identify and learn what forms of media they subscribe to. You can ask them one at a time, go to their offices, attend their meetings, participate in their activities and online discussion groups, learn where they hang out online. Your goal is to specifically determine what media your customers read, watch, or listen to, particularly when they are receptive to receiving information that they use to make decisions about buying what you have for sale.

The list of prime media includes:

- Daily and Weekly Newspapers
- Magazines
- Radio Stations and Shows
- TV stations and Shows
- News Services and News Syndicates
- Freelance Writers
- Internet media counterparts to all the above
- Media columnists
- Media Blogs

You must seek to identify and include the top editors as well as the appropriate specialty editors. There are several media databases available to help you target and utilizing the skills and abilities of a professional publicist is invaluable when you seek to target effectively.

There is also an ever changing suite of Internet news release posting services for those who wish to post their news release online and make it available to news search engines.

Remember to Target Non-Media Targets

While you want to assemble a list of newspapers, magazines, radio stations, TV programs, news services, syndicates, and Internet media that will help you reach your target audience, bear in mind that these aren't the only places that people congregate. Here's a list of non-media venues you ought to consider:

- Interest Groups

Associations
Clubs
Institutions
Foundations
Support Groups

Search engines, list brokers, and online subject directories/databases will help you find these non-media targets.

Be sure to break down your search by region—nation, state, region, county, city/town—so that you don't miss any relevant organizations or outlets. You might, for instance, search for “family parenting” “support group” and “San Diego”.

Micro-targeting these regional groups works well for two reasons. First, these groups are not approached nearly as frequently as mainstream media, so they are more likely to give you publicity. Second, these groups are often structured around a specific type of help that they need. If you can provide that help, everyone benefits!

USING SEARCH-ENGINES TO EVALUATE OPPORTUNITIES IN THE RIGHT MEDIA

Once you know the people you can help the most and how exactly you can help them, it's time to study how your topic is covered by the media. You can use demographic info to help you identify and target specific media that you know will prove valuable, but don't be afraid to cast the net further.

News search engines visit media web sites from all over the Internet and use computer algorithms to select stories for inclusion. They cluster the stories and accompanying photos into an online magazine format. As the news changes, the news search engines keep you informed of the latest developments.

Google News (<http://news.google.com>), Yahoo News (<http://news.yahoo.com>), and MSN News (<http://msnbc.msn.com>) are some of the biggest, most helpful news search engines, but there are many others. Some search engines are country-specific and others focus on a particular topic (politics, business, finance, health, computers, sports, entertainment, etc.).

Here are some other types of search engines that are available to you and will prove useful:

- Regular search engines
- Magazine search engines
- Library search engines
- Photo search engines
- Audio search engines
- Video search engines
- Blog search engines
- Forum search engines
- Newsletter and ezine search engines
- Association search engines
- Podcast search engines
- Social networking search engines

Search capability on news search engines is generally limited to a short time window: two weeks to one month. Some of the news search engines, though, allow you to customize the news sources you select from; you might, for instance, limit your search to influential national outlets, industry journals, or regional newspapers. Others operate like a meta-search engines.

To prevent being overloaded with material, it helps to take a systematic approach:

1. Review news releases by other companies on the topics you care about—the competition, in other words;
2. Skim headlines to keep track of late-breaking news and spot trends;
3. Use keyword searches to see who is publishing material related to your business;
4. Find out what is being published about you, your business, your employees or contractors, and your competitors, events and issues that affect what you do to make money, and the technologies you use or care about;
5. Pay particular attention to how the media is treating your industry’s products and services. What are they advocating and why? What are they discouraging and why?
6. Sign up for email alerts (or news feeds) for topics or keywords of particular interest to you.

Using search engines efficiently requires knowledge of specific search tools and techniques. If you’re looking for “chiropractor” stories, for instance, you should search on all possible permutations of that word/practice: chiropractor, chiropractic, chiropractics, etc. Putting a few words in quotation marks (“chiropractic training”) will limit the search to documents that use those terms in that exact sequence—helping you zero in on the results you want. In some cases, there will be a glut of articles on a given subject, which appears to totally occupy most of the media coverage. Use the minus sign (-) in front of a keyword to eliminate it from your search (“baseball fans” -Yankees), so that you can work with a more manageable and varied sampling of stories.

The goal is to find out what is being published in your field and by whom.

The first thing you should when you see the results of a search is identify the prime media and separate them out from the less important media and from the news releases posted on the online news release posting sites.

Don’t spend too much time reading hard news that covers criminal issues, frauds, scandals, and lawsuits. While these are interesting to read, they aren’t likely important for your business. Focus instead on feature stories, events, and helpful-tips articles. Save the good ones: bookmark them, print them, place them in a three-ring binder, and build up a file that you can use for ideas and strategic guidance. These will be extremely useful to you when you use The 3-I Technique.

The less important media and even the news releases you find will also reveal to you critical business intelligence. You can see what others in your field are doing to promote and market similar products or services. You can study the competition.

The more you use search engines, the more refined your searches will become. You will learn the keywords and you will find the media that are most valuable to your business. In the process, you will become better prepared to write news releases that will get you more, higher quality media coverage.

While the focus of this book is primarily on news releases, once you identify who you can help the most and how to help them, the spinoff avenues for outreach using the magic words you develop are numerous:

News releases for articles
 News releases for interviews
 Content for ezines and newsletters

Content for web page content
 Content for blog posts and blog tours
 Content for mailing lists and discussion groups
 Content for forums and article posts
 Social media
 Marketing communications
 Email offers
 Business proposals
 Phone conversations
 Street mail
 Brochures
 Pamphlets
 White papers
 Audio/podcasts
 Videos
 Live, taped, telephone or web presentations, speaking events, workshops or seminars

So if you want to stay ahead of the news and expand your business, make “searching” the media a high priority.

THE 3-I TECHNIQUE

You have honed your product or service, figured out how to help the people you can help the most, and established your target media and non-media venues. Now it’s time to learn how to employ the 3-I Technique.

Try this simple three-step (3-I) process:

1. **IDENTIFY** a successful model;
2. **IMITATE** the structure and content of the success model;
3. **INNOVATE** with your own information.

Naturally, the presentation of this information varies, depending on whether you’re trying to crack into print or broadcast media.

PRINT MEDIA

Step 1: Select one or more articles you wish could be about you from your target publication.

For each article, establish:

- the number of total words
- the number of words per paragraph
- the number of sentences per paragraph
- the number of paragraphs

Next, calculate the averages for each and create a target word, sentence, and paragraph count.

Step 2: Choose your favorite article and imitate the structure and content of this model.

Develop a general outline of the structure and purpose of each sentence and paragraph in the model article. As you read along ask: What are the readers' likely reactions? What are the author's intentions? Why might the editor have approved this material?

Step 3: Innovate with your own information.

Now write sentences, one at a time, which match the length, tone, and function of the sentences and paragraphs you see in the published article. Replace pertinent information with yours.

This exercise may seem mechanical, but it really works. As you step into the other writer's shoes, something very magical will happen. You will come really close to matching the editorial style and readership interests of your target media, whether it's *The Wall Street Journal*, *Wired*, or *Martha Stewart Living*.

Your news release should come as close to a final finished article as possible. In doing so, editors will recognize its worthiness and, more importantly, how little work will need to be done on their end.

BROADCAST MEDIA (RADIO & TV)

You can use the 3-I Technique the same way to develop a set of talking points, and a question and answer script for an interview on radio or TV.

Listen or watch your target media and learn what the producers want and demand of their guests. Study how interviews are conducted. Pay attention to the questions the host asks, how the guest answers, how long the guest talks and how long the interview goes.

Then use the 3-I Technique to design your news release and create an approach that will be persuasive with the media decision-makers. Match their needs and do your best to give them what they want. Use your news release to show them you've done your homework and addressed their needs.

Why the 3-I Technique Works

Very simply, the 3-I Technique helps you evaluate how a given media outlet provides coverage to their audience. You will find out whether they like their material long and wordy, or short and punchy. You will learn specific content needs and preferences: publisher or book info (such as page length or ISBN), cost, contact and ordering information. And you will learn what to avoid. Some publications, for instance, refuse to provide contact or ordering information in their articles.

Use the 3-I Technique to evaluate the style, editorial and audience interests, and the nature of the information your target publication needs. If you recapture this magic in your Trash Proof News Release, you'll give the editors exactly what and they in turn will give you what you want: publicity.

SELECTING THE RIGHT TRASH PROOF CONTENT

In studying your target media and employing the 3-I technique, you will see that news coverage is largely predictable. Consumers and editors are drawn to types of stories that have worked well in the past. If you want to receive coverage, it's important that you're familiar with these content patterns and do your best to replicate them.

The following list of most commonly featured content is derived from analyzing media coverage of newspapers, magazines, radio and TV for many years:

1. A dramatic personal story that describes achievement in the face of adversity plus a little humor.
2. A problem-solving-tips article on a timely topic that shows how you can help the people that you can help the most.
3. An innovative product or service that people want because of the remarkable benefits offered.
4. A dramatic and interesting photograph that tells a 1,000-word story at a glance.
5. A new development or situation that affects lots of people in a unique way.
6. A personal battle between the forces of good and evil, or David and Goliath.
7. A truly heartwarming tale with a happy or remarkable ending.
8. New effective techniques or tactics to improving a problem or situation that is commonly faced.
9. New form of creativity that makes people feel good or experience heightened emotions.
10. A story that makes people cringe in fear, howl with delight, or experience intense desire or want.
11. An explanation of a mystery that confounds a lot of people.
12. News, analysis, and commentary on a controversial issue or topic.
13. Localized stories and media access to the local people involved.
14. Innovative and new ways to have fun, save money, help people, increase their enjoyment, protect the environment, and help them get more out of life.
15. Unusual, hot, and wacky ideas, products, activities, and situations.
16. Mouthwatering recipes, food, culinary delights, or opportunities.
17. Educational, unusual, hard-to-believe, never-before-revealed, or fascinating news, data, information, or stories.
18. Record-breaking achievements, competitions, paradoxes, dilemmas, anything that confounds the human spirit.
19. Knowledge, ideas, or information that astounds, enlightens, and inspires people to experience new feelings.
20. Remarkable little things people may not know about, that will make their dreams come true.

These are weapons of mass persuasion, in part because readers and viewers know the arc of these pieces by heart. This familiarity soothes them and allows them to concentrate on the particulars of your story.

THE SIX ESSENTIAL PARTS OF A TRASH PROOF NEWS RELEASE

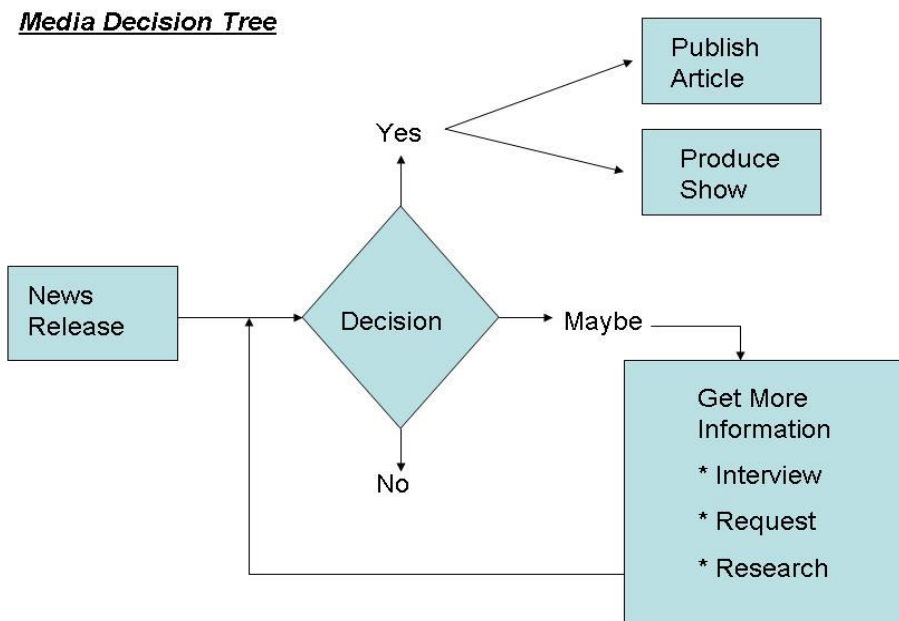
Most of the books on publicity tell you that a news release has a Lead, Body, and Conclusion, or a beginning, middle, and end. They recommend using either the pyramid-style or the inverted-pyramid-style of presentation. Blah Blah, blah. This is pretty much useless guidance.

The problem with these blunt academic ideas is that they fail to address media needs. You can't present anything that requires an editor or producer to do too much work, figuring out how your information will appeal to their particular audience and fit with their particular media needs.

A **TRASH PROOF NEWS RELEASE** provides editors and producers with what they need in an immediately actionable format. And, in turn, they will provide you with the publicity you need by:

- ***publishing*** your story or information in a favorable way; or
- ***interviewing*** you.

At the very least, if they are interested you will get a ***request more information*** so that they evaluate whether to proceed with your story or interview.



The three key questions the media asks when they receive a news release are:

1. How many people in my audience will be interested in this?
2. What's in it for my audience?
3. What is the cost, time and effort to create what I need?

The answers to these questions have to be:

1. a lot
2. a lot
3. very little.

So your news release must demonstrate that your ideas, advice, book, event, product, or business will:

1. Interest and possibly even expand the media outlet's target audience;
2. Provide unique added value;
3. Be easy to verify, trust, and work with.


A Trash Proof New Release communicates to the media: I understand you're in business to satisfy your customers and sponsors, not me. It's an important distinction to make, as editors and publishers weigh your news release against stacks of other similar requests. Ideally, you want the media executive to say or think,

"Wow! Finally someone who knows exactly who is in our audience, what they want, and they are even giving me what I need to do my job quickly and easily."

The media will not give you free advertising. They only will publish something that fits within the spectrum of **news, education, or entertainment** that their audience wants and will pay for, and that their advertisers won't object to. In addition to meeting these criteria, your news release must also create a vivid word picture of the finished product, describe ancillary media incentives, provide contact information, and identify exactly what you're asking the media to do (step by step). Oh, yeah, and it must be LEAN! Otherwise, it's headed for the trash.

A TRASH PROOF NEWS RELEASE Has Six Essential Elements

1. The *Call to Action*
2. A Real Story That
Relates to Real People
3. A presentation of
*The Value to the
Audience*
4. *Crucial Information*
5. The Highlights of
Qualifications
6. *Access to Key People*

For Immediate Release ¶
¶
Media kits, review copies and local author interviews available on request... ¶
¶
CONTACT: For any additional assistance please contact Heather McNamara on 818-364-0699 hmcnamara@verizon.net or just hit reply and provide us with your best street address... Local author contact information is provided below or (a) free to contact us for assistance... ¶
¶
Local Authors Featured in New Chicken Soup for the Soul Children with Special Needs ¶
¶
Several local authors each wrote an original short story that has been published in the newly released *Chicken Soup for the Soul: Children with Special Needs, Stories of Love and Understanding for Those Who Care for Children with Disabilities* - the latest book in the NY Times best-selling Chicken Soup for the Soul series... ¶
¶
Each story was selected from thousands of other potential stories to be included in *Chicken Soup for the Soul: Children with Special Needs* because of its unique and special ability to offer encouragement and insight to anyone whose child faces extraordinary challenges... ¶
¶
Chicken Soup for the Soul: Children with Special Needs is filled with heartfelt stories that provide insight, comfort and connection with others who have walked this powerful and transformational journey... The authors of these candid stories relate their own experiences of adjusting, reaching out and flourishing... ¶
¶
Written by various authors who share in this distinctive relationship *Chicken Soup for the Soul: Children with Special Needs* offers a glimpse into the lives of others who are on a similar yet diverse path... ¶
¶
..... Section Break (Continuous) ¶
¶
 ¶
¶
Chicken Soup for the Soul: Children with Special Needs ¶
by: Jack Canfield, Mark Victor Hansen, Karen Simmons and Heather McNamara ¶
¶
Release Date: September 2007... ¶
¶
.....
¶
The *Chicken Soup for the Soul* books were first published in 1993 and quickly rose to number one on the New York Times bestseller list. With over 100 million copies sold and 145 titles in 37 languages, *Chicken Soup for the Soul* has made international publishing history and garnered numerous prestigious awards for creators, Jack Canfield and Mark Victor Hansen. ¶
¶
Jack Canfield and Mark Victor Hansen are the bestselling coauthors of the #1 New York Times and USA Today best-selling *Chicken Soup for the Soul* series... They are joined in this book by **Karen Simmons and Heather McNamara** ¶
¶
#...#...# ¶
¶
Media kits, review copies and local author interviews available on request... ¶
¶
CONTACT: For any additional assistance please contact Heather McNamara on 818-364-0699 hmcnamara@verizon.net or just hit reply and provide us with your best street address... ¶
¶
Local author contact information is provided below or (a) free to contact us for assistance... ¶
¶
Local contributor contact information: ¶
¶
Local contact information: ¶
¶
Hillary Mims Key... 678-795-0365... hllkey@bellsouth.net ¶
¶
Shari Madonna Youngblood... 706-592-5593... shari.youngblood@gmail.com ¶
¶
¶
A Direct Contact PR News Release ¶
¶

WRITING YOUR TRASH PROOF NEWS RELEASE

Put all the photos, data, and files you have to support and flesh out your news release into one folder (on a computer, preferably), so that it's all easily accessible. Then get to work on the news release. With that one initial cornerstone in place, you will spin off and create additional marketing and publicity materials, depending on the type of media you're approaching.

When you write a news release in real time, you will start, skip around, build the pieces and revise and rewrite the key sections until it all comes together.

The *Call to Action*

There are three key pieces of information in the Call to Action:

1. Action Line
2. Media Incentives
3. Media Contact

Most people who write news releases do not make full use of this section, even professional publicists. With email news releases in particular, the **Call to Action** allows you to tell media why your news release is valuable and easy to use. It's the first point of contact, so don't underestimate its impact or potential.

ACTION LINE: The first words at the very top left of the first page are usually one of the following:

- For Immediate Release
- News Release
- Press Release
- New Product Release
- New Book Release
- Public Service Announcement
- Media Advisory
- News Conference
- Photo Opportunity
- Available for Interview

Select the one that is most appropriate for your offering. These words are not just window dressing. In some cases they expressly appear to grant the media permission to print as is. In other cases, it invites media to take notice, or take an action. You must think about what you want the media to do upon receiving your news release and select the right call to action, for the right media, and for the right purpose. It sets the stage for media action and response.

MEDIA INCENTIVES: Space down two lines so that you begin a new paragraph.

In this section, describe what materials are available to the media and how they can be obtained:

- Media kits, high resolution photography, and interviews available upon request.
- Unique local photo opportunity by arrangement please.
- Interviews with key people available after the press conference by arrangement please.
- Media passes available upon request.
- Limited comp tickets for media available. Please call.
- Product review samples and additional information available by email.

- Additional information may be requested and will be supplied in pdf file attachments.
- Feature story inquiries welcome. Special topic assignments or topical inquiries welcomed.
- Shorter or longer versions available to meet your specific needs.
- This article may be used freely in whole or part with attribution please.

You present the best series of incentives you can possibly offer to the media—incentives that will save them time and make their jobs easier. In some cases, this may be all it takes to get media buy-in. At the very least, it demonstrates that you have their interests at heart.

MEDIA CONTACT: List the name, phone, and email of the contact person. If the news release is being transmitted by email, I recommend using the following format:

CONTACT: Paul Krupin 509-545-2707 800-457-8746 Paul@DirectContactPR.com or simply hit reply to this email and provide us with your best street mail address or tell us what you are looking for.

With email news releases, media will often simply hit reply. Assure them that answering by email with a quick click is just fine.

Who is the best point of contact for the media? If your news release offers someone (e.g. an author of a book) for an interview on short notice, you probably want to use the author as the contact, provide 24-hour phone numbers, and also indicate that they are available for interview on short notice. If you offer direct contact, you need to be reasonably comfortable that the contact with the media will produce favorable results. If you do not have the necessary degree of confidence, don't do it. The theory that "Any press is good press" isn't entirely true. A bad encounter can be damaging.

If the news release offers opportunities for interviews by arrangement (because of time, schedule, or distance constraints), you can utilize a publicist, the author's publisher, an executive assistant, a receptionist, or even an answering service, provided you're confident in their abilities. Whenever possible, avoid voice mail or message machines. The contact number ought to deliver a real, live, knowledgeable person if the media calls.

If the release offers free review copies or media kits, the contact person need only take down a name and street address.

When wealth, social stature, and celebrity status begins to affect the appearance and image you want to have with the media, may be time to use a professional point of contact intermediary (such as a executive assistant, a professional employee or a publicist).

VERIFY: Always call the contact phone number in advance to ensure that the phone number works and is correct. You'll also get a sense of what will happen when the media calls that same number. If the call is answered poorly, you can bet that the media experience will be similar, unless you provide some training.

TRAIN: Make sure the people answering media calls know to take down the following information: names, titles, media organization, phone numbers, fax numbers, e-mail addresses, street addresses, the best time to call back, and the best way to get the requested or desired information back to the media.

Train people who answer media calls to offer something valuable for free on every call. Teach them to specifically fish for the answer “YES” to an offer which allows for further engagement. Have them ask the media, “What can we provide you?” or “How can we help you?” or “Can we send you a free review copy or media kit?” or “What can we do to book an interview with you?” The goal is a positive, affirming interaction that also anticipates future interactions.

ANTICIPATE: Imagine possible questions the media will ask, and be prepared to offer tantalizing tidbits of information to persuade them and enable them to write a feature story or book an interview.

A Real Story That Relates to Real People

Old-style news releases often begin with a product’s benefits or features. Sometimes they have a key person saying something important. This may have worked many years ago, but now the world is so saturated with products and people talking that only powerful and emotionally engaging news can break through the noise. Your headline and lead have to trigger more than just intellectual interest; they have to make people *feel*.

You need to make sure that the five W’s (WHO, WHAT, WHERE, WHEN, and WHY) are all presented quickly and effectively in your lead paragraph. But you must also:

1. Tell a story
2. Provide a local news angle that will be of interest to this particular audience
3. Make or save the audience money
4. Teach something new
5. Amaze or astound the audience
6. Make stomachs churn (in horror or fear)
7. and/or Turn people on (yes, sex sizzles).

Don’t despair. Remember, you have the magic formula at your disposal: DPAA+H (“Dramatic Personal Achievement in the Face of Adversity plus a little Humor”). You also know how to help the people you can help the most. And you know what other Trash Proof content that readers and viewers regularly consume.

On top of that, you can always implement the 3-I Technique, since that will provide the media with the material in a format they commonly use for the lead paragraph.

The Value to the Audience

This is the heart of a Trash Proof News Release. It’s the body of an article or interview. Here, you must provide editors and producers with revolutionary insights and actionable tips (that make or save money, preferably). While you can hint at your specific wisdom and techniques in the previous section (A Real Story that Relates to Real People), here’s where you provide concrete details.

Imagine being in front of twenty, blue-chip prospects. You have three minutes to knock their socks off and convert them into customers.

Here's what you do:

Step 1: Identify the topic, challenge, or problem situation that will interest the maximum number of people (that exist within the media outlet's particular demographics).

Step 2: Now give them your best advice, tips, problem-solving actions, ideas, or lessons.

The goal is to create a vivid and compelling word picture that allows people to see what you can offer and what they can do with it.

Focus on actions that people can take to deliver immediate or tangible real-time or near-term benefits, impacts, or predictable consequences.

If you're gunning for broadcast media and an interview, use a Q&A or a talking points format. If your goal is an article, the writing should meet the target publication's style, length, and content requirements. The goal is not only to provide editors and producers with enough information to make a positive decision in your favor, but to be immediately usable for the action you propose. Imagine that these decision-makers are going to hand your material directly over to the interviewer or section editor—because that's what often happens.

The more publication-ready or production-ready your material is, the more likely it will get utilized.

Crucial Information

At this point, you've likely gotten the reader's interest in your product or service, and your story (or they've stopped reading). Now it's time to sweeten the pot with perks and information.

Crucial Information: Present the items that will bring readers or viewers up to speed quickly or convince them that it is too hot a product to be missed: sales figures, the title of a book or product, specifications, cost, photographs, and where to go for more information.

Make sure critical information and your best incentives are incorporated into the core content of the news release in a meaningful, educational, entertaining and stimulating way so that the media see how it will play to their audience.

Photographs: A good, relevant, high-resolution photograph can open the doors to feature story coverage like nothing else. It helps editors and producers "see" the story unfold.

Incentives: Offer special brochures, problem-solving-tips sheets, helpful or entertaining web sites, tools, calculators, special reports, white papers, questionnaires, surveys, and other value-added, interactive resources, and explain how to get them. Free or heavily-discounted items are of particular interest to the media.

The Highlights of Qualifications

The media will ask, “Why should we believe this person?” You must provide convincing proof of expertise.

Biography: List the most important facts regarding your key person’s education, training, and experience, including the key dates, degrees, honors, and credentials. Select only those items that are relevant to the news release topic, but enough to indicate the key person is qualified, unique, talented, accomplished, expert enough, and is also an interesting human being. Describe where this person lives and has local ties, but keep it short. Do not present a whole résumé.

What People Are Saying: Glowing reviews or testimonials from high-profile industry professionals and customers will help cement your key person’s authority and credibility. Editors and producers want independent, objective proof that you will deliver the goods. The more impressive the source, the better—both because it means these editors and producers won’t have to vet you and because they can use this blurb in their own promotions.

Access to Key People

Make it easy to identify the key players involved, as well as their specific value to the media and the audience.

Be precise about the nature of their availability:

- *Available for interview in New York City September 15 through 20 and by phone or satellite uplink nationwide by arrangement.*
- *Interviews are available upon request.*
- *Local members available for questions at the news conference or by arrangement please.*
- *Emergency 911 interviews available over the weekend and late night.*

Key Data: Provide the best name, phone, and email for the key individuals if they are ready or trained to take media calls directly. Otherwise, indicate the media point of contact who will coordinate and arrange for the interview or access.

REWRITE, REWRITE, REWRITE: 1, 2, 3, 4, ... 10, 11, 12...

As you fine-tune your news release, bear in mind that it must:

1. **interest lots of people** in your target media audience;
2. have **significant perceived value** for that audience;
3. be **easy for media to verify** and run with.

Go back and look at each section. Maintain a clear focus on your goal and make sure every sentence provides persuasive necessary support for your presentation.

Utilize the checklist in the section Why News Releases Fail and eliminate every problem you find.

Re-write it five, ten, fifteen times. The best way to tell if something is ready to air is to expose it to air. Read it out loud. Is it packed with energy? Do the tips and insights sound unique and new? Do the drama, personal achievement, and humor stand out?

Bounce the news release off friends, customers, neighbors, even complete strangers. Revise it again. Revise and refine until people rave and tell their friends! Then, and only then, are you ready to send it out to your target media.

PART II: Sample Trash Proof News Releases

I've identified several categories of highly successful news releases. Each of these has special purposes and design. Feel free to use any of the samples as a model. Determine which is the closest fit to your next project and use the 3-I Technique to create your own Trash Proof News Release.

Problem Solving Tips Articles
Radio & TV Talk Show Interview Releases
Major News Event Release
New Product Releases
Event News Releases
Fundraising News Releases
Road Tour News Releases
Book Releases (Fiction & Non-Fiction)
Cookbook News Releases
Children's Book News Releases
Independent Film, Theatre and Video News Releases
Music & CD News Releases
Travel News Releases
Query letters

NOTE: The following are actual news releases that I prepared for my clients. All were created on a PC using Microsoft Word and transmitted using email html.

Problem Solving Tips Articles

Problem solving tips articles provide the best professional branding effect that you can achieve. They specifically are designed to share your expertise and knowledge so that you are perceived as a knowledgeable, giving, enthusiastic and helpful expert.

Tips articles:

- .. Offer actions and knowledge that people can use to experience and acquire benefits quickly, to important problems that they wanted to solve yesterday.
- .. The focus is on problems that affect a large number of people in the media audience. The actions are things people can do that produce tangible benefits.
- .. The articles contain your best advice – real value-added content that you can offer that is not available elsewhere -- a hefty taste of your skill, knowledge and expertise so that you build trust.

You can enhance your problem-solving tips articles with an offer for free reports and additional value added information. Create a separate tip sheet with the title of the free report. The tip sheet should start people down the path of a solution to a problem, or a goal. The problem must focus on

something that lots of people are interested in, so think broad. This of course must be related to the subject of your book, service, or product. Then use the following words in your news release:

To get a free report titled send an e-mail to "your-mail@yourdomain.com" and place the words "Helpful Tips" in the subject line.

This goes towards the bottom of the release. Nowadays the same thing can be accomplished with a link to a web page.

With the ever increasing availability of rich media, the links you add to a news release can direct the media and the target audience to helpful, informative or entertaining information in a number of formats including text, html graphics, photos, white papers, audio or videos.

For Immediate Release

This article (1643 words) may be used in whole or part with a short attribution please. Shorter or longer versions available upon request. The authors are also available for interview. Special feature story and topical assignment inquiries welcome.

Contact: Susan Robinson 1-800-272-4311 email susan@rivetmaker.com or simply hit reply to this email release.

Galvanizing Interest in Work! 5 Tips for Turning Work into Magictime for You and Your Employees

Tampa, FL based behavioral change experts Charles and Susan Robinson help executives produce positive and lasting changes in workplace dynamics through engagement. Here they offer tips on how to maximize employee engagement at work.

Imagine being fully alive at work. It's more than teamwork or good chemistry. Your work is exhilarating and you feel yourself as a vital part of a community with a purpose that drives your own performance as well as the organization's growth. It almost sounds too good to be true. But that's what engagement feels like. The effects for an organization are bankable. For employees, it's Magictime- the best time they'll ever have at work.

Does this happen only by some lucky accident that puts just the right constellation of circumstances and people together?

Charles and Susan Robinson, workplace engagement experts in Tarpon Springs Florida say that you can create it – for yourself and your employees – and your company will harvest the fruits of this new breed of labor. Here is the key:

- *People don't set their needs aside when they come to work.*

We're in the midst of a work evolution that mirrors the changes in our culture. Expectations have changed. It's not good enough to just have a job, even with a decent income. People don't set their needs aside when they come to work. They want fulfillment, and needs are the receptors, looking to engage.

How can executives create an environment where these needs are fulfilled at work? How can the organizational goals be met while attending to employees' emotional needs? (Is this psychology run amok?)

By increasing engagement.

The beauty of engagement is that it reconciles emotion and the bottom line, because it is emotional connections that get people in gear.

Psychiatrist William Glaser, MD says there are 5 basic human needs: fun, power, freedom, belonging, and survival. When these needs are unmet, too much individual and group energy is wasted. The behavior of disengaged employees is costly; Massive studies and years of research prove it. Disengagement is reflected in high turnover, high absenteeism, employee theft, complaining, venting, griping, even employee litigation. Disengaged employees escape, avoid, and get even. Engaged employees, on the other hand, are *riveted*. They fuel company growth, improve share value, are more innovative, attract customers, and do word of mouth recruiting. When employees are engaged, employees and executives both get what they want.

So how can executives create and sustain Magictime?

Charles and Susan Robinson say the answer is in addressing the key things people want at work. They refer to these as the 5 C's: Cultivation, Collaboration, Choice, Contribution, and Commitment. Here's a look at each of these and some of their recommendations on how executives can make employee engagement a company lifestyle that turns work into Magictime.

Want: Cultivation - To be cultivated by the organization and management.

Need met: Fun

Key Rivetmakers: Novelty, Variety, Learning

Breakers: Boredom, Frustration

Cultivating employees requires more than opportunities for job advancement. They want learning and growth. Expanding skills and broadening understanding are the adult version of play, and are one of the ways that we have fun. Employees want challenges that are just within reach but require a stretch, uniquely matched to the individual's skills.

But training is too often an isolated event, standardized for a group, with little follow through. Instead, make learning and growth an integral component of the work experience.

Without a challenge, employees get bored and they make their own entertainment – not always to the company's benefit. Novelty and variety are engaging and vaporize boredom.

On the other hand, if the learning challenge is too great, all you cultivate is frustration. Assure there are sufficient resources and support to create a bridge between the familiar and the unknown.

Want: Collaboration – to be invited to collaborate with peers as well as leaders in the organization.

Needs met: Power, Belonging

Key Rivetmakers: Relevance, Mutual Communication

Breakers: Rhetoric, Mismatched Agendas, Status

With the unparalleled access to information that is offered by the internet, the exponential growth of social media, and the impact of customer reviews, participation has become a right, and the expectation of participation extends into the workplace. When communication is mostly one-way - from the top down - employees become a passive audience who won't participate on command.

It's easy to fall into delivering a message rather than inviting (or even evoking) one, so polish up your receptive skills. Without a voice, the people at the bottom feel powerless and the people at the top are out of touch.

But a listening tour is not enough. Collaboration is an attitude that permeates vibrant and healthy relationships. Power is shared. No Big Me, little you. Collaboration is two-way communication, based on unified goals and a mutual exchange of value.

Want: Choice – to be free to make meaningful choices.

Needs Met: Freedom, Power

Key Rivetmakers: Autonomy, Options, Clear Boundaries

Breakers: Surveillance, Over-regulation, Muscle

There's a certain irony in being unable to control other people's behavior. It would be so much simpler if we could manage people in the same way that we push things into place. Try to push people into place and you end up wrestling, no matter how right you are.

Control is the antithesis of engagement. The more external controls are implemented, the more enforcement is required, resistance increases and - Watch out! A backlash is inevitable. Control from the outside is coercion. Control from the inside is focus and self-management. Nobody likes being told what to do. So how do you develop those inner controls in your employees?

Give your employees the kind of freedom that comes with responsibility. Dictate the outcome and guide the ethic by drawing clear boundaries. Monitor results. But make sure there is some choice about the how the results are achieved. There are big choices like flexible scheduling and job sharing. But it's the little day in day out situations that matter most, like choices to sit or stand, what time to take break time, whether to strictly adhere to a script or whether it's time to improvise.

Want: Contribution – The opportunity to make significant and valued contributions.

Needs Met: Belonging, Freedom, Power

Key Rivetmakers: Speed, Follow Through, Acknowledgment

Breakers: Bureaucracy, Suggestion Incentive Programs, Misplaced Credit

Gathering ideas for improvement from employees is not a new concept. It's as old as the suggestion box. But it's still rare to find a company where employees actually see their ideas implemented. Even well-intentioned organizations often wait so long to follow through on a reasonable change that staff lose faith, and the change itself, by the time it comes, has lost its relevance and impact. Delays also dilute the credit, and there's nothing more frustrating than having someone else take the credit for "discovering" what you've been trying to tell them all along. When your employees have a concern they need a prompt and meaningful response, even as you hold onto the big picture.

Burn the suggestion box. Develop a culture that encourages thinking out loud and brainstorming at every level of your company. Not just because ideas are dynamic and will keep your company competitive. Not just because your front line employees live the nitty gritty of your daily operations and service delivery, and have firsthand knowledge of what your customers want. Not just because your employees may be able to fix problems you didn't even know you had, *before* they blow up in your face.

You also want thinkers because thinkers are creators, eager for the opportunity to contribute something of value. Reward the unique talents, natural curiosity and creative drive of your employees and you'll turn their work into a calling. Given the chance, their contribution will literally be more than you can imagine. Which is exactly why you need them.

Want: Commitment – to have confidence in a mutual commitment between the organization and the employee.

Needs Met: Safety

Key Rivetmakers: Inclusion, Root Cause Analysis, Predictability

Breakers: Criticism, Blame, Groupthink

People perform better when they are confident and secure. This isn't just a state of mind. It's also a matter of circumstance. Your employees do not give you their best when they are afraid – of losing their jobs, or of being scrutinized and criticized, whether it is direct or covert. So when problems surface, first assume that the system needs fixing, not the people. It has to be safe to admit that problems exist. Criticism and blame may give you short-term relief, but you'll also get long-term losses.

Make it safe for employees to speak, even when they disagree. Especially when they disagree. You can reconcile viewpoints that seem incompatible. In the process, you'll broaden the scope of your own perspective and reduce the risks of groupthink – where everyone agrees with one another - even though they're wrong. Sometimes you need to applaud the heckler.

The need for change does not need to be viewed as a criticism of the way things are. Commitment says, "We're in this together. We may raise the bar, but we'll keep it within reach". That certainty is a crucial part of emotional safety.

Not really interested in how your employees *feel*?

Think again. Feelings of powerlessness, fear and anger are not the kind of emotions that drive optimal employee performance.

But engaging employees requires more than good communication. Choice, timing, novelty, reliability all send signals or cues that can stimulate or dissolve engagement. These signals communicate in the language of experience. They communicate directly with human emotions, and respond to visceral human needs.

Experiences frame our reality. Because of this, even small changes, if they are well-targeted, can produce big payoffs.

Charles and Susan Robinson are behavioral clinicians and the co-founders of Rivetmaker Consulting Inc. They help executives to produce positive and lasting changes in workplace dynamics through engagement.

For more information visit www.rivetmakers.com or call **727-638-1397** email susan@rivetmaker.com

This article (1565 words) may be used in whole or part with a short attribution please. Shorter versions available upon request. The authors are also available for interview. Special feature story inquiries welcome.

Contact: Susan Robinson 1-800-272-4311 email susan@rivetmaker.com or simply hit reply to this email release.



High resolution photo of Susan and Charles Robinson available.

About the Authors

Charles and Susan Robinson are the co-founders of Rivetmaker Consulting Inc.

Charles and Susan know how engagement facilitates change. From over 4000 clinical groups and 25 years of experience helping people to resolve change-resistant behaviors, they identified The EAGER Factor – the visceral instincts that drive engagement – and the

experiences that trigger them. With Rivetmaker Consulting, Charles and Susan help executives to facilitate change in their own organizations through engagement and cohesive leadership.

Charles Robinson holds a Bachelor of Arts degree in Psychology and a Master of Arts in Education from Seton Hall University. He is licensed as a mental health counsellor and the Clinical Director of Alternative Treatment International.

Susan Robinson is a Magna Cum Laude graduate of Adelphi University with over 20 years experience working in the field of behavioral health. Susan holds a Bachelor of Science degree in nursing and has advanced training in applied behavior analysis, coaching, and the psychology of learning.

For Immediate Release

Media kits, review copies and interviews with business strategy expert Bill Birnbaum available upon request

Contact: Bill Birnbaum Bill@BirnbaumAssociates.com Phone: (541) 588-6297

When times get tough, the tough get focused

Business strategy consultant recommends companies go through a process of identifying their key success factors.

Recessions leave no room for wasted expenses and diverse organizational effort. In time of economic downturn, all energies must be applied to those few activities which matter most.

“To survive and thrive in difficult times you have to zero in on what matters most.”

That’s the advice of **Bill Birnbaum**, veteran business strategy consultant and author of the book, ***Strategic Thinking: A Four Piece Puzzle***.

“Whether you are a startup or are struggling to survive in the face of economic challenges, you and your management team must identify and focus on the few key factors which produce reliable success. Those key factors must be specific to your industry, your market, and your organization.”

Birnbaum has developed a process specifically to help businesses narrow their focus and channel their energies on those factors which matter most, and thus produce maximum success.

“It’s never too late to refocus on key activities. You can start the process anytime,” he said. “Though during an economic downturn, focus is most critical.”

Birnbaum claims that, “Most organizations try to focus on ‘everything.’ They need to stop trying to take on the whole world and zero in on just two or three key activities.”

How do you select the right activities?

Challenge your management team to come up with a short answer - supported by hard data - to the following question:

“For our organization to be successful, at which specific activities must we be especially good?”

As simple as it sounds, Birnbaum says that most companies struggle with this.

“It’s a process that is all-too-often easier said than done. Narrowing their list to just two or three key activities requires a serious, in-depth discussion among the management team, plus analysis of data - hard performance data.”

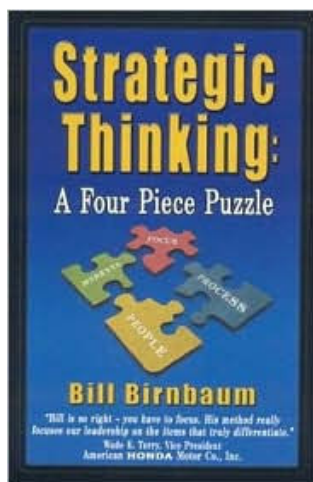
As a business strategy consultant, Birnbaum has led hundreds of companies through organizational and management assessments to get to the heart of the matter. Companies that have gone through his key success factor identification process have produced some surprising self-discoveries.

A real estate development company found that its two key success factors were selecting land and maintaining financial liquidity. When the company studied what was really happening, they discovered that if every other business activity were just average, but their land were well located and the firm maintained adequate liquidity, the company would do well. Sure, the developer should still strive to deliver a well-constructed product with good financing. But they discovered that, at least for them, the most important factors that determined success were building on the right piece of land and maintaining cash liquidity.

A computer software developer found that their key success factors were developing efficient channels of distribution and providing after-sales support. They also learned that too much concern about writing "efficient code" may have been nice from a technical standpoint, but from a competitive point of view, it was an expensive and unnecessary waste of resources.

In a strategy consulting setting, a company found out that communicating with executive decision makers and helping management teams think deeply about their enterprise was far more important than time spent on office efficiencies.

“Each company is different,” says Birnbaum. “It’s a process of self discovery. Do this process right and it will pay dividends for a very long time. What you learn about yourself and your organization can be profound.”



Strategic Thinking: A Four Piece Puzzle ***By Bill Birnbaum***

List \$16.95 (Third Printing October 2008)

ISBN 978-1-932-632-132

214 pages 6 in by 9 in. trade soft cover

Douglas Mountain Publishing

Strategic Thinking: A Four Piece Puzzle is available from bookstores and on-line booksellers.

This book captures lessons learned during 25 years helping management teams develop their business strategy. The anecdotal stories offer important lessons and also an enjoyable read.

For more information visit www.BirnbaumAssociates.com, call (541) 588-6297 or email | Bill@BirnbaumAssociates.com.

About the author



Bill Birnbaum is certified as a Certified Management Consultant (CMC) by the Institute of Management Consultants. He holds a Bachelor's Degree in Electrical Engineering from The City College of New York and a Master's Degree in Business Administration from California State University at Fullerton. For 20 years he was the editor of the Business Strategies Newsletter and taught strategy courses for The American Management Association. He is the President of *Birnbaum Associates*, a management consulting firm located in Sisters, Oregon.

What People Are Saying

"Bill is so right - you have to focus. His '1-2, 9-10' method for limiting the SWOT analysis really focuses our leadership on the items that truly differentiate."

Wade E. Terry, Vice President, American Honda Motor Co. Inc.

"Bill Birnbaum's straight forward approach to developing a mission statement saved us many hours of work."

Kirk Roller, President & COO, Emulex Corporation

“Bill writes in plain, easy-to-understand language about principles important to all of us. This book offers right-on guidance to many management issues we face daily.”

Frank Nisonger, President & CEO, Slakey Brothers

“I had intended to read just the chapters most pertinent to my business. But I found the content so engaging, easy to read and entertaining - and, most of all, relevant - that I read the book cover to cover.” Congratulations to Bill Birnbaum! He hit the right blend of stories, concepts and related diagrams.”

Richard A. Coskren, President & CEO, Insurance Educational Association

“This book gives me a competitive edge with which to focus my team’s strategy. It has already started to pay dividends.”

Ben Berry, Chief Technology Officer, Providence Health System, Oregon

“Bill has a unique way with words and diagrams. His style jump-starts the management team to analyze the day-to-day chaos of running an organization by finding the root cause of an issue, writing an energizing statement of strategy, which ultimately turns the chaos into learning.”

Dave Dutton, Executive Vice President, Centerpointe Research

“Birnbaum speaks directly to what a leader does: direct, mobilize, and implement. The simple diagrams combined with storied examples provide clear direction. Any manager searching for strategic focus and looking to execute will find this book invaluable.”

Derrick McCain, General Manager, Salem Packaging, Boise Paper Solutions

“Bill’s conversational style and rich, strategic content makes this book a valuable read for any business executive.”

William K. Ellermeyer, Senior VP - Managing Director, Lee Hecht Harrison

Media kits, review copies and interviews available upon request

Contact: Bill Birnbaum Bill@BirnbaumAssociates.com Phone: (541) 588-6297

For Immediate Release - unique feature story interview opportunity

Media kits, review copies and interviews available on request. Jackie & five children who recorded the audio book version (ages 7 to 13) are available for advice and commentary and guarantee a unique entertaining and educational show.

Contact: Jackie Dryden jackie@justjackie.com 713-961-0834

Out of the mouths of babes

The world's best parenting advice comes straight from children

Would you trust the parenting advice on how to parent from people who have no experience at all and yet may be the best-qualified people on the planet to help you?

Just Jackie says you should.

They are your children, and while they've never parented a day in their lives, they've been on the receiving end of parental behavior for all their lives.

This, Jackie says, qualifies them to tell you exactly what you do right and what you do wrong.

"If you listen to children," Jackie says, "you can learn what to say and how to say it so that you become the best parent you possibly can."

Her enlightening parenting primer, **Just Me: What Your Child Wants YOU To Know About Parenting**, is a simple and easy to follow road map, which captures and explains in no uncertain terms, what children want their parents to know and to do.

Want to say yes to your children? There are at least forty-two critical things that every parent must know how to do to parent properly and get the most out of every situation with their child regardless of their age. Tapping into these parenting tactics can enable every parent to survive and thrive no matter what kind of situation he or she is faced with.

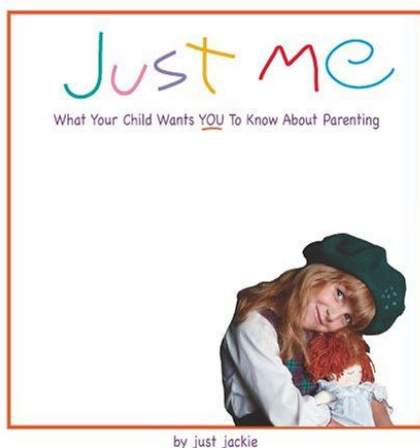
Parents don't seem to get it. We as parents need to be able to learn how to deal with children at all times so that they turn out right and we stay sane and provide them with good direction.

Here are just ten of the 42 powerful tactics that kids wish parents knew that you need to use to survive and thrive as a parent:

- 1 I don't want to be the boss - You are the boss and I like it that way. No matter how much I protest I need to know that you are in charge.

- 2 Be united or I will divide you - Mom and Dad, you need get on the same page or I will use you against each other.
- 3 I will do anything for your attention - If you reward my bad behavior by only paying attention to me when I misbehave, I will keep doing it.
- 4 Tell me what you “do” want - Stop telling me what not to do and tell me what you expect. I can follow a positive statement so much easier than a negative one.
- 5 Quit pushing for straight A’s - Don’t zap my enthusiasm for learning by obsessing over grades.
- 6 I want NO to mean NO - I may not like what you say or do, but I want you to teach me the rules of our home. And I need you to insist that I follow them. Please be consistent.
- 7 Don’t parent me like my siblings - I am not like any other child. I am unique. I want you to see me for who I really am.
- 8 Be with me here and now - Stop trying to get “there” and learn to connect with “here. Don’t miss out on being with me today because you are focused on tomorrow. I need you now.
- 9 Whisper and I will listen - Stop yelling and say the important things softly. Train me to listen and not to block you out.
- 10 I am not your “do over” - Don’t try to live your life over through me.

Is that all? Not by a long shot, but this is the minimum. These are just a few of the life changing tactics covered by Just Jackie in her book, ***Just Me: What Your Child Wants YOU To Know About Parenting*** \$11.95 available at bookstores nationwide or online or from www.JustJackie.com



by just jackie

Just Me***What Your Child Wants YOU To Know About Parenting*****By Jackie Dryden**112 pages / 8" x 8" / Softcover / **\$11.95**Audio version with the voices of 5 amazing children. 90 minutes **\$14.95**

Jackie is quick to admit that she is not a psychiatrist or a family therapist. She is however typical of the multi-tasking 21st century moms that are found all over the country. She lives in Houston Texas and has three daughters. She has a successful career as an advertising creative director and conducts some very dynamic workshops and presentations on parenting.

For more information about staying young, healthy and mentally alert as you get more experienced at parenting effectively, visit www.JustJackie.com

Media kits, review copies and interview available on request. Call Jackie 713-961-0834 or email jackie@justjackie.com

What People Are Saying

"What a great parenting tool! This book was recommended to me as a tool for effective, compassionate parenting guide that grows smart, loving and respectful kids. WOW. Easy to read and written from a unique perspective, this book should find its way home to every new parent. I've already bought several for my other new mommie friends. Enjoy!"

Becky Brock, Austin, Texas

"Jackie is a genius! Everyone can gain something from this book."

Rose Alanis, Houston, Texas

"The best book on parenting today! This simple straight-forward approach to listening to our kids is what the world needs right now.... Your children will thank you."

Cynthia Brian, radio & TV personality and NY Times best selling author

"Enough of the psycho-babble about parenting! This simple, concise book is the instruction manual that should come with every child."

Paula Randall, mom/stepmom of five, freelance writer/producer

just Jackie 3623 Newcastle Houston, TX, 7772 713.961.0834

Radio & TV Talk Show Interview Releases

The Golden Rule: I'm newsworthy and entertaining

You've got thirty seconds to communicate that:

1. A large number of the people in the listening or viewing audience will be interested in what you have to say
2. You will be an entertaining, energetic, engaging and interesting guest.

When you contact or are contacted by the media you need to develop an accurate understanding of who the audience is. Ask the media about their audience and the demographics of the population. If you know who the audience is you can figure out what they will be interested in and you pitch and emphasize the aspects that will interest the biggest audience possible.

The more of the audience who you can interest or help the more likely the chances of getting publicity.

The successful news releases:

- Have great headlines that tell the media at a glance what the story line is all about.
- Are easy to read and look at, graphically and visually pleasing, and intriguing.
- Use large type, bullets, boxes, and graphics to highlight the issues and to persuade.
- The graphics, particularly headshots, must have persuasive value-added, even when viewed on a black and white fax. If they don't have persuasive value added, don't use them.
- Have contact information that allows for quick booking of the interview.
- Ask the media to take action twice, once at the top, once more at the bottom.
- Offers free additional information, review copies, samples, media kits, on request.
- Judiciously use non-competing media reviewer comments or testimonials

The same type of news release can be used for radio and tv. The body of the news release must emphasize words that create audio or visual word pictures so that the producers can imagine what the show would sound or look like.

China expert available for interview

Review copies of Jim Trippon's latest book available upon request.

CONTACT: Amal Zaid, (713) 661-3806, ext. 2 email: azaid@chainstockdigest.com

Boycotting the Olympics is a mistake...Smart China Moves Needed by U.S. Presidential Candidates, says U.S. Based China Expert

"All three candidates for the U.S. presidency are demonstrating a fundamental lack of understanding about how to act with China," according to noted China expert, *Jim Trippon*.

Boycotting the Olympics over China's actions in Tibet is a mistake

"A boycott strategy will have no practical effect other than to embarrass and inflame official and public sentiment in China at an extremely sensitive time." said Trippon. "This is empty political posturing that will simply alienate the US."

"We need foreign policies and political action that benefit the United States and the world economically and politically. We need top leadership to open up the lines for dialog and communication with the Chinese."

Boycotting the Olympic Games will be seen as a slap in the face by all Chinese people.

"Hosting the Olympic Games is China's clear signal that the nation is reaching out to the world and is eager to engage as an important and respected global power. Rebuffing this gesture demonstrates poor leadership. We should embrace and encourage China's emergence."

"Humiliating China is not the way to support human rights or to build a constructive future with the world's next great power,"

McCain, Clinton and Obama have seriously misjudged the China mindset

"After enduring more than a century of oppression by foreign powers, including Britain and Japan, the Chinese people have consistently lashed out against foreign pressure tactics intended to influence internal policies."

"Maintaining "face" is crucial to the Chinese people at the street level and at the highest levels of government in Beijing."

Interview Jim Trippon – Talking Points

- Why vilifying China runs counter to America's economic and strategic interests.
- Why we should be engaging in diplomatic dialogue with China in order to influence China as a friend and ally rather than throwing insults over Tibet.

- Why it is disingenuous to pick on China for its human rights abuses when our own human rights record has been badly stained.
- Why China perceives U.S. hypocrisy in its moral outrage over Tibet
- How China's "Rodney Dangerfield" inferiority complex affects the way its government thinks and reacts to external pressure.
- How China will overtake the U.S. as the top economic superpower in ten years and why this is not bad news for Americans.

About Jim Trippon

Jim Trippon is a Houston based Certified Public Accountant (CPA) and wealth manager who runs the largest equity investment research firm in Mainland China. He is editor in chief of ***China Stock Digest***, America's top performing newsletter for Chinese stocks traded in U.S. markets. His new book is ***Becoming Your Own China Stock Guru: The Ultimate Guide to Profiting from China's Economic Boom*** (John Wiley & Sons).

AVAILABILITY: Houston, TX, nationwide by arrangement and via telephone

CONTACT: Amal Zaid, (713) 661-3806, ext. 2 email: azaid@chainstockdigest.com

Available for Interview

Media kits, review copies and promotional copies, and interviews available upon request. Dr. Miles is also available on short notice for emergency 911 interviews. Taped interviews and special feature story interviews welcome.

Contact: Linda Miles 850-668-4473 or E-Mail DrLinda03@aol.com

**Love can be wonderful but marriage really rocks.
Marriage is good, gets better, & is the best when it's hot.**

Ten ways to fire up your relationship this Valentines Day & beyond.

Ask **Dr. Linda Miles**, a veteran psychotherapist, and she'll share with your audience the very best things she has learned in over 30 years of practice with couples.

She has taken countless couples whose relationships have gone cold and taught them how start the fires kindling again, keep the fires burning, and get things really roaring.

Love and marriage go together like ...

Do you want to teach your audience how easy it is to find heaven on earth? There's gold to be found out there in the hills. Dr. Linda Miles can teach your audience why marriage is better and why married couples really know more about hot to rock and roll.

Ask her the following questions and she'll explain:

MARRIED SEX IS HOTTER: Research shows that married couples have more gratifying sex and have sex more often than singles. They learn one another's hot buttons know to let go with one another.

OUR BODY AND BRAIN ARE WIRED FOR LOVE: Happy couples exchange lots of positive chemicals. Emotions are contagious and happy couples keep them flowing. Endorphins are exchanged through hugs, looks and loving words. The bonding chemical, oxytocin creates a sense of well-being as couples reassure one another of safety and commitment. (When Dr. Miles explained oxytocin on ABC Radio the host comically retorted, "Isn't that what Bill Clinton got on Monica's dress?" Dr. Miles responded, "No, but evidently he needed more of this chemical with Hillary'.)

TRAINING FOR LONG-ARMED NEANDERTHALS: Last Valentines Day, Dr. Miles was booked on a Sports show. The hosts explained that they wanted to do public service for the long-armed Neanderthals in their listening audience. They asked Dr. Miles, "What DO women want on Valentines". Dr. Miles gently suggested that "women" was too broad of a category and recommended asking their female partner. One of the

hosts phoned his wife at work to ask her on the air. She was shocked and said, "I thought you did a Sports show". However she did agree to sex if he would vacuum for Valentines Day.

EXCHANGE SWEETS: Think of candy for Valentines in a symbolic way. Sweetness needs to emanate from your mouth .Caustic words and actions are like sprinkling arsenic on your food...Sure your partner may get sick but so will YOU!!

WATCH OUT FOR THE PIZZA MAN: Too much negativity over time may lead to the death of the relationship. Dr. Miles had a friend who pleaded with her husband for ten years to listen to her and honor her wishes. Unfortunately the "last straw" for her was when he ordered pizza. He asked for all anchovies topping and she hates them. When they sat down to eat she let him know that was the last pizza he would ever order for her since she would be leaving him the next day. He was SHOCKED and pleaded with her to stay, but the relationship died for her. Dr. Miles advises couples to repair damage all along so such unfortunate scenarios can be avoided.

DO NOT BE A SEX SLACKER: Initiate affection and intimacy with your partner. When both partners love as much as they can from wherever they are, the relationship rocks.

TO FAKE IS A MISTAKE: Fake orgasms and fabricated fondness prevent true intimacy. The best approach to your partner is to wake up without make-up, be yourself and learn to exchange genuine fondness and affection.

AVOID MORPH EXPECTANCY: Do not expect your partner to morph into someone else now or in the future. Rather think of true love as a discipline that YOU practice through acceptance and compassion for your partner just the way they are. This does not mean you accept abusive behavior... Unfortunately, many victims of abuse exercise morph expectancy that leads to danger.

WHAT IS REAL? Avoid magical thinking about your partner. Dr Miles has seen many clients in thirty years hooked by a fantasy bond. Marina was such a person who believed that Mr. X would leave his wife and became very bitter after 7 years when she passed her child-bearing years. She finally got out when Dr. Miles suggested that she keep asking herself, "What is real?" She was able to find a wonderful man who actually took her out in daylight.

THE UNITED STATES HAS THE HIGHEST RATES OF MARRIAGE AND DIVORCE IN THE WORLD. Over 90% of the population marries at least once. Happy and lasting Marriage requires skills that can be learned. The difference between a date and a mate includes ability to communicate, be flexible, share closeness, be responsible, share your dreams, resolve conflict, be responsible and the absence of substance abuse.

Here are her ten keys to firing things up & keeping love magnificent & grand

1. CELEBRATE VALENTINES DAY EVERY DAY: Love is a practice. Say I love you in the morning and at night.... more is better. Share with one another the things that give you the greatest pleasure and help one another's dream come true. For example if you partner loves music, bring home CDs or tickets to concerts often. If your partner loves football, watch with him on a regular basis. Remember these are GIFTS and are done without resentment; you are dream-makers. A good relationship is like good sex---both partners give and receive what they want.

2. HEAT UP THE BEDROOM: Since most men are visual, they appreciate lingerie. Women tend to need to be "talked up" during the day. However, everyone is different so you need a love map to one another. Give your partner what you know they like.

3. MAKE CONNECTIONS: Research shows that happy couples connect often with their eyes, soft voice, body language. Cool couples have habitual ways they distance. Communicate connection. Use soft eyes when you look at your partner and touch often.

4. LIVE PASSIONATELY AND NOT JUST FOR PASSION: A wise Native American once said, "As you go the way of life you will see a great chasm. Jump...It is not as wide as you think". If your life is cool, how can your relationship stay hot?

4. LOVE THE SPIRITUAL AND IT WILL BE DIFFICULT TO DESPISE THE EARTHLY: Develop a spiritual practice together. You can use prayer, inspirational readings, and meditation. Offer gratitude to one another by sharing one thing you appreciate about your partner before you go to sleep. This practice builds a positive emotional bank account. Spiritual practice generates warmth that heats up the relationship.

5. DON'T JUST SURVIVE, VISUALIZE: Visualize your dream relationship. Close your eyes and feel the warmth and connection. Affirm what you want. Our unconscious mind is filled with negative thoughts. Retrain your brain. Many people never saw a model of a hot relationship so they need lots of visualization practice. A famous neuroscientist observed, "In the brain, practice makes permanent".

6. YOU CANNOT STOP LIFE'S SORROWS BUT YOU CAN CHOOSE JOY: Mother Theresa said, "Our best protection is a joyful heart". Have fun together. Act like kids. Masters and Johnson observed good sex is like two children under the sheets.

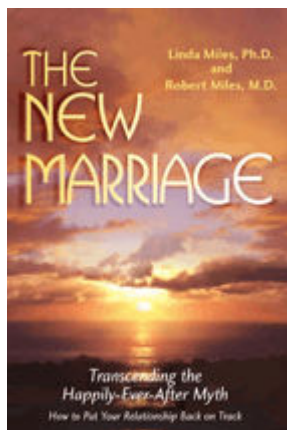
7. WAKE UP WITHOUT MAKE-UP: We cannot have true intimacy unless we drop our masks. Live every day like Valentines Day instead of Halloween!

8. SHARE GROWN UP SEX: Grown up sex is not about hooking up but about really looking at your partner and loving that person with knobby knees, loose skin from the lives you created together or well earned wrinkles. A perfect 10 means being just perfect for you.

9. IMITATE THE BRADY BUNCH: I do not mean the sit-com Bradys but the honorable James Brady and his wife. She stood by him after he was shot at the same time as President Reagan and fought along side him for the Brady Bill on gun control. According to Brady who is still paralyzed on one side, "The doctors saved me physically. My wife saved me emotionally."

10. LOOK FOR THE REAL LIFE INSPIRATIONAL COUPLES like the Bradys and the Newmans who have a great marriage and use them as models. Look around your community for couples that share a common cause accept and support one another emotionally. Instead of watching Brad and Angelina, figure out what the Newman's did to sell all that salad dressing together for charity.

Dr. Linda Miles is a highly regarded psychotherapist with over 30 years experience. She has exceptional media skills and experience with hundreds of appearances on radio and television including national shows such as The O'Reilly Factor, ABC syndicated radio, Cable News 12 and WOR Radio. Her articles have appeared in Entrepreneur and Parents magazine and many others.



Have an open conversation with **Dr. Linda Miles** and watch your phones light up.

Invite your audience to ask questions live. Dr. Miles will provide answers to questions, and provide the tools that will empower couples to transform their relationships, move beyond Hollywood-inspired, happily-ever-after fantasies, and learn to create realistic, long-term adult relationships.

For more information visit www.drlindamiles.com.

Available on short notice - call her on 850-668-4473 or E-Mail DrLinda03@aol.com

Available for Interview

Internationally known speaker and NY Times best selling author **Andy Andrews is available to you** for interview. We have advance review copies of his upcoming book ***The Noticer*** (publication date April 2009) available upon request. Andy's advice and commentary on everything from layoffs to impeachment to dealing with hardships and coping with disaster is about as valuable and timely as you and your audience will ever receive.

Contact: Paul Krupin 509-582-5174 Paul@DirectContactPR.com.
Publicist for Andy Andrews

Smile - Congratulations on your layoff Learn how to love your problems and the challenges of life

Andy Andrews knows from personal experience. He can talk about how to succeed in the face of personal hardships no matter who you are and no matter how bad things are getting.

A master story teller.... he'll share his insights and illustrate them with remarkable stories about real and exceptional people.

Andy Andrews lived a relatively normal life until the age of nineteen, when both his parents died - his mother from cancer, his father in an automobile accident. He left college and was homeless. Penniless, he lived under the boardwalk or slept in people's garages in Gulf Shores, Alabama. From the depths of despair and anguish he asked himself a question: "Is life just a lottery ticket or are there choices one can make to direct his future?"

Then something amazing happened, a turning point in his life. He befriended another grizzled old homeless person, who gave him a remarkable gift- *a library card*.

He worked odd jobs cleaning fish and washing dishes and in his spare time he started reading the biographies of famous successful people. He become more and more interested in learning how some people achieve success. It became an 'otaku' for him (Japanese for something that's more than a hobby, and less than an obsession).

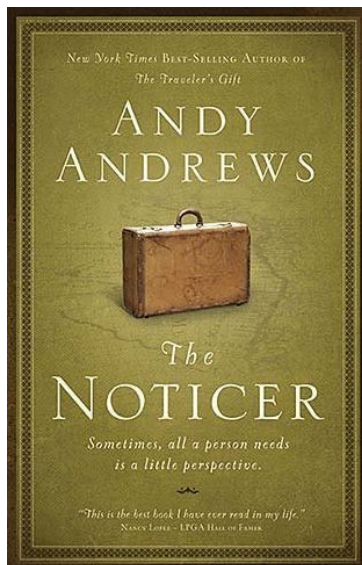
He went on a quest – self driven to search for the crucial guidance that led these people to overcome their most difficult challenges and achieve success. Over time, he read more than two hundred biographies of great men and women. How did they become the people they were? he wondered. Were they simply born this way? Or were there decisions made at critical junctures in their lives that led to such success?

Andy sent people letters asking for advice. "How did you overcome your worst challenge?" he'd ask. To his utter surprise, many of them they wrote back. And he saved those letters and pondered and savored the incredible life saving advice that they contained.

It took several years, but Andrews finally determined that there were seven characteristics that each successful person had in common. He also found out he could teach people these remarkably powerful principles by telling witty and funny stories that deliver profound meaning.

He became a stand up comedian in Las Vegas and then he started writing. He eventually wrote over 20 books including ***The Traveler's Gift***, which has now sold over a million copies and spent seventeen weeks on the New York Times best sellers list. His book ***Mastering the Seven Decisions That Determine Personal Success*** is a guide to understanding how to use the seven life changing principles in one's daily life. It's a workbook into how to make what you do remarkable and extraordinary.

His newest book ***The Noticer*** talks about how sometimes, all a person needs is a *little perspective*. It tells the story about a group of people in a small town that all have their share of problems- marriages teetering on the brink of divorce, young adults giving up on life, business people on the verge of bankruptcy.



Fortunately, when things look the darkest - a mysterious man named Jones has a miraculous way of showing up. An elderly man with white hair, of indiscriminate age and race, wearing blue jeans, a white T-shirt and leather flip flops carrying a battered old suitcase, Jones is a unique soul. Communicating what he calls "a little perspective," Jones explains that he has been given a gift of noticing things that others miss.

"Your time on this earth is a gift to be used wisely," he says. "Don't squander your words or your thoughts. Consider even the simplest action you take, for your lives matter beyond measure...and they matter forever."

Based on a remarkable true story, ***The Noticer*** beautifully blends fiction, allegory and inspiration.

"This is the best book I have ever read in my whole life."
- Nancy Lopez, LPGA Hall of Famer

Andy Andrews helps us see how becoming a "noticer" just might change a person's life forever. He believes that each one of us has the ability to change the world. He's learned that even when you have nothing, every choice you make matters. Even more important, every choice you do not make matters just as much.

Andy is a believer in what is known as The Butterfly Effect. Even the smallest tiny action can have dramatic consequences. The flap of a butterfly's wings, is inexplicably intertwined with the birth of a hurricane around the world.

Even the smallest things we do can have a tremendous impact on the world.

Interview Talking Points Have Immediate Relevance to Current Events

Here's a summary of Andy Andrews talking points and just a sampling of the stories he will use to explain how people can benefit from ideas captured in *The Noticer*:

Proof of Hope

Even during the toughest of times, there is an incredible proof of hope that has been discovered by Andy Andrews. Astoundingly, this formula is understood and accepted 100 percent of the time by those who are experiencing a financial, relationship, or health crisis in their lives. How is this possible? Because **Andy does not offer mere encouragement but proof that there is a definitive reason to have hope for a much better future. This interview is fast-paced, logical, mind-blowing— and it will change lives immediately!**

Relationship Dialects Revealed

It is often difficult for a person from America to communicate with a person from Scotland or Ireland...or even England. Though they both speak English, the dialects are simply too different to easily decipher. Did you know that “couples” often suffer the same challenge as they attempt to communicate their feelings? In this interview, Andy explains why one person might express himself as a canary and how hard it is for the “puppy dog” to understand. **This is a hilarious interview that is great for marriage and relationship building.** In addition, you will also discover the dialect of a goldfish and a kitty cat!

Decrypting Forgiveness

More relationships—personal and professional—are dissolved because of an offending action or statement than for any other reason. So who is most important in the forgiving process? You? The person who has offended you? Doesn't the other person have to show remorse? If you forgive him, does that mean he is off the hook? Answering these and other elusive questions about one of life's most misunderstood principles, Andy presents solutions that have prompted some of the greatest people in our society to call him “a genius of common sense.” **In this engaging discussion, Andy will explain the difference in forgiveness and trust—and why an apology often has no effect.**

The Seven Principles

Andy is the first to point out that the seven principles, at first blush, don't seem very profound. “They can have impact once you really grasp how they've been used by other people. Then they become an amazing key to releasing incredible personal power that allows you to explore the world of opportunity that surrounds all of us.”

1. Be responsible – Make a decision.

Remember President Harry Truman, and that famous sign he kept on his desk “The Buck Stops Here”. He signed his name on a single sheet of paper that authorized the decision to drop the atomic bomb on two cities in order to end World War.

If you were Governor Blagojevich, what would you do?

2. Seek Wisdom – Listen to the guidance that is offered from people you can trust.

Napoleon lost at Waterloo because he failed to listen to his troops who said that you can't send them into battle without a bucket of nails, which were used to plug the torch holes of the cannons that were seized and render them useless. Without the nails, the British were able to get their cannons back and fire them at Napoleon's forces, and win the battle for Waterloo.

3. Be a Person of Action – Seize the moment.

Bill Gates decided to drop out of school at Harvard University to build a computer system that would one day become Microsoft.

In the middle of the Civil War, Joshua Lawrence Chamberlin, a school teacher, out of ammunition against overwhelming odds, led a bayonet charge against fully armed Confederate troops, and won the battle of Gettysburg.

4. Have a Decided Heart- Ignore rejection, let your passion be your guide.

Mark Victor Hansen and Jack Canfield's book was rejected by over one hundred and forty publishers before Peter Vegso at Health Communications decided to take a chance on them. The Chicken Soup for the Soul book series has now sold over 100 million copies.

Thomas Edison tried and failed over 1,000 times, before creating the incandescent light bulb.

Joan of Arc was only seventeen years old when she led the armies of France against the English. The military leaders cringed at the thought of a peasant girl leading the men of France. "Immediately. Now. Now, we must take them now. I intend to strike at the heart of the barricade," she said. "If you go in, not a man will follow you," they told her. "I won't be looking back," she replied.

5. Choose to be happy – Put a smile on your face or you won't be the one chosen.

Consider what employers do. If you have two prospective employees with the same educational background, and equal experience, who are about the same age, and even look and dress very similar. One of them gripes and complains, and the other one smiles and is happy.

Who are you going to hire?

Or how about the husband who's jealous of the way his wife treated their dog. Day after day, year after year, the wife would come home from work and the dog would run to the door, smiling, tail wagging happily, giving wholehearted, devoted attention, and lavish affection to the wife, every time she came home. And how did the wife treat the dog? Oh baby, come to mama... good to see you! Oh, I love you, too.

Lesson learned? If you want to be treated at least as well as the dog, then maybe you should take some lessons. Ain't that the truth!

6. Forgive! Forget Anger Management – Use Anger Resolution

Joshua Chamberlin, who led that famous charge of the light brigade at Gettysburg, was chosen by President Abraham Lincoln to accept the Confederate surrender at Appomattox. There, Chamberlin stunned the world with a show of forgiveness and respect: He ordered his troops to attention, saluting General Robert E. Lee and the defeated South. With that bold stroke, planned behind the scenes by Lincoln of course, the President of the once again United States of America began the healing of a nation and its people.

7. Persist without exception.

Nelson Mandela sought to transform a country filled with racial divisions and oppression into an open democracy. His real qualities of forgiveness, patience and persistence were revealed to the world only after he was released from prison. He served a *twenty-seven year sentence* for leading a non-violent strike and for his involvement in the African National Congress' resistance against the ruling National Party's apartheid policy.

There's plenty more where this comes from. Andy can tell stories till the cows come home.

You can also have Andy apply these insights to current events and have incredible dialogs about the real decisions that people have to make.

Andy Andrews proves that everything you do matters, not just for you, your family, your business, and our country today, but for generations to come.

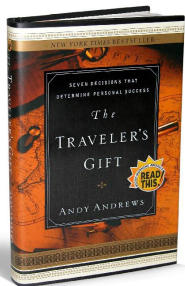
Andrews says that those people, including himself, who accomplish their goals by working all seven decision do so through intense focus, hard work, and determination to succeed. But the pay-off is worthwhile. When you begin to use these seven decisions, you stop blindly following the pack and gain the opportunity to develop the individual personal habits and practices that lead to success in whatever you do, so you can have fun, invest meaningful time with the people you are with, and give generously to others.

Interviews (In-studio, in person on-site, or by phone) with Andy Andrews by arrangement please.

For more information visit www.AndyAndrews.com

About Andy Andrews:

Andy Andrews, hailed by a *New York Times* reporter as someone who has quietly become "one of the most influential people in America," is a best-selling novelist and in-demand corporate speaker for the world's largest organizations. He has spoken at the request of four different U.S. presidents and at military bases worldwide. He is best known as the author of the international bestseller *The Traveler's Gift*, which has sold more than a million copies worldwide and has been translated into 20 languages since it was released in 2002. Andy is also the author of *The Lost Choice*, *Island of Saints* and *Return to Sawyerton Springs*. He lives in Orange Beach, Alabama, with his wife Polly and their two sons.



The Travelers Gift: Andy Andrews turns to fiction in this tale of a man named David Ponder, who time-travels after a car crash and is able to meet seven figures from history (including Anne Frank, Christopher Columbus, and the Angel Gabriel) who teach him the seven crucial lessons in living.

- Over a million copies of *The Traveler's Gift* have been sold.
- Became an international sensation in 2003, remaining on the *New York Times* bestseller list for four and a half months.

- Has been translated into nearly 20 languages.
- Featured on ABC's Good Morning America as a book-of-the-month selection.
- Inspired a PBS series.
- Fortune 500 corporations have asked Andy to bring his "The Seven Decisions Seminar" to workplaces around the country.
- This book has a loyal following of readers worldwide who also attend annual "Guided Traveler" conferences lead by Andy. A recent conference will be turned into a television series airing on Starfish Network in 2009.

Let's make a show your audience will never forget.

Media kits (with review copies of both books) with expanded talking points and interview topics, video, high resolution photography, available upon request.

Interviews (In-studio, in person on-site, or by phone) with Andy Andrews by arrangement please.

A diverse highly robust media press center is online with detailed information, articles, interview Q&A's, and high resolution photography at <http://press.andyandrews.com>

For more information visit www.AndyAndrews.com

Contact: Paul Krupin 509-582-5174 or 509-531-8390 or email me Paul@DirectContactPR.com or hit reply to this message.

Major Hard News Announcement

Hard news is the bread and butter of journalism worldwide every day. If you get to break the story, media will be breaking down barriers to make a bee-line to your door. You had better be prepared.

A hard news announcement is really short, simple and straight to the point. It contains just the facts with no window dressing or hype.

You state the news as clearly as you can using as few words as possible.

Then you present the Five W's

- Who
- What
- Where
- When
- Why is it important?

Then you identify the points of contact.

If it truly is important the media will get it on the first try and you'll then be into answering questions.

The story will develop as events unfold.

Terri Schindler-Schiavo Foundation
4615 Gulf Blvd # 104-103
Saint Petersburg Beach, FL 33706

News Release

Contact: Pam Hennessy phenn@zimp.org

FOR IMMEDIATE RELEASE October 15, 2003 Tampa, FL:

Disabled Woman Ordered Starved to Death by State!

A Florida court has ordered the removal of the feeding tube that feeds Terri Schiavo who is disabled from an unknown injury. The court has decided that she should DIE OF STARVATION beginning on October 15, 2003, *however:*

Terri IS NOT IN A COMA - she is reactive and has sleeping and wakeful periods

Terri is NOT A BURDEN. Her parents, brother and sister have offered to care for her in a safe environment and she has a fund so is not a burden to anyone, tax-payers included.

Terri's condition CAN IMPROVE with proper treatment (Local medical evidence supports this claim), though she has been denied such treatment by her husband, who went to court to obtain the order that will end Terri's life.

Terri RESPONDS to verbal, auditory and visual stimuli

Terri BREATHES normally on her own

Terri SMILES, TRIES TO TALK to her family and friends and will MOVE HER LIMBS on command

Don't let the Florida Courts starve this young and innocent woman to death.

Terri's time is running out and she needs your help NOW!

Terri CAN benefit from treatment and she deserves to receive it.

Don't allow the execution of a disabled young woman. We urge you to act TODAY!

Please visit Terri's website for more information. <http://www.terrisfight.org>

For Immediate Release

Daily news, analysis and commentary on events in Israel and the Middle East from US based political historian. Marc Schulman is available for interview in the NYC area and by phone nationwide daytime and evenings east coast time.

Contact: Marc Schulman phone 914-318-2527 email marc@multied.com or simply hit reply to this email.

Daily Update from Israel: News, Analysis and Commentary from US Political Historian and Expert

New Rochelle, NY based *political historian* **Marc Schulman** spends two to three hours a day reviewing TV satellite and radio news reports from the Middle East. He distills what he learns regarding what is happening in Israel and the Middle East into a daily column which he posts and makes available online. His column contains information and insights often not reported in the US media.

The daily post available for free at:

<http://www.historycentral.com/Israel/Daily.html>

The blog edition available with an RSS feed is here:

<http://www.historycentral.com/Israel/blog.html>

Marc Schulman has a BA and MA from Columbia University. His MA is in Political Science and his specialization was the Middle East. He has lived in Israel at different times for a total of nine years and served as officer in the Israeli Air Force several decades ago. He has been putting the Daily Analysis together as part of the Historycentral.com web site for 2 and half years.

Two years ago, on September 9, 2007, Marc broke the story of the Israeli attack on the Syrian nuclear facility three days before it broke in the regular press.

<http://www.historycentral.com/Israel/1sept/0909.html>

Post from today January 8, 2009 Please feel free to use in whole or part with attribution to Marc Schulman, Historycentral.com

**A Daily Analysis
By Marc Schulman**

January 8, 2009--Day Thirteen of War with Hamas, Hamas Rejects Ceasefire, UN to Votes

The thirteenth day of Israel's war with Hamas began with the firing of 4 Katyusha rockets from Lebanon to Israel. One landed in an old age home in Nahariyah and wounded three people. Hezbollah claimed that it did not fire the missile. Most observers believe that the missile was fired just to show that it could, but that there will not be any more missiles from Israel's northern neighbors.

Tonight there has been a marked increase in the ground fighting in Gaza. There are reports of significant close quarter exchanges between Hamas and IDF soldiers. Most of the Israeli troops have been in their positions in Gaza

for two or three days, and this may begin to expose them to additional dangers. Three soldiers were killed today in Gaza. In previous actions in Gaza this is the point that the soldiers have started to become targets. The army is therefore pressuring for a decision whether to move forward or to pull back. The tens of thousands of reservist that were called on Saturday night have now completed their training and are available for deployment. It is up to the political leadership to decide whether to attack the population centers of Gaza or to withdraw.

The Israeli decision has not been made easier by political developments. Israeli representative Amos Gilead has come back from Egypt to report that the ceasefire plan is not really a plan, but rather it is just a framework of a plan. On top of that, Hamas has formally rejected the plan. It seems they are in no rush for a ceasefire and will not agree to an agreement that limits their ability to bring in weapons.

Today's temporarily ceasefire did not last very long. Hamas fired a missile at Israel soon after the ceasefire began, thus effectively ending it. It works in Hamas' interest to insure the suffering of the people of Gaza is great.

The pictures from Gaza shown on the Arab networks continue to increase the anger on the Arab street. The number of dead in Gaza continues to grow and is liable to grow much higher when some of the destroyed buildings are cleared.

Today the number of missiles and mortars fired on Israel went up slightly. As of 9 PM, 30 missiles had landed in Israel and a number of soldiers were wounded when a mortar round landed near Sderot.

This evening it is expected that the UN Security Council will pass a resolution with American support calling for an immediate ceasefire. The resolution seems to be balanced. It calls for an end of the missile fire and the end of arms smuggling in Gaza.

So what is Israel to do? It has two choices: announce a ceasefire and declare victory or attack the major urban forces with the reinforcements that are now ready. The Security Council decision may force the issue. We will update if and when it is determined what the decision will be.

Daily news, analysis and commentary on events in Israel and the Middle East from US based political historian. Marc Schulman is available for interview in the NYC area and by phone nationwide.

Contact: Marc Schulman phone 914-318-2527 email marc@multied.com or simply hit reply to this email.

New Product Releases

The media love innovation. The magic word is NEW.

They respond to new advances in technology, new ideas, better mouse traps, unusual products, breakthroughs, and unique accomplishments.

The successful product news releases:

- Zero in on the innovation.
- Explain the beneficial impacts clearly and succinctly and identify who the product or service will help the most.
- Provide the credentials and qualifications of the inventor or creator.
- Offer the media free product samples to review or test, media kits and high resolution color pictures.

New product releases can be targeted numerous times to new product editors, specialty editors, and general feature editors.

The focus and content of the releases must be tailored each time to emphasize a news angle that is of interest to the audience of that particular editor and audience.

Product review sample and high resolution photography available upon request.

Contact: Sue Princiotta 732 619-5578 sueprince@whatsurbag-usa.com

Yes! We can live without plastic shopping bags

Ditch the plastic and even the paper this holiday season. The in crowd is using reusable high fashion shopping bags.

With the holidays approaching, not only can using a non-plastic reusable shopping bag help reduce the plastic bag pandemic; but you can make a fashion statement and support a nonprofit organization devoted to helping environmental, social and global causes – all at the same time.

Now you can carry your groceries in high fashion style, with a new line of colorful reusable shopping and grocery bags.

The ***'its-laS-tik' line*** utilize a special flexible nylon and lycra fabric blend in a wild array of colors and patterns.

The stylish, durable, versatile reusable bag bags are manufactured totally by Hurricane Katrina survivors in New Orleans.



Unlike any other reusable bag big, small, heavy, light... they stretch, bounce and move with you while you walk, allowing you to hold more yet feel like you are carrying less.

They take the shape of their contents and hold everything securely while simultaneously taking the stress off your hands, back, shoulders and knees with their elasticity and flexibility.

The bags are washable, reusable, economical and fashionable. The bags spring back into shape when emptied and roll up into a very compact little configuration.



They presently come in two sizes and a zippered pouch and can be ordered in a wide range of solid or metallic colors or prints.



Five percent of all sales are donated to Hope House in New Orleans, LA. Hope House is a non-profit organization founded in 1969 by two Roman Catholic nuns and depends solely on grants and donations to continue their work of charity and justice. Their programs include but are not limited to: emergency rent, food and shelter assistance, after-school youth programs, adult learning programs, prison ministry and workshops on poverty and justice.

**Specs:**

Large Bags are 15" x 16" cost \$24.99

Medium Bags are 12" x 13" cost \$14.99

Pouches 5"x 9" with zipper & wristlet cost \$11.99

For more information visit www.whatsurbag-usa.com

Product review sample and high resolution photography available upon request.

Contact: Sue Princiotta 732 619-5578 sueprince@whatsurbag-usa.com

Yes! We can live without plastic shopping bags

FOR IMMEDIATE RELEASE:

High resolution photography available on request. Please call for more information.

Contact: Ken Kobrick 888-618-8619 Email: passchal@comcast.net

Hey Dad - Let's Hit the Road

High Fashion Daddy Baby Case Made from Used Truck and Tractor Tire Inner Tubes

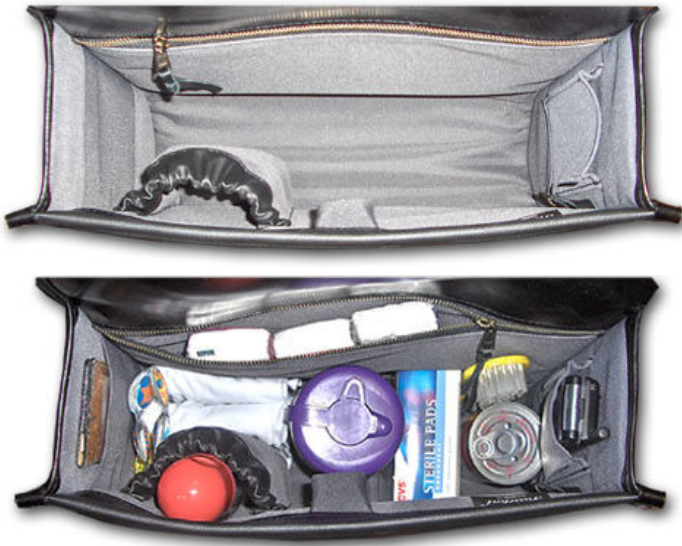
Richmond, VA (June 26, 2007) - Here is a unique new and improved diaper bag specially designed for environmentally conscious Dad's - they are custom made from the inner tube of a recycled truck tire.

Dad will really be ready to hit the road with this unique diaper bag. "Each case is original with the markings that come from the factory where the tube was manufactured. Every single one of them is different," said Ken Kobrick the owner of Passchal.



Daddy Baby Case Specs: Outer dimensions - 15" x 11.5" x 5"; Weight- 3.75 - 4.25 lbs;

The bags have large zip pocket, bottle pocket, cell phone and Ipod pocket. The lining is water-resistant and stain-resistant. Leather interior lid and leather gussets. Lifetime guarantee. The price is \$175.00.



For more information on Passchal handbags visit www.passchal.com.

Passchal is a Richmond, Virginia based company. All bags and other products are made from recycled truck & tractor tire inner tubes. Passchal handbags come with light system that illuminates the interior. Passchal fashion bags have appeared in the 2004 Billboard Awards goody bag, 2005 Fashion Week Retreat in New York City, 2006 Extra TV Awards Lounge gift bag for Oscar's, Rolling Stone magazine to name a few.

-###-

High resolution photography available on request. For more information or to make requests please call:

Ken Kobrick, Phone: 888-618-8619, Fax: 801-757-1900, Email: passchal@comcast.net
www.passchal.com



PASSCHAL™

For Immediate Release

High resolution jpegs available upon request. A limited number of product review samples are available upon request. The creator Richard Kuhns is also available for interview.

For more information about Presidential Clocks or to schedule an interview with the creator Richard Kuhns please call 732-774-7912 or email knic@comcast.net or just hit reply to this email message.

What time is it? Is it time for Obama or McCain?

Here's a fun new way to express support for the candidate of your choice.

A New Jersey based entrepreneur has created a pair of Presidential Candidate Clocks.

These simple eye catching 9 inch by 9 inch wall clocks eye can be hung anywhere to make your office or lobby a little more interesting and entertaining to everyone who wants to know what time it is.



Each clock costs \$29.95 plus shipping and are powered by a single double AA battery.

Clocks and more information are available at <http://www.PresidentialClocks.com>

-end-

High resolution photos and limited product review samples are available upon request.

For more information about Presidential Clocks or to schedule an interview with the creator Richard Kuhns please call 732-774-7912 or email knic@comcast.net or just hit reply to this email message.

For Immediate Release

Additional information and questions answered upon request. Developer Marc Schulman is available for interviews.

Background on his collaboration with Israeli programmer Nimi Peleg is provided below.

Contact: Marc Schulman marc@multied.com or hit reply to this email message. 914-318-2527

New Apple iPod-iPhone downloads packed with phenomenal array of financial calculators and tools

News! Just Featured in the December 15, 2008 issue of Business Week

http://www.businessweek.com/magazine/content/08_50/c4112plus042759.htm?campaign_id=rss_topStories

Whether you are someone who works full-time in finance, a business student or a businessman, here are two new downloadable programs that turn your iPod into a powerful and important tool for you to use in these trying economic times.

Formulator – the dynamic \$6.95 download that contains over 90 of the most useful financial calculation formulas

Personal Formulator - a 99 cents version that contains only personal financial calculation formulas.

Formulator makes it easy to quickly find what you need. You can search, mark formulas as favorites, or access recently used formulas.

Formulator combines a financial dictionary with financial calculator. The program contains over 70 useful financial calculation formulas. Each formula both calculates the entered values and explains the meaning and importance of those calculations.

Formulator includes calculation formulas used by consumers (e.g. mortgage and lease calculators), as well as formulas needed by financial analysts, (e.g. Acid Test Analysis, or a Z credit score analysis.)

Other areas of formulas found in **Formulator** include: Insurance calculations, interest formulas, stock valuations, bonds, cash flow analysis and sales ratios, investment formulas, debt ratios.

Personal Formulator is among the first of a series of iPhone products being created by Multieducator.

To download these programs go to the Apple iTunes Gift Store and look for Formulator and Personal Formulator.

Detailed List:

Formulator contains the following formulas:

Actual Cash Value, Insurance Reimbursement, Future Value, Daily Interest, Interest Computation, Days of Savings, Annual Percentage Rate, Discounted Value of Note, Holding Period Return, Capitalization Rates, Equivalent Taxable Yield, Housing Affordability, Car Lease Payments, Interest Rate on Car Lease, Acid Test, Debt Service Ratios, Interest Coverage, Asset Utilization, Accounts Receivables Turnover Ratios, Bad Debt to Sales Ratios, Debt Ratio, Debt to Equity, Delinquent Sales Outstanding, Inventory Turnover Ratio, Depreciation-Yearly, Cash Flow to Total Debt Ratio, Cash to Current Liabilities, Cash to Working Capital, Cash Flow Ratios, Cash Coverage Ratios, Current Ratio, Free Cash Flow, Net Working Capital, Z Formulas, Sales to Debt, Sales to Receivables, Sales to Current Assets, Sales to Administrative Costs, Sales to Cash, Sales Per Person, Selling Expenses vs. Net Sales Ratios, Gross Profit Margin, Profit Margin of Sales, Inventory Turnover, Breakeven Analysis-Units, Operating Cycle in Days, Inflation Adjusted Price, Horizontal Analysis, Working Capital in Days, Cost of Debt(Bonds), Cost Preferred Stock, Cost of Common Stock, Bond Yield, Cost of Credit, Effective Annual Yield, Investors Capital To Sales, Capital to Noncurrent Assets, Return on Investment, Cash on Cash Investment, Opportunity Cost, Authorized to Issued Shares, Stock Options vs. Shares Outstanding, Book Value Per Share, Price To Earnings Ratio, Earning Rate on Investments, Price to Sales Ratio, Payout Ratio and Price to Book Ratio.

Thirty formulas are included in the personal addition of the **Formulator** Whether you are shopping and want to know how a purchase will increase your **minimum monthly payments**, or you need to calculate what your final cost will be after **multiple discounts**, this application is for you. The program also includes conversion formulas for many daily needs: such as **miles to Kilometers**, or **meters to feet**... Cooking conversions formulas that convert **tablespoons to milliliters** or **ounces to grams**... **tip calculations, car loans, insurance reimbursements, and monthly car loans**. All formulas can be **saved for future reference**. In addition you can create your own **list of preferred formulas** AND our formulas each include a description that explains the calculations

About the Developer:

Marc Schulman has been an Apple Developer since 1982. He developed a few of the very early Mac products. "Back in those days the biggest problem was distribution. I remember a time when Apple would hold conventions for Mac and any developer who had a product could exhibit for free. When I heard about the Iphone products I thought back at some of those early products, and an opportunity to develop some similar products."

For the past 25 years he has been developing software products including a line of Multimedia history CD and now DVD Roms. He calls himself a Multimedia Historian.

Background on the Development of this Product:

The FORMULATOR Series is the result of a unique partnership between MultiEducator, Inc., an American company and an Israeli programmer named Nimi Peleg. When MultiEducator began developing the Formulator, it became clear it did not have the in house talent to complete the project on its own. Marc Schulman made what seemed like an unlikely connection. A friend had made Aliyah and moved to Avtalyon, a small village in the Northern Galilee. He could not stop talking about his new friend Nimi who was an expert on the Mac.

"I contacted Nimi," said Schulman, "and he was immediately interested in partnering on the project. We made all the arrangements by e-mail and both began working."

This summer while visiting Israel I met Nimi for the first time" said Schulman. Since then we have been working closely together. Marc and Nimi video chat a couple of times each week and exchange code. It has been a very rewarding partnership, a partnership made possible by technology.

Technology has made it possible for a talented Israeli living far from Israel's technology centers to collaborate as if he was next store.

Nimi and Marc are working together on additional products in the FORMULATOR line. They are hoping to release version 2.0, which will be a major upgrade, in spring 2009.

For more information visit <http://www.multieducator.net>

Event News Releases

Events can be national, regional, local or virtual. They all seek to draw attention to something that is going to happen in the near future.

They can notify the media of a new business, a book signing, a press conference, a training session, workshop, or symposium, a live Internet web event, or a live TV satellite download feed:

The successful event news releases:

- Have a short to the point headline.
- Clearly state the Five W's: what, who, when, where, and why will people benefit or will be interested.
- Provide clear event date, time, address location and local contact information.
- Include an invitation to the media to come to the event.
- An offer to the media for free additional information, review copies, press kits, and interviews with key people and/or locally affected people.

Savvy PR practitioners make sure the event location is photogenic and that there is plenty of visual material to entice TV to use live or taped footage from the event. This will also allow you to use the words “UNIQUE PHOTO OPPORTUNITY” on the news release.

Guerilla PR practitioners offer one additional critically important item to media who show up at the event:

- Food, and make sure it's good. Here's your chance to tie the media down and talk with them, so make them comfortable and make it enjoyable for them.

Always call local calendar, city, feature, and key specialty editors several days before the event takes place.

Pay attention to media lead time. Start sending event releases out two to three weeks before the event, and send them out once a week, and once again three days before the event.

CONTACT Don McBride (509) 947-1489 or simply hit reply to this email news release

Unique Outdoor Fishing Sports Photo Opportunity - Come & Visit or Come & Fish!

Media interested in doing feature stories on salmon fishing in the Hanford Reach invited to call and arrange for free courtesy tours and fishing trips before the derby weekend. Limited opportunities available but feel free to inquire. Digital color photo jpegs available upon request.

Weekly Prizes Give Anglers a Month of Fishing Fun

Tri-Cities Salmon Derby draws anglers from all over the NW

If you love to fish for salmon, want to enjoy some of the best salmon fishing in the Pacific Northwest, and maybe feel a little lucky, head to the Tri-Cities for the Knights of Columbus/Tri-Cities Prep 11th Annual Salmon Derby September 30-October 1, 2006.

The main event for this annual charity tournament, which attracted over 200 people last year, begins at **5 AM on Saturday, September 30, 2006**. This year, weekly prizes will be offered starting September 9th, so more participants and more fun are nearly certain.

There is a strong run of upriver bright fall chinook salmon expected this year. "This new weekly prize gives anglers a lot more opportunities to participate in the derby. And the first prize of \$1,000 for the main event means a lot of the anglers will want to save September 30-October 1 on their calendars," said tournament coordinator Don McBride. "Plus, the salmon run this year is shaping up to be another solid run with some really big fish."

The tournament also offers seven other prizes on the main derby weekend. Best of all, there's another prize pool and a discounted entry fee for ***kids 12 and under***—so it's an event for the whole family. The weekly prizes are \$100 for the biggest fish and \$50 for the biggest fish caught by a child.

Derby fishing will be open on the Columbia and Yakima Rivers. The prime area for most anglers will be the Hanford Reach, a 45 mile stretch of free flowing river upstream from Richland, where tens of thousands of "upriver brights" are expected to return to spawn this year.

Huge numbers of fish are expected to begin pouring over McNary Dam in the next few weeks. Fishing will steadily improve from Labor Day weekend until it peaks right at the main derby weekend.

"We expect to see a really good catch this year because the run forecast is excellent and the timing for the derby is just about perfect", said McBride.

All proceeds from the derby go to Tri-Cities Prep, a Catholic high school that opened in 1998 in Pasco, WA. Entries for the derby cost \$25 (one entry covers both the weekly and main events) and are available at sporting goods stores in the Tri-Cities and Desert Aire starting September 1. Entry for kids 12 and under is only \$10.

Even if you don't fish, you might just want to stop by one of the three official weigh-in sites on the afternoon of October 1st and see some of the largest, most magnificent salmon in the world.

Pictures show first salmon ever for young local kids from October 2005.





Anglers can also click on the tournament's web site for an entry form and map
<<http://www.kc3307.org/derby.htm>>

For information call Don McBride at (509) 947-1489

Unique Outdoor Fishing Sports Photo Opportunity



For immediate release

Unique family educational & travel feature & photo opportunity

Photography jpegs available on request

Media visits and inquiries welcome. Tours arranged on request.

Contact: Ann or Joe on 608-437-3038 Email: ann@caveofthemounds.com ; joe@caveofthemounds.com

The Cave of the Mounds Discovery Celebration Tradition Continues!

August 4th, 1939.....An explosion ripped through the stillness of Blue Mounds. Blasting in a limestone quarry, the workers made a great discovery. A cavern.....The Cave of the Mounds, filled with beautiful formations of many shapes and sizes.

August 2nd through 4th, 2007..... Our Annual Event -- We will be celebrating that explosive event with lots of fun activities for the whole family!

- **Discovery Tours**

To recreate the wonder of discovery experienced by those quarry workers, we are offering our historic flashlight **Discovery Tour**. Our guides will take you on a trip through the cave you won't forget!

- **FREE Cave Miner Bag**

Enjoy our **new** Gem Panning Sluice and Fossil Dig! All children* (ages 12 and under) will receive some free "mining rough". Youngsters will discover gemstone and fossil treasures to share, learn from and keep.

- **Falconry**

Come see a bird of prey up close and personal. We will have a professional falconer here handling one of these majestic birds. He'll answer questions and demonstrate this ancient art. You may even be able to touch the bird!

- **Check out our NEW Trail System and see our Discovery Center**

You and your family can walk our interpretive trails. Hike the Oak Valley Loop or the Karst View Trail and see sink holes, giant Oaks, birds, prairie and savanna restoration and much more. Bring your gemstones and fossils up to our new Discovery Center where one of our guides will help you identify your treasures. See

cave formations up close, check out our variety of large mineral and fossil specimens and enjoy the nostalgia of our 1880 barn.

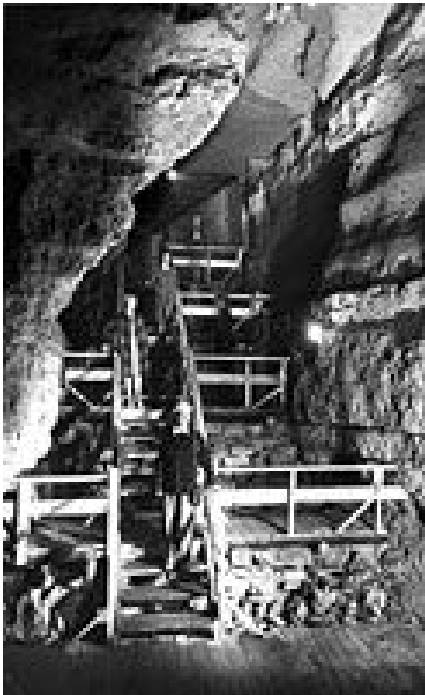
Cave of the Mounds is open daily from 9:00am to 6:00pm. One hour guided tours depart every 20 minutes. We are located just 20 miles west of Madison off Highways 18 and 151.

**offer valid with purchase of a cave tour ticket – one bag per child*

Press stories welcome – for photos or inquiries contact Ann or Joe Phone: 608/437-3038 Fax: 608/437-4181

Email: ann@caveofthemounds.com or joe@caveofthemounds.com

For more information please visit www.CaveoftheMounds.com



Fundraising News Release

China Earthquake Relief Drive, New York City, New York

Just before I left for the Book Expo America in June 2008 I donated my copywriting and news release distribution services to a fundraising effort in NYC to help the Chinese recovery from the devastating earthquake in May 2008. I wrote a news release and transmitted it to the NYC media highlighting the efforts of a small but exquisite restaurant who was going to donate the entire day's receipts to the relief effort. This email news release was transmitted May 23 for the one day May 28 event. Marc Preven, owner of the Neurotic New York City Tours company wrote me an email to tell me what happened. Here is his email:

Thank You, once again for your help.

it's nice to know there are a few mensches left in this world.

the PR went out a week ago from this past Friday.

I walk into the restaurant and the joint was packed.

Helen tells me the NY Times called but didn't show up.

I finally get a seat at a table, my neighbor is a round eyed dude

we are distinctly in the minority amongst the patrons.

"hey man, have you eaten here before?" I say to my neighbor at the table next to me.

he replies in the negative.

i start telling him about how much I enjoy the food and helped them issue a press release.

I then tell the gentleman that the owner told me about a reporter from the NY Times called but he didn't show up.

the dude next to me looks at me kind of funny

he says, "I'm the reporter from the NY Times."

It was my turn to express surprise, "No sh__, man!"

He then goes on to explain how his colleague in China saw what you sent and forwarded it back to the US of A.

Because he is working on the story about relief efforts here.

Below is the quote from Sundays NY Times Story

see link below for the whole piece.

as I was writing you this email the handyman from the building has asked me to write him a pair of simple letters for one of his neighbors.

Time to pay it forward . . .

Cuz-N Marc E Marc

Excerpt from the article in the NY Times from June 1, 2008:

Helen Thong, the owner of Taste Good, a popular Malaysian restaurant in Elmhurst, Queens, held a benefit on Wednesday, allocating the day's proceeds — more than \$9,000 — to earthquake relief. At dinnertime, the line of patrons, representing a broad swath of the Chinese diaspora, snaked out the door of the small restaurant and onto the sidewalk.

“You see those pictures on TV, right?” she said. “The children and the people who are helpless under the rubble? It breaks your heart. Basically we are all human. We have compassion. That’s what motivates us.

[Setting Politics Aside to Help Victims of China Earthquake](http://www.nytimes.com/2008/06/01/nyregion/01aid.html)
<http://www.nytimes.com/2008/06/01/nyregion/01aid.html>

For Immediate Release

Contact: Helen Thong T: 718 898-8001

China Earthquake Relief Drive at Top Queens Restaurant One Day Only - May 28 in Elmhurst

Come and eat some of the most exquisite Malaysian cuisine and help the victims of the devastating Chinese earthquake.

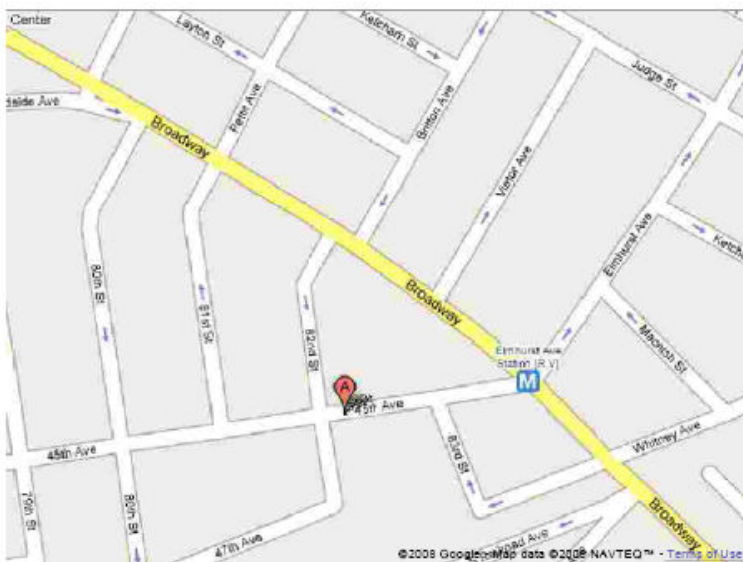
On Wednesday, May 28, 2008 from 11:00 AM to 10:00 PM the management and staff of the Taste Good Malaysian Restaurant will be holding a charity sale to help with the Sichuan Earthquake Relief efforts.

All the proceeds (100 percent) from the sale of the entire days' worth of business at the restaurant will be donated to the Chinese Ming Pao Daily News Sichuan Earthquake Relief Account.

Date: Wednesday May 28, 2008 opens for lunch at 11 AM and closes after dinner at 10 PM.

Taste Good Malaysian Restaurant, 82-18 45 Ave, Elmhurst, NY 11373 tel: 718 898-8001

Map:



Background Information:

Taste Good Malaysian Restaurant is well loved by food aficionados all over the city and has been written up and reviewed in the ***Village Voice***, ***Time Out New York***, ***NY Newsday*** and ***the Daily News***. If you are serious about ethnic eating, the boro of Queens affords the intrepid food eater some of the best ethnic cuisine in all of NYC.

The Taste Good Malaysian cooking is a culinary delight. Mouth watering signature dishes include :

Roti Canai - Indian roti bread to dip in a chicken curry sauce.

Malaysian Popiah - Spring roll rice crepes filled with sweet turnips, bean sprouts, and egg.

Sate - chicken, beef or pork bar-b-q in mouth watering home made peanut dipping sauce

Nasi Lemak - Coconut rice, curry chicken, hard-boiled egg, anchovy, cucumber slices, peanuts, and maybe a bit of pickled vegetable

Beef *Rendang* - moist, coconutty slow-braised beef

Assam Laksa - spicy-sour fish soup with round glass noodles

Road Tour News Releases

A road tour news release is a special type of event news release.

- The core content is the same from location to location.
- The date, time, location and local contact information is tailored for each new venue.
- The media list is customized to match the venue.
- You can stagger news releases to each direct market area according to your schedule so that you pay attention to media lead time appropriately.
- You can also take advantage of mail merge technology and merge multiple venue information into a single media list file and transmit the news release to several direct market areas all at the same time so that each venue receives a custom targeted and tailored news release.

Unique Interview & Photo Opportunities - Call to make arrangements. Open to Local Football Enthusiasts**NATIONAL FOOTBALL LEAGUE ALL-TIME TEAM MEMBER
RAY GUY BRINGS KICKING & PUNTING BOOT CAMPS AND NATIONAL COLLEGIATE "TALENT SEARCH " TO TEXAS**

WHO: Ray Guy, the legendary punter for the Raiders and also a member of the NFL All-time team.

WHAT: Limited state tour -- The Ray Guy Kicking Academy -- a traveling instructional boot camp - open to anyone who is at least ten years of age. The two-day program of concentrated instruction focuses on the specific skills of kicking and punting. Attendees improve their skills, using lectures, demonstrations, video analysis, developmental drills, and individual instruction. Local football enthusiasts welcome.

The boot camp is one of the most comprehensive instructional programs of its kind. It features football's best collegiate and professional kicking and punting specialists. The top camp prospects information is provided to every college football program in the US for recruitment and scholarship opportunities. Some will receive scholarships.

WHEN/WHERE:

June 26-27 University of Texas at Arlington (near **Dallas, Texas**)

Why: "Our program provides opportunities for beginners to All-Pros. Participants get to develop their individual style by learning proven techniques that will serve as a blueprint for a career in football or practice, fun and improvement," says Ray Guy.

Background: Ray Guy, the legendary punter for the Raiders and also a member of the NFL All-time Team, is best remembered for his picture-perfect form and phenomenal Hang Time. He made NFL history by becoming the first punter ever selected in the first round of the NFL draft. In the 1976 pro bowl, one of his punts hit the giant TV screen hanging from the rafters of the Louisiana Superdome. His 14-year career included seven Pro Bowl selections, 619 consecutive punts without a block, a 42.2-yard average, and he out kicked his opponents in each of the raiders' three Super Bowl victories. In 1994, Ray Guy was given the honor of becoming the first pure punter to be nominated for the NFL Hall of Fame.

Note: Enrollment is limited. For free information and applications contact American Football Specialists P.O. Box 50484, Bowling Green, KY 42102-3684 (502) 843-8393.

-End-

**Media Inquiries welcome call - Rick Sang (502) 843-8393 for information
Ray Guy will be available for interview -- by arrangement please.**

Local Media Advisory - Unique Interview Opportunity

Contact: Margaret Horton (831) 454-0606

Media kits, review copies and interviews available on request

World-renowned scientist talks about major breakthroughs in cell biology & quantum physics

Radical changes taking place in our understanding of life

Dr. Lipton scientifically proves that our cells respond to our beliefs

Author & Cell Biologist Bruce H. Lipton, Ph.D. Talk and Book Signings at the Book Expo in New York City June 3 & 4

In second grade at the age of seven, young Bruce Lipton, was mesmerized when a paramecium swam into view while looking through a microscope. After college, he graduated to an electron microscope, and for the next thirty years, kept pace with the breakneck changes that have occurred in the evolving biological sciences and genetic altering technologies.

His journey and exploration into the “secrets of life” has led him to develop a remarkable understanding of cell biology and the mysteries of life. He has done groundbreaking research studying the characteristics of cloned human cells.

And he made an incredible discovery along the way. He found out that some of the most sacred cows of science are flat out wrong. We were misled for decades. It may also be true that we are wasting billions on research in the wrong direction.

There is a genuine global revolution in progress and it is taking place right now. The world is about to undergo radical change.

Mankind is finding out that there is real magic that occurs in the cells of the human body. ***We have the innate power and ability to change our world from the inside out. Reality responds to our thoughts.***

Dr. Lipton says: “The incredible advances occurring in bio-technology are showing us that we are not victims of our genes. In fact we are the masters of our fates. We are able to create lives overflowing with peace, happiness and love. We are in control of our biology. Our cells respond to our beliefs. We have power beyond what we ever imagined. Right here. Right now.”

Dr. Bruce Lipton will be available for in-studio appearance in NYC June 3 & 4

*He will be happy to talk and share the exciting breakthroughs that are occurring in modern science about **The Biology of Belief**.*

His ideas are about as radical as when the idea of a round world was introduced to a society that was convinced the earth was flat and at the center of the universe.

WHO: Dr. Bruce Lipton, world-renowned lecturer, cell biologist and author of ***The Biology of Belief: Unleashing the Power of Consciousness, Matter & Miracles***, the groundbreaking work in the New Biology.

Live Interview Opportunity with Bruce H. Lipton, Ph.D.

Dr. Lipton can talk about the radical implications of his research and that of other leading-edge scientists that will profoundly change our understanding of life.

There are no magic bullets inside the human body. Genes/DNA do not control our biology. DNA is controlled by extra-cellular signals, including the energetic messages emanating from our positive and negative thoughts.

In other words, "It's the environment, stupid!"

Human cells respond to the environment, and to the even more importantly, to the beliefs we place into that environment.

By retraining our minds to create healthy beliefs, we can change the physiology of our trillion-celled bodies.

Dr. Lipton's profoundly hopeful synthesis of the latest and best research in cell biology and quantum physics is being hailed as a major breakthrough in our awareness of how our cells, our bodies and our minds work.

Dr. Lipton has also been a pioneer in applying the principles of quantum physics to the field of cellular biology. Traditional cell biology focuses on physical molecules that control biology. Dr. Lipton on the other hand focuses on the mechanisms through which energy in the form of our beliefs can affect our biology, including our genetic code.

He can take the mystery out of the science and explain these new ideas in ways that will set your imagination soaring with the possibilities of a new world.

What People are Saying:

"History will record The Biology of Belief as one of the most important writings of our times... His complex insights are expressed in a readily understandable fashion with a style that welcomes the scientist and the non-scientist on an equal footing. For anyone interested in health, the well-being of the species and the future of human life. The implications of the perspectives outlined have the potential to change the world as we know it. Bruce Lipton's understandings and his concise expression of them are sheer genius."

Gerard W. Clum, D.C.
President, Life Chiropractic College West

"Bruce Lipton's book is the definitive summary of the new biology and all it implies. It is magnificent, profound beyond words, and a delight to read. It synthesizes an encyclopedia of critical new information into a brilliant yet simple package. These pages contain a genuine revolution in thought and understanding, one so radical that it can change the world."

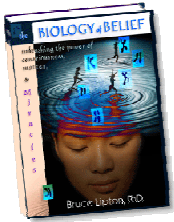
Joseph Chilton Pearce, Ph.D.

Author of *Magical Child*; *The Crack in the Cosmic Egg: New Constructs of Mind and Reality*; *Evolution's End: Claiming the Potential of Our Intelligence* among others.

“Dr. Lipton is a genius - his breakthrough discoveries give us tools for regaining the sovereignty over our lives. I recommend this book to anyone who is ready and willing to take full responsibility for themselves and the destiny of our planet.”

LeVar Burton, Actor/Director

For more information visit www.brucelipton.com or www.beliefbook.com



For interviews please come to the book signing or call for an appointment. Review copies and media kits available on request.

Contact: Margaret Horton (831) 454-0606

For Immediate Release

Media kits, review copies and local author interviews available on request.

CONTACT: For any additional assistance please contact Paul Krupin 509-545-2707 or just hit reply and provide us with your best street address. Local author contact information is provided below or feel free to contact us for any additional assistance. We can supply you with permission to excerpt stories from your local authors and send you the file for ready word processing use.

Local Author Featured in New [Chicken Soup for the Soul: A Tribute to Moms](#)

<Local Contributor> wrote an original short story that has been published in the newly released [Chicken Soup for the Soul: A Tribute to Moms](#), the latest book in the NY Times best selling Chicken Soup for Soul series.

<Name> <City> <State>

<Story Title>

<Story Summary>

[Chicken Soup for the Soul: A Tribute to Moms](#) was created to give thankfulness to the many moms in our lives, be it your mother, stepmom, mother-in-law, or even your best girlfriend who is a mother. It's a chance to tell them how much they mean to you and how much you care.

And that's what the contributors to this very special book have done. Through their inspiring, moving, and often funny stories, poems, and cartoons, they all pay tribute to their mothers, and their contributions to this very special tribute book speak volumes about their love and admiration for the special person each calls 'Mom.'

Share in their memories and rekindle the memories in your own life. And if you're still finding it hard to come up with the right words to tell your mom how much you love and appreciate her, there's an easy solution: hand her this book, give her a hug and a kiss, and simply say, 'Thanks, Mom.'

Each story was selected from thousands of other potential stories to be included in [Chicken Soup for the Soul: A Tribute to Moms](#) because of its unique and special ability to touch your heart with stories of the role, importance and special impact moms have on each of us.



Chicken Soup for the Soul: A Tribute to Moms
by Jack Canfield, Mark Victor Hansen, and Patty Aubery

Available at bookstores nationwide or visit www.hcibooks.com.

The *Chicken Soup for the Soul* books were first published in 1993 and quickly rose to number one on the *New York Times* bestseller list. With over 100 million copies sold and 145 titles in 37 languages, *Chicken Soup for the Soul* has made international publishing history and garnered numerous prestigious awards for creators, Jack Canfield and Mark Victor Hansen.

Jack Canfield and **Mark Victor Hansen** are the bestselling coauthors of the #1 New York Times and USA Today best-selling *Chicken Soup for the Soul* series.

Patty Aubery came to work for Jack Canfield in 1989, when Jack still ran his organization out of his house in Pacific Palisades. Patty has been working with Jack since the birth of the *Chicken Soup for the Soul* and can remember the days of struggling to market the book. Patty says, "I can remember sitting at flea markets in 100 degree weather trying to sell the book and people would stop, look and walk to the next booth! They thought I was crazy. Everyone said I was wasting my time." Patty has been a guest on over 50 local and nationally syndicated radio shows. She is married to Jeff Aubery, and together they have a 4 year old son named J.T. Aubery. This is the 16th *Chicken Soup for the Soul* book she has written as primary co-author.

###

Media kits, review copies and local author interviews available on request.

CONTACT: For any additional assistance please contact Paul Krupin 509-545-2707 or just hit reply and provide us with your best street address. Local author contact information is provided below or feel free to contact us for any additional assistance.

<Name> <Phone> <Email>

Book Releases (Fiction & Non-Fiction)

The type of book you have doesn't matter to the media.

I'll say it again.

The type of book you have doesn't matter to the media.

I do a lot of work with fiction authors. I do a lot of work with non-fiction authors. I do a lot of work with ebook producers.

The media does not care what type of book you have written.

I used to distinguish how I wrote news releases for fiction compared to non-fiction, but over the years I've found that when it comes to getting publicity, it really doesn't matter what the book is. I am also not very enthused about book reviews. I favor galvanizing feature stories and interviews. Book reviews don't sell books. Feature stories sell books.

Book reviews tend to be most helpful to those who seek library and book store sales. For people who are working beyond the bookstore and library, and for those who sell direct, just rely on Amazon or online sales and web sites, or are pushing for quantity and special sales, problem solving tips articles, feature stories and in depth topical interviews produce far better return on investment. This is where you'll find the greatest gains for authors and publishers.

That's because, from a publicity point of view, the media actually don't care a lot about what the product is. They are only interested in publishing three things: news, education and entertainment. They honestly couldn't care less about whether you wrote a book or have one available for sale. To most media that fact that you wrote a book is just a credential to you being a person who's qualified to give a newsworthy comment.

Sure if they like the book, if it has real added value to a lot of people in their particular audience, then media *may* choose to write about the book. But for the most part, they aren't real inclined to help you sell product. Their view is that if you want them to promote your product so you can sell books, then take out an ad.

What the media really wants to publish and what they respond to best is galvanizing quality content that is interesting to lots of people in their particular audience and that has real added value to them. This is what they need to satisfy their audience and keep the subscription and advertising revenues flowing.

So all the rules you've been reading about Trash Proof News Releases apply here. There are no special rules for fiction books if you want to get media coverage. Even a fiction book makes you an expert of a sort, who can offer helpful insights and information on topics germane and relevant to the book.

What that means is that we focus on using problem solving tips articles, human interest, delving into issues that people want to know about.

What you have to resist and avoid is telling the media anything at all about your publishing struggles, marketing plans, publishing and promotional activities, and book sales. This will result in coverage that is all about you, but offers very little motivation to a reading or listening or watching audience to learn more about your products, and the knowledge, feelings, benefits and the personal experiences they can receive by getting what you offer. You need to focus what you offer on the media audience. That is your mission. That has to be your focus.

More important, you can't just describe it, and say, it's in the book. Your news release has to actually persuade media to call you and ask for the book to review, and to do that the release has to actually trigger some feelings, desire, want, and emotion. The news release has to do what your book does and achieve that emotional engagement in about 30 seconds. You have to deliver real value, a thrill, a pleasure, an emotion and a personal experience.

Review copies, book cover, and author photograph jpegs, and interviews available upon request.

Contact: Joe Shaw, editor, joeshaw@cypresshouse.com 707-964-9520

“Buddha in a Teacup” feeds the soul with delightful tales of enlightenment

Where do you get your wisdom?

In a cup of tea.

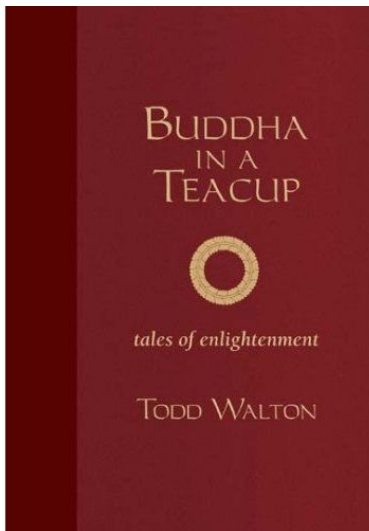
San Francisco, California-based writer Todd Walton didn't imagine he'd ever be considered for his wisdom and inspiration. Yet the astounding and simple stories he tells in this new book might make you think that there is in fact an amazing guru walking the streets of our world.

Buddha in a Teacup: Tales of Enlightenment contains forty-two astounding short and memorable stories. Each captures the profound essence of human feeling when facing a simple paradox of personal experience. Walton says that while he has scant interest in Buddhist dogma, he is captivated by the wisdom and compassion of Buddha and was inspired to achieve brevity in his storytelling.

These warm, dramatic, inspiring stories will trigger emotions and move you in ways that you cannot quite imagine. The stories are short, and when their impact hits you fully, you are affected deeply and the lesson stays with you for a long, long time.

Case in point, the first story, “The Beggar,” hooks you right away. It tells of a young woman who commutes to work, passing by a certain beggar each day, a man who wears the saffron robe of a Buddhist monk. She sees him day after day, always sitting with his bowl at a certain time and in a certain place. As the weeks go by she becomes preoccupied—even slightly obsessed—with his plight and his welfare, and one day decides to learn more about this man. She takes the day off and watches and waits till he arrives, and then studies what happens. His bowl quickly fills with money, but he doesn't touch the bowl. A filthy beggar approaches, gets a nod from the man, empties the bowl, and leaves. A few minutes more and the bowl is once again overflowing with money. Another beggar approaches, gets a nod, empties the bowl, and leaves; then another, and another, and another. By the end of the evening, the process is repeated until seventy-seven beggars of every age, sex, and color have been gifted by the man in the flowing gold robes. Finally, he picks up his bowl and crosses the street to where the woman is watching. She looks up at him, speechless with love. To which he replies softly, and with the force of a hurricane, *“Hello, my dear friend.”*

This is beautiful, even exquisite, and intelligent writing. The stories are relaxed and entertaining and the author offers up very likable and genuine characters who share their personal experience and perceptions in entrancing ways that make you feel touched, sharply engaged, and yes, enlightened.



***Buddha in a Teacup*
Tales of Enlightenment
 By Todd Walton**

List \$19.95

Published by Lost Coast Press

ISBN: 978-1882897-95-7

Litho Casebound · 192 Pages · 5.25 x 7.5 ·

Available in hard cover and on an audio CD.

Inspired by the teachings of the Buddha, these forty-two contemporary short stories will uplift and inspire modern-day readers, who needn't have interest in Buddhist spiritual practice or be familiar with Buddhist jargon to derive full enjoyment from reading them. The tales express universal human predicaments and challenges that transcend any particular philosophical or religious orientation. Some of the stories are humorous, some sad, some erotic, some enigmatic; all are linked by the themes of mindfulness, nonviolence, honesty, compassion, forgiveness, generosity, and love—perhaps the greatest remaining hope for our otherwise savage society. Humorous, serious, enigmatic, and poetic, these contemporary tales illuminate the mysteries of life and Buddhist thought by dramatizing turning points in the people's lives.

What People Are Saying

Buddha in a Teacup received a very favorable review in the *Sacramento News and Review* out of Sacramento, California. The book is also receiving glowing reviews from readers on *Amazon*, both for its stories and for its appearance.

"It is truly wonderful to find stories such as these, with their subtlety, delicacy, and beauty, reminiscent of the best haiku poetry, each one a thought-provoking gem."

— **Elizabeth Marshall Thomas**, author of *Tribe of Tiger*, *The Animal Wife*, and *The Old Way*

"Todd Walton's quietly told tales fill me with joy. How glad I am to share the world with such an amazing spirit and gifted writer!"

— **James Norwood Pratt**, author of *The New Tea Lover's Treasury*

"I am much taken by the beauty and abundance of these elegant, sharply-etched epiphanies. The Buddha spirit walks through these stories like a grand master passing from board to board in a hall of stalemates, resolving every one."

— **William Carpenter**, author of *Rain and The Hours of Morning*

About the Author

Todd Walton is an oft-published writer of novels and stories. He is also a professional musician and composer. He was born in San Francisco. His fiction began appearing in national magazines in 1975 with the publication of Willow in Cosmopolitan. In 1978, Todd published his critically acclaimed novel Inside Moves, which sold over 160,000 copies and was made into an Academy Award-nominated film in 1980. The New York Times chose his second novel, Forgotten Impulses (Simon and Schuster, 1980), as one of the best of that year. Louie & Women was published by Dutton in 1983, and Night Train by Mercury House in 1986. Todd's fifth novel, Ruby & Spear, was published by Bantam in 1996. In 1998, Avon published his first nonfiction work, Open Body: Creating Your Own Yoga. Red Wing Press published Of Water and Melons in 1999, and in May 2000, Ten Speed Press published The Writer's Path, Todd's book of original writing exercises, co-authored with Mindy Toomay.

Todd was the founding chair of the Creative Writing Department of the California State Summer School for the Arts from 1986 to 1991. He has taught creative writing for more than a decade, introducing his highly effective and innovative writing exercises to writers of all ages and levels of experience. Todd lives in Berkeley, California. In addition to his writing, he has been a performing musician for over thirty years. His one-person shows feature his music and songs for piano and guitar along with dramatic readings from his vast collection of short stories and novels.

"It is a beautiful, rich red cover with lean gold lettering; it looks like a gift already wrapped."

For Immediate Release

Review copies and interviews available upon request

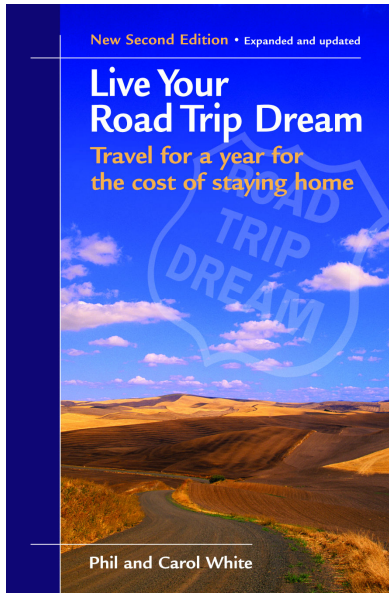
Contact: Carol White 888 522 TRIP (8747)

5 Reasons Why Gas Prices Shouldn't Cancel Your Summer Fun

Everyone seems to be complaining about the high cost of fuel causing them to cancel their summer vacation plans. Carol White, co-author of the book "Living Your Road Trip Dream", says, "I don't like the higher prices, but if you take a realistic look at it, it's something that most of us can deal with."

1. Did you cancel last year's plans? According to AAA, gas prices have increased an average of \$.56 a gallon since this time last year. Let's go crazy and say it has been \$.75 a gallon in your area. If your summer trip is 1000 miles long and your car gets an average of 23 MPG, your fuel will cost \$32.60 more this year than last. One dinner at home instead of eating out before you go will save that much. Is \$32 any reason to cancel your vacation?
2. What does it really cost? When you add up all the expenses of a vacation, fuel only counts as about the second or third highest expense. Typically food and lodging will cost more than fuel. If you need to cut back, consider RVing or eating more meals in, or renting a slightly less expensive lodging.
3. How can you afford to RV? According to a study done for the RV Association, RVing is still less expensive than piling a family of four into an airplane and hotels for vacation. Using a similar example to the one above and a typical mid-size RV fuel economy of 12 MPG, the additional fuel cost for RV fuel this year would be \$62.50. This is easily off-set by the lower cost of campgrounds vs. motels, resorts or cabins at your favorite destination.
4. What about family bonding? One of the best parts of taking a road trip or an RV get-away is the extra time you get to spend with your traveling companions. In the close quarters of automobiles, RVs, campgrounds and motels, a family has the opportunity to enjoy old-fashioned fun like cards, board games, campfires and more. It really is fun talking to your kids. Ditch the electronics just for the week and see what might happen.
5. And the final reason you shouldn't let fuel get in your way? You and your family deserve the time together and the time away. Have everyone work together to be able to afford the extra cost of gas. Go on a Starbucks-free week, check for the best fuel prices, just say "no" to an evening at the movies, or take a pass on that cute new pair of shoes and you will have the added money to cover fuel. Don't let the "psychology of price," rather than real price get the best of you.

Have fun and enjoy your summer vacation.



Carol White is the co-author of the award-winning book, “Live Your Road Trip Dream” – the ultimate road trip planning guide for extended road trips. Carol and her husband Phil have traveled over 50,000 road miles in the past several years, visiting all fifty states and having visited all of the National Parks in the “lower forth-eight.” As national spokespeople for the RV Industry, they now spend their days speaking, writing, and helping others to live their dreams.

RLI Press, P O Box 1115, Wilsonville, OR 97070 888 522 TRIP (8747)

For more information visit <http://www.roadtripdream.com/>

Author, Publisher, Speaker & Marketing Coach
 National Spokesperson - Recreation Vehicle Industry Assn. (RVIA)
 Finalist, 2004 ForeWord Magazine Book of the Year - Travel
 Winner, 2006 Benjamin Franklin Book of the Year - Marketing Excellence
 A member of PMA, SPAN, NSA, NWABP & Travel Publishers' Assn.

See the Whites featured in Money Magazine
 Hear Carol's interview with Beth Harpaz, Travel Editor, Associated Press
 Read the story in Publisher's Weekly; Carol is quoted on travel publishing trends
 All these and more available at the press center online.

Cookbook News Releases

Cookbook releases are a special breed of news releases. You need to tell a story and make people hungry at the same time.

The successful cookbook news releases:

- Tell a dramatic personal story or offer some special human interest.
- Introduce a new concept in food, cooking or push the state of the culinary arts forward in new unexplored directions.
- Recipes that are new and somewhat unique and fill a special niche, or a cultural, or geographic niche.
- Offer mouth-watering recipes.
- Offer free review copies to the media.
- Make for a great interview or live show.

PR success is improved immensely by judicious follow up calls to the media.

If you are traveling to a city, call ahead and ask for the interview, and then stop by to visit with the editor, producer, guest contact or host or producer, introduce yourself, and leave copies of your books and media kit, and samples of your food, cooked and ready to eat.

They will remember you quite favorably, especially if the food is good.

Review copies, interviews, recipes and excerpts, high resolution photographs, and in-studio demonstrations available upon request by arrangement please.

Contact: Kirsten Brown kirsten.brown@76avepress.com tel 503-577-0668 or hit reply to this email.

Change in the kitchen!

Americans! Loosen up and get rid of your measuring cups.

PORTLAND, OR— The presidential candidates are all talking about change. Portland, Oregon based food writer Jean Johnson has come up with a new question for the candidates.

“When you cook, do you measure? Or do you wing it!”

Historian turned cookbook author, Ms. Johnson was amazed when she learned that Americans didn’t even have measuring cups 100 years ago.

Ms. Johnson advocates a return to the roots of American culture. She believes that cooking like our great-grandmas will bring truly delicious food back to our tables. She thinks formal recipes with measurements and step-by-step directions—the small chemistry experiment approach to cooking—are a key reason we schlep off to the land of crinkly packages.

“The good news is that people are as ready for change in their kitchens as they are in the political arena,” Johnson says.

Her new book, ***Cooking Beyond Measure: How to Eat Well without Formal Recipes*** is filled with mouth watering, farm to table recipe ideas, tips, and stories that inspire. The focus is weekday cooking, health, affordability, and ease.

“Home cooking is healthy, cheap, and easy—so leave your measuring cups behind and take back your kitchen! Once you get a taste for this great food and how quickly it comes together with what’s on hand, you really never will look back.”

“We’ve lost touch with how easy and delicious food is when it’s whipped up fresh at home,” Johnson says. “All that salt, fat, and sugar that goes into processed and restaurant food, not to mention the 10 to 50 percent extra we pay for processing and packaging. But Americans are ready to stop letting the people who write the formal recipes have all the fun.”

Measure free cooking is actually more common that most Americans realize.

“Ethnic cooks around the world, from Provence to Mexico to Thailand, do not measure. They conjure up delicious rustic meals with what’s on hand, never fretting that they don’t have a particular ingredient or worrying about precision,” she said. “They have a touch and taste their way through cooking, just like many of our seniors who still make pie crusts based just on the way they feel or pull a meat loaf together.”

Johnson's book is filled with over 60 measure free recipes and includes mouth watering ideas for breakfast, starters and sides, soups, salads, main dishes, and endings.

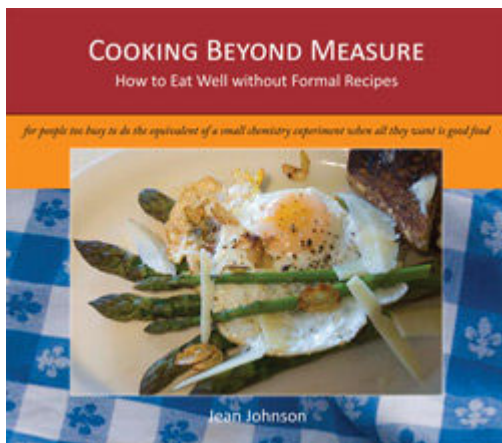
Each recipe lists the ingredients and notes on how to put them together. But there are no quantities or cooking times.

Here's Johnson's recipe note for cucumber melon soup:

"Give chilled cucumbers and cantaloupe a spin in the blender with a seeded jalapeno, salt, pepper, and tarragon vinegar. Garnish with slivers of melon or toasted coconut."

Or the luscious Edourad's Mother's Tomatoes:

"Slice tomatoes in half and cook them in butter on both sides, piercing the skins so the juices run out. Turn them back and forth until you have red gems that are calling to you. Then pour some good cream over the works and heat through."



***Cooking Beyond Measure:
How to Eat Well without Formal Recipes***
by Jean Johnson.

List \$16.95.

Original edition, 7x8, 212 pages

82 color photographs.

ISBN 978-0-981527-1-0-9.

Johnson says, "You don't need to worry about a flop. Remember Julia Child. If her soufflé or whatever didn't work out, she gleefully turned it into a soup! But chances are you'll be happily surprised. Tips in *Beyond Measure* make it easy to turn out meals that far surpass packaged food or takeout and put you in charge."

Cooking Beyond Measure includes technique and theory for novice and seasoned cooks alike. It is full of breakfast, lunch, and dinner recipes written in an easy-to-follow engaging style designed to empower. "I think at some level people have resisted being mere direction

followers in their own kitchens. After all, why should the professionals get to have all the fun of making up recipes? Simple everyday cooking just isn't that complicated."

For more information visit www.measurefree.com

TEN TIPS for MEASURE FREE COOKING

1. *Bake or grill enough squash for leftovers.*
2. *Find the bulk bins at your grocer.*
3. *Put a pot of pinto beans on the stove Sunday afternoon.*
4. *Get the largest cutting board you can find and a chef's knife.*
5. *Dedicate a countertop to slicing and dicing.*
6. *Steam up a pot of quinoa, millet, or other whole grain.*
7. *Look for young, seasonal vegetables.*
8. *Buy a block of interesting, affordable deli cheese.*
9. *Keep fresh fruit on hand.*
10. *Remember you don't have to be gourmet to eat well.*

Sample recipes (excerpts)

Spicy Cilantro Salad with White Chocolate, Pineapple, and Cashews

It was early August and hotter than heck when this dish came to life. There was a bouquet of cilantro in the fridge along with the end of a pot of brown and wild rice. Beyond that it was all play, and play I did.

Recipe Note

Toss cilantro, minced jalapeño, chilled brown and wild rice, tofu, and fresh pineapple with good olive oil, red wine vinegar, salt and pepper. Garnish with a toss of cashews and white chocolate chips.

Details

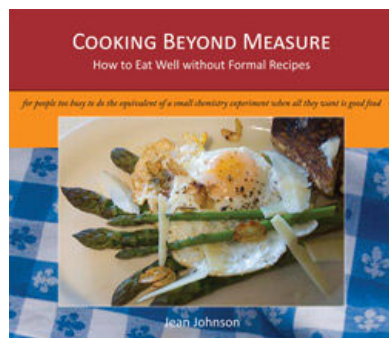
- With one grand cut, sever the thickest stems from your bunch of cilantro and give the remaining leaves and small stems a quick chop.
- The jalapeno chile pepper I used was quite hot so three or four slices off the tip was plenty minced into the pile of cilantro.
- I used only a couple of large spoonfuls of rice which made for a very green presentation.

On Solo Cooking

Horse feathers to the idea that it's too much trouble cooking for one. Rather it's quite freeing since there's no one to please but mamma-or papa, as the case may be. Indeed, I'd probably never have had the abandon to through white chocolate chips in a salad I was making to share with another.

Eggs with Spring Asparagus and Parmigiano-Reggiano

This really is one of the very best ways I've had asparagus. And such a quick fix. The trick is to make it during the spring when asparagus enjoys prime time. (See cover photo.)



Recipe Note

Snap the ends off your asparagus and flash cook it. Fry an egg sunnyside up. Shave on some first class Parmigiano-Reggiano right from the Italian bergs that gave the world this cheese, and go to feasting.

Details

- Use just enough water when you're flashing the asparagus to keep it from burning. Ideally the spears will be tender and still bright green just as the last of the water evaporates.
- If you flash the asparagus in a skillet, you can use the same pan to do your eggs. Get the heat just right here—closer to medium. And use a lid to help cook the egg without having to turn it. That way there will be just the right amount of runny yolk to sauce your plate.
- If you're feeling ambitious, slivered garlic crisped in the oil before frying the eggs makes for an exceptional garnish.

About the Author



Jean Johnson, age 60, is a food writer, blogger, and cultural historian (PhD) based in Portland, Oregon. Her work has been published in *The Smithsonian Institution's National Museum of the American Indian Magazine*, *E/The Environmental Magazine*, syndicated with *High County News' Writers on the Range*, *Edible Portland*, *The Arizona Republic*, *The (Portland) Oregonian*, among others.

What People Are Saying

Cooking Beyond Measure's late August release brought immediate coverage in *The Washington Post*, *Jackson Citizen Patriot* (Ann Arbor, Michigan), and *The Lake Oswego Review* (Portland, Oregon).

As *The Washington Post* (27 Aug 2008), quoted Johnson, ***"On a daily basis, when all we want is dinner, few of us are up to doing the equivalent of small chemistry experiments."***

Jean Johnson invites us to lighten up and have more fun in the kitchen. Her eclectic recipes draw upon influences as wide-ranging as her Norwegian grandma, friends in Thailand and on the Hopi Reservation, as well as culinary lights such as Julia Child and Rick Bayless. With no lists and no measures, Johnson's charts a playful no-holds-barred approach to cooking.

Ann Vileisis, author of *Kitchen Literacy: How We Lost Knowledge of Where Food Comes from and Why We Need to Get It Back*

"I'd never eat all this healthy stuff on my own," "But it is true, Jean. You have opened my eyes to a whole new world of food. I just love it!"

Ryan Wayman, Financial planner, Portland, Oregon.

"This is so inspiring, Jeannie. I love to cook and like your fast, easy, healthy style."

Bob Goforth of Northern Arizona who with his wife, Beth, grows a first rate organic garden.

###

Extensive press room available at <http://measurefreerecipes.com>

Review copies, interviews, recipes, high resolution photographs, and in-studio demonstrations available upon request by arrangement please.

Contact: Jean Johnson at 503-287-9732 or jean@measurefree.com or hit reply to this email.

76^{ave} Seventy-Sixth Avenue Press
3524 NE 76th Avenue, Portland, Oregon 97213 USA



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ScaleDown Publishing, Inc. 1519 Hermits Way, The Dalles, OR 97058
 e-mail: scaledwn@gorge.net <http://www.gorge.net/business/scaledown>

Great Sandwich Ideas Using Leftover Holiday Turkey

All over the country cooks are planning their holiday menus and many will be including turkey. Registered Dietitian Brenda Ponichtera says "cook a big one" because the possibilities for using leftover turkey are endless — and delicious! Ponichtera, author of ***Quick & Healthy Recipes and Ideas*** and ***Quick & Healthy Volume II*** (ScaleDown Publishing, Inc., 1519 Hermits Way, The Dalles, Oregon 97058, \$16.95 each, comb-bound) offers the following great suggestions and healthy, low-fat, sandwich recipes:

Turkey French Dips — These can even be packed in a lunch box if the hot au jus is packed in a thermal container. (recipe follows)

Pita Bread Pockets — Mix diced turkey with chopped celery or cucumbers and reduced fat dressing and stuff into the Pita Bread. Or mix the turkey with shredded cabbage seasoned with rice vinegar for an Oriental flavor.

Turkey Cranwich — Layer sliced turkey, light cream cheese, cranberry sauce and sprouts on your favorite bread.

Wrap Ups — Using the new flavored tortilla wraps, layer thinly sliced turkey with sliced cheeses, tomatoes, relishes, chutneys, cranberry sauce, flavored cream cheeses, chopped lettuce, and/or sprouts. Wrap up for a tasty unusual sandwich.

Turkey Reuben Sandwich — Make a low-fat version of a traditionally high-fat sandwich. (recipe follows)

Turkey BBQ — Top sliced turkey with a small amount of barbecue sauce on a kaiser roll.

Everybody loves a good turkey sandwich. Use some imagination and add variety to those post-Holiday lunches!

Turkey French Dips *

4 oz. cooked turkey slices
4 (6 inch) French rolls
4 oz. part skim mozzarella cheese
1 package au jus gravy mix

Preheat oven to 400 degrees. Cut French rolls lengthwise. Place 1 oz. turkey and 1 oz. mozzarella cheese on each French roll. Wrap each roll in aluminum foil and heat in oven for 10 minutes. Mix au jus according

to package directions, or add more water to reduce the sodium content.
Slice each sandwich in half, diagonally. Serve each with 1/3 cup au jus.

Yield: 4 sandwiches (4 servings)

One serving: 1 sandwich and 1/3 cup au jus

Per serving: 355 calories, 48 grams carbohydrate, 23 grams protein, 7 grams fat

Exchanges: 2 lean meat, 3 starch

Turkey Reuben Sandwich**

8 slices of rye bread

4 oz. cooked turkey slices

1 cup sauerkraut, rinsed well and drained

4 oz. sliced low-fat Swiss cheese

Preheat oven to 400 degrees. Toast bread. On each of 4 slices, place 1 oz. turkey, 1/4 cup sauerkraut, and 1 oz. Swiss cheese. Top with remaining slices of bread. Wrap in aluminum foil and bake for 10 minutes or until thoroughly heated and cheese is melted.

Yield: 4 sandwiches (4 servings)

One serving: 1 sandwich

Per serving: 311 calories, 34 grams carbohydrate, 24 grams protein, 8 grams fat

Exchanges: 2 starch, 1 lean meat, 1 medium-fat meat, 1/2 vegetable

* Recipes from **Quick & Healthy Recipes and Ideas**

** Recipes from **Quick & Health Volume II**

Sample recipes reprinted with permission from **Quick & Healthy Recipes and Ideas** and/or **Quick & Healthy Volume II**, by Brenda Ponichtera, R.D. © 262 pages. \$16.95 comb-bound, Published by ScaleDown Publishing, Inc. 1519 Hermits Way, The Dalles, OR 97058. For more information please contact Kay Skov, Marketing Director • Phone: 541-296-5859 • Fax: 541-296-1875 • e-mail: scaledwn@gorge.net • www.gorge.net/business/scaledown

Available in local bookstores or directly from ScaleDown Publishing, Inc.

Complimentary review copies of Quick & Healthy cookbooks available on request.

Please notify us if you use this release and/or would like to continue receiving themed news releases ...tear sheets are appreciated.

Children's Book News Releases

The most important question you must answer in a children's book news release is:

Why will kids and parents like this book?

Tell the media quickly:

- What's it all about?
- Who wrote it and why is the author qualified?
- Who is it for?
- What makes it unique and special?
- What happens to the characters?
- What's funny, dramatic, or distinctive?

Additional tips to factor is:

- Use illustrations or the book cover effectively.
- Offer the media review copies as an incentive
- Provide the key book publication details.
- Provide the very best reviewer comments
- Author bio and credentials are helpful and any personal story that is related to the creation of the book.
- Author advice on the special topic related to the books purpose
- Interview questions and answers
- Local news angles

Do not talk about the book marketing. Marketing facts and author difficulties will not be persuasive with editors or helpful to getting publicity.

FOR IMMEDIATE RELEASE

Contact: Robert Lyles 301-592-8225 dreampub@mindspring.com

Sillwee Wobbert books help sick children feel better

Who is Sillwee Wobbert? Ask G. Robert Lyles, a man with a vision, who was inspired by his own health limitations as a child. His Sillwee Wobbert Picture Book Series on Children's Health, is sweeping the nation, inspiring children afflicted with diseases like asthma, heart murmur and juvenile diabetes.

His books are easy for children to relate to. Wheezing Will is an African American boy with asthma. Jose, a Hispanic boy has diabetes.

Sillwee Wobbert himself is an amazing core character, whose heart-shaped head gives him multicultural, universal appeal.



Children identify with Sillwee Wobbert's whimsically fun outlook to overcome emotionally trying days. Each book is a gem filled with messages of kind acceptance. Children with these disabilities are uplifted, in non-technical way.

Doctors, nurses and parents nationwide rave about the Sillwee Wobbert's books and the positive message they provide to everyone about the miracle of coping.

Topics in Sillwee Wobbert's books include the heart, asthma, diabetes and Down syndrome.

Lyles is coordinating with schools, camps, support groups and families to promote this learning and communicating about kids health.

The books in this wonderful series include: Sillwee Wobbert The Happy Heart Kid (ISBN# 0-9704861-1-1), Sillwee Wobbert and Wheezing Will in the Big Game (ISBN# 0-9704861-2-X), and Sillwee Wobbert, Diabetes and Jose at School and Play (ISBN# 0-9704861-5-4).

Sillwee Wobbert books are available online or directly from Dream Publishing Co.

<http://www.sillweewobert.com> Cost \$9.95 Ea. plus shipping. Coloring book companions also available \$6.00 Ea.

***Media kits, review copies, and interviews available on request.
Special feature story inquiries welcome.***

FOR IMMEDIATE RELEASE

Media kits, review copies, and interviews available on request.
Special feature story inquiries welcome. Book cover jpeg available on request.

Contact: Nancy Tillman 503-691-2847 n.tillman@comcast.net

On The Night You Were Born

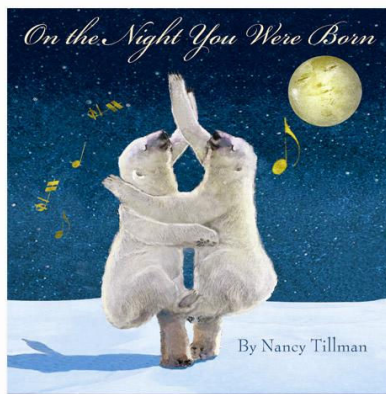
***“On the night you were born, the moon smiled with such wonder
that the stars peeked in to see you
and the night wind whispered, life will never be the same.”***

Nancy Tillman, a former advertising agency owner from **Portland, Oregon**, has applied her artistic skills to create a beautiful children’s book.

On the Night You Were Born is a perfect book for bedtime filled with soft musical lyrics and delightfully playful, rich illustrations.

One of the book’s finest features are the interactive instructions inserted throughout the book that involve the child in the storytelling.

As polar bears dance and geese fly home, children are asked to whisper their names and wiggle their toes in celebration of themselves. Gems of kind acceptance and positive messages encourage children to feel good about themselves, and to feel loved. This is a wonderful book for helping to instill personal worth in children.



On the Night You Were Born, by Nancy Tillman **By Nancy Tillman**

Publication Date: October 2005

ISBN: 0-9765761-0-4

\$17.95 Illustrated 32 pages

10 X 10 hard cover trade

Published by Darling Press

This book can bring tears to your eyes. It celebrates the individuality and uniqueness God gives to every human being, each and every baby born everywhere, in such a gentle and beautiful way. It's impossible to fully explain to your children how much you love them, but this book articulates that message as you read. There is a special softness about it that makes it a great, unique book.

Available online and in bookstores nationwide. For more information visit www.darlingpress.com

What People are Saying

"A book guaranteed to make every child feel like a magical gift to the earth."
Margie Boule, The Oregonian

"Every mother should have this gem of a book"
Dorothy Whitehead, Early Education Consultant.

"A cornerstone for building self-esteem"
Ursula Bacon, author Shanghai Diary

Nancy Tillman resides in Tualatin, Oregon, near Portland, Oregon.

Nationwide book tour: Author appearances in Montgomery, AL (Sept. 18) Portland, Or (Oct. 3 - 8) Seattle (Oct. 11, 12) LA (Oct. 17, 18) Athens, GA (Oct. 22, 23) Atlanta (Oct. 24, 25) Dallas (Oct. 26, 27) New York (Nov. 2, 3) Washington DC (Nov 4, 5).

***Media kits, review copies, and interviews available on request.
Special feature story inquiries welcome. Book cover jpeg available on request.***

Contact: Nancy Tillman 503-691-2847 n.tillman@comcast.net

Music & CD News Releases

News Releases for music have to make the media recipient want to click and listen to a sample of the creative work that is being offered.

The goal of most music releases is to not only get music played on the air, but to promote sales of the musician and create name recognition.

Effective music news releases:

- Contain all the essential newsworthy elements and incentives to the media that all other Trash Proof News Releases contain.
- Highlight what makes the music distinctive and enjoyable.
- Identify a possible tie-in to important current events.
- Identify the significant and important facts regarding the artist(s).
- Provide easy access with links to the music (as free downloads) with appropriate permissions to use and offers for free review copies.
- Offer up photo's CD jackets and photography of the artists.
- Offer interviews with the artists.
- Are aimed at the right type of media (e.g., rock and roll, jazz, rhythm and blues, vs. classical).

Music news releases should be followed up with a personal phone call to see if an indecisive media person can be persuaded to evaluate the music. This is of critical importance when seeking to get coverage or to break into highly and competitive music markets.

For Immediate Release – a timely - great feature story and interview opportunity.
Remembrance Day is Nov. 11, 2008.

Permission granted to download and play the song freely. Excerpts of the lyrics may also be used with attribution please.

Jevon Rudder is available for interview and on-air performances by arrangement please.
Photographs are also available upon request.

Media kit, review copies and interviews available upon request. MP3 of the song is available upon request by email or you can use the web site link and right click on the clip of their choice and save as an mp3 to your computer. This clip may be freely played. We appreciate a short verbal attribution to Jevon Rudder.

CONTACT: Jevon Rudder 647-293-2448 jevonrudder@rogers.com or just hit reply for fast action.

Country singer creates musical tribute to soldiers who give their all

Lieutenant Jevon Rudder, an officer in the Canadian Military Reserve, is an unusual man. He is also a professional entertainer – a country rock musician.

In August 2008 he recorded a new country music song tribute dedicated to the soldiers who fight and die to protect the freedoms we all enjoy. It is titled ***“Honor Thy Fallen”***.

*Here are the lyrics to **Honor Thy Fallen**.*

*You were the strongest one I ever knew
Someone who always stood for right and truth
Inside that uniform you gave it all
We know that sometimes even the brave will fall*

*So shoulder to shoulder we say goodbye
And promise to carry your banner high*

*Though every storm that blows, the world will know
Even though you're gone, your spirit will live on and on
We light a flame for you, keep it burning strong for you
Stand proud and tall
Honor Thy Fallen*

*So much trial and trouble everywhere
We thank God for every heart that cares
Inside that uniform you gave it all
They know sometimes even the brave will fall.*

“Honor They Fallen” can be downloaded at: www.honourthyfallen.ca

Jevon has an innovative and inclusive country sound. He crosses over on the edge of hot, new country and pop/AC. His soulful voice blends beautifully with the underlying tones of guitar and pedal steel. And his lyrics express the depth, and richness of his soul.

"I sing country because it allows me to express my feelings. In many ways its therapy for me".



His new CD "The Good, The Bad and the Lucky", is being released in February 2009.

Several musical clips are available for free download at his web site.

Proud father of two children he lives with his wife in Toronto, Ontario Canada. He continues to play music on tour while maintaining his obligations to the Army and family.



To learn more about Jevon Rudder visit www.jevonrudder.com

"Honor They Fallen" is a great feature story and interview opportunity

Permission granted to download and play the song freely. Excerpts of the lyrics may also be used with attribution please.

***A special media download page is set up at:
<http://www.jevonrudder.com/honourthyfallen.html>***

Jevon Rudder is available for interview and on-air performances by arrangement please. Photographs are also available upon request.

Media kit, review copies and interviews available upon request. MP3 of the song is available upon request by email or you can use the web site link and right click on the clip of their choice and save as an mp3 to your computer. This clip may be freely played. We appreciate a short verbal attribution to Jevon Rudder.

CONTACT: Jevon Rudder 647-293-2448 jevonrudder@rogers.com or just hit reply for fast action.

CD review copies, interviews and in-studio appearances available upon request.

Contact: Daniel Kobialka (415) 242-1908 or hit reply to this email and provide us with your best street mail address.

San Francisco Symphony Violinist Daniel Kobialka's new release: *Dreams Beyond The Twilight*

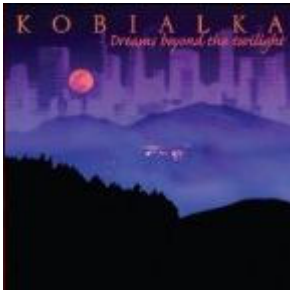
San Francisco symphony violinist Daniel Kobialka believes that music has astounding healing properties.

"When you choose to use music for healing, it is extremely important that you select the most appropriate music for the particular problems you are treating."

Imagine for a moment that you could go through your day relaxed and happy, accomplishing what needs to be done without the stress and tension. Music allows you to boost your energy when you need it - without dumping harmful chemicals into your body.

If you select the right music you can restore the magic in your life, light your way with inspiration and connect with your own healing energies and powers.

This is what you'll experience with ***Dreams Beyond The Twilight***, the latest Album by Daniel Kobialka. The music is a palette rich with musical colors. The long melodies and rich harmonies create a gentle and caressing atmosphere where the music transitions to a place of peace and tranquility.



The album is a musical wish for peace, joy and harmony for all of the people sharing our beautiful planet. It is offered with great hope and a passionate desire that all of us can understand our wonderful personalities and the many beautiful cultures throughout the world, embracing these contributions as a gift of life for all to share.

The compositions presented on this album are musical gifts of love and peace; with a renewed consciousness of the ever present connection we all share together.

Daniel Kobialka's music is a unique blend of classical and New Age influences, drawn from traditions around the world. Its compositional structure is based on the techniques used by master classical composers, refined in Daniel's own way to enhance the subtle beauty and textures of vibrational sound. His music touches you at the level of your soul, and opens your mind to possibilities you only dreamed existed.

Daniel's Musical Inspiration website <http://daniel.publisher-one.com/mp3/mp3player.html> allows people to sample the music that will inspire you and assist you to live a fulfilling life!

For more information visit <http://musicalinspirations.com/>

What People Are Saying

"Kobialka is a musician of unusual strength and devotion, a natural leader and soloist"

-Leonard Bernstein, conductor and composer

"A sensitive and mature performer with a natural gift for his instrument."

- Aaron Copeland, conductor and composer

"Daniel Kobialka invites us to slow down and bask in the rich harmony that heals the mind and body. Listen, rest and revive!"

-Don Campbell, author of *The Mozart Effect and Music, Physician for Times to Come*

"I found years ago that music creates a healing environment...I find Kobialka's music to be the best available."

-Dr. Bernie Siegel, author, cancer survivor and advocate of patients' rights

As I write this I'm listening to Kobialka's *Fragrances of a Dream*... it feels like a warm angelic hand on my back, it creates safety and warmth. This kind of music nourishes the delicate sensibilities of the soul. It nurtures the life of the soul.

- Bobbi Gay, empowerment coach and practitioner

When You Wish Upon a Star is a tribute to Mr. Kobialka's talent and genius. As a classical violinist, he puts genuine quality into all of his CDs. When You Wish Upon A Star is intoxicating, because it brings you rather quickly to a state of bliss and contentment. I have used this CD for commercial relaxation spas for 20 years, and people of all ages just love it!

-Jeff Labno, co-founder of Altered States Mind Gyms, consultant in light, sound, mind and healing technologies



Independent Film, Theatre and Video News Releases

Motion pictures, the visual arts and performing theatre arts all rely on a strong story that commands reader attention and visuals, photography that demonstrates the uniqueness and the power and appeal of the creative works. The news release must clearly:

- ◆ Identify who the target audience consists of and why they will be interested in it.
- ◆ Describe the uniqueness of the film or effort, and explain the social importance and issues the movie addresses.
- ◆ Convey energy and excitement.
- ◆ Describe the movie and characters, and the personalities of the actors and producers.
- ◆ Present the qualifications and credentials of the creators and producers of the film.
- ◆ Offer the media access to the key players.
- ◆ Offer the media high resolution photography so they can illustrate their feature stories easily.
- ◆ Give the media the opportunity to view the film and interview the key people.
- ◆ Add in quotes from key reviewers or representative audiences.

FOR IMMEDIATE RELEASE

Contact: RJ Millard 212-367-9435

What the Bleep Do We Know?! opens nationwide throughout the U.S. from September 10th through October 30th.

Can a Movie Change Your Life?

“What the Bleep Do We Know?!”

Interviews available with the independent filmmakers, the actors and the scientists behind the creation of the new amazing independent film.



“Religious Left” Audiences Claim New Independent Film Feature– Opening September 10th -- Heals, Inspires, Liberates, and Validates a new universal belief

... “God Is In All!”

“What the Bleep Do We Know?!” features a dramatic story about an unhappy photographer (Marlee Matlin) who experiences a life-transformation, interwoven with commentary by 14 top leading-edge scientists and mystics, and visionary animation.

This film is an exploration of these universal human issues and questions.

There is an enormous response to this film taking place!

This film strikes a melodic chord as it touches a lot of people’s nerves.

People are coming back to see this movie, three, four, five times and more! To our knowledge, the record is 30 viewings by one viewer!

This film takes a point of view that is not religious or moral. It takes a refreshing look at the fantastic within the framework of the tangible. Not Classical, Newtonian Physics, but cutting edge modern physics that says

"We're not in Kansas anymore".

The film focuses on normal people's reactions to some of the more bizarre discoveries and findings of quantum mechanics.

Is it possible to simply go about your daily life and pretend that nothing utterly astounding is happening while some completely amazing magic is sitting right before your eyes?

This film asks a simple question: Is There a "Religious Left?"

Most Americans can talk about the Religious Right, define who they are, how they vote, what they believe in.

But is there an American "Religious Left?"

Who are they and what do they believe in?

Filmmakers William Arntz, Betsy Chasse and Mark Vicente believe so – and point to hundreds of thousands of them flocking to see their new award-winning film, ***"What the Bleep Do We Know?!"***

Take the test -- Are YOU on the "Religious Left?"

How many of these values do *you* embrace?

- Believe that your relationship with God does not require a go-between mediator.
- Believe that God may, indeed, exist in everyone and everything, not just religion.
- Believe that all humanity is profoundly and spiritually interconnected.
- Believe that the world's problems are *our* problems.
- Believe that psychological and spiritual health and growth are vital.
- Believe in equality of the sexes, and support children's issues.
- See yourself as personally responsible for your life, and expressing that responsibility through your choices.
- Don't "*believe*" the above, but *know* it to be true.

***"What the Bleep Do We Know?!"* Explores Life's Most Perplexing Questions**

- Who / what am I really?
- Why do I have repetitive emotional reactions?
- Why do I recreate the same situations over and over again in my life?

- Where did I come from? Why am I here? Where am I going? What's going on?

Half a million Americans have seen ***"What the Bleep Do We Know?!"*** in about 25 cities in the West and Southwest since its premiere in February.

The film stars Academy Award-winner Marlee Matlin, features interviews with 14 top scientists and mystics, and visionary animation.



Amanda and her date at the Baghdad Theatre with blue grid surrounding them.

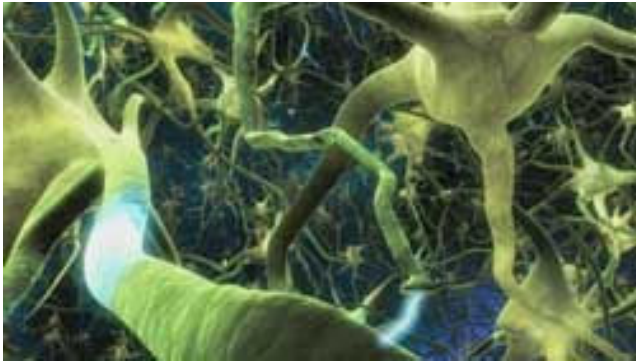


Amanda with blue light streaming from behind her.

Are leading-edge science and spirituality really pointing to the same thing? Many say yes!



Animation cell



Brain neural nets

This film is intended to help people relinquish the strangleholds we have on our own minds.

Soon **Bleep** will open in your city, attracting a thinking, feeling, and curious audience -- YOUR audience!

Many see the film multiple times, bringing friends!

Viewers claim this film has saved their lives, cured their ills, and freed imprisoned souls!

Read their comments in the Guest Book and explore the film at www.whatthebleep.com.

How Will the “Religious Left” Vote? --

Is Religion vs. Spirituality another polarizing American issue?

What may really be at stake in the Presidential election?

View the film ... Interview the filmmakers and scientists ...Provoke your listeners!



Animation characters



Two men with animation characters on their shoulders.

Special Media Opportunities:

Call RJ Millard 212-367-9435, or email rjm@idpfilm.com.

Media kits, screeners and interviews available.

Interviews and photo shoots can be arranged with the filmmakers, actors and scientists.

Unique animation photography available on request.

For Bios of the filmmakers, click on "The Filmmakers" at www.whatthebleep.com
<http://www.whatthebleep.com/>

A robust online media kit with hi-resolution downloads is available online in the Press Room at
<http://www.whatthebleep.com/>

Send an email request for a copy of the May 2004 Voice of Choice article titled "What is Reality" by Mark Vicente.

"What the Bleep Do We Know?!" opens wide at over 100 theatres throughout the U.S. from September 10th through 30th. Look for it at:

Loews Cineplex
 Regal Cinema
 Movie Experience
 Century Theatres
 Landmark Theatres
 And your local independent movie theatre

Travel News Releases

The goal of a travel feature story is to make you want to go and visit.

You must tell a story that actively and emotionally engages the audience.

Your goal is to let them feel the heat of the sun's rays, enjoy the splendor of the culture, taste the exquisite culinary delights, imagine the delightful experiences and pleasure of every moment.

The travel news release contains all the essential facts and information and convey it in a manner that still must not be overly commercial.

High quality carefully selected photos must be presented and offered in high resolution for magazines and newspapers.

For Immediate Release

This “rent a villa” article may be used in whole or part with resource information please. 1,000 word article version and alternative photo selections available.

High resolution photo jpegs and additional information are available upon request. More photos and information available at the web site (www.villaencantada.com) Media visits and review inquiries welcome by arrangement.

Contact: Paul Krupin 800-457-8746 or 509-545-2707 or just hit reply to this email.

Villa Encantada, Puerto Vallarta, Mexico

Enjoy a Five Star Villa on a Three Star Budget

We were the ten amigos—a group of five couples who had heard a lot of great things about **Puerto Vallarta** and wanted to plan a group adventure.



Yes, we were spoiled. We all worked hard and wanted to wrap ourselves in the luxury of a five star experience but didn't want to break the bank in the process. Still, some of us had found that five star hotels were not always what they were cracked up to be. Their five star reputations were sometimes twenty years old. Along with their high prices, several of us were tired of being nicked and dined on charges for internet, phone, parking, and access to the fitness center. Not to mention the high room service charges and the choice between valet charges or the 400 yard trek from the parking lot. Yes, we spoiled bunch of amigos still wondered if a better deal was possible.

Renting a Villa

After checking the internet, we found most of the five star Puerto Vallarta hotels were all inclusive meaning incessant buffets and sometimes less than stellar food. The going rates were \$350-450 per day per couple plus 17% tax. That's when the idea of renting a Villa in Puerto Vallarta came

to mind. Sounded sort of luxurious—kind of like Lifestyles Of the Rich and Famous. It also sounded kind of chancy—would it really be a good deal and how would we separate the five star villa from the minus two star casita? Our only previous experience as a group had been sharing a ski cabin. One amigo had once used vrbo, vacation rental by owner, so we checked their website. It has gorgeous rental properties. Our dilemma—are they as advertised and what were we really getting? Turns out to be easier than I thought.

We went to the Puerto Vallarta section and narrowed it down to five bedroom villas so that each couple would have a private bedroom. We found that most of the more luxurious villas had individual bathrooms with each bedroom. The next part was a little trickier.

Nearly all the luxury villas had a houseman and maid, but when it came to cooks, the service provided varied and in some cases there were extra charges for the cook. There were also differences in taxes, with some villas charging 17% extra and others including it in the price. After searching vrbo.com completely as well as alternative sites we found on Google, and with good deal of friendly debate about alternative villas, we finally settled on a luxurious air conditioned villa near Conchas Chinas, Puerto Vallarta's best area.



Seeing is Believing

Villa Encantada, our elegant home for a week was close to the beach and close to the best part of the City, and had both jungle and ocean views. It rented for \$1,100 a night and tax was included in the price, as well as a houseman, a maid, and a cook for two meals a day. It even had a special that the seventh night was free which made it even more within our budget. This worked out to \$190 per day per couple. We took the leap of faith that the pictures weren't like a bad experience on match.com. Would the villa actually look like the beautiful pictures we had seen on the internet? We were about to find out.

Finally the long awaited day arrived. The ride from the airport was a relatively easy 20 minute taxi cab drive. Arriving at the Villa, we were greeted by the friendly smile of Humberto, the houseman. He had cold margaritas, chips, and homemade salsa and guacamole waiting for us on the palapa bar next to the pool. Not at all a bad way to start—our future looked bright!



Villa Encantada pool area in the day and at night

Anxious to look around, we had Humberto give us a quick tour of the villa. We had lucked out—the villa actually looked like the pictures—maybe better! The colors were gorgeous, the villa was open and airy, and the views were impressive. All five bedroom suites had access to balconies and outdoor areas. The main floor had a large cantera stone deck area with a beautiful pool and spa tub. The windows, doors, and closets were made out of a rich Mexican hardwood and the floors and columns were all cantera stone. Large, colorful artwork decorated walls throughout the villa and the décor was consistently designer quality. The bathrooms had striking stonework and large open showers. We were ten happy amigos!



Humberto, Isabel and Walter- Villa Encantada staff

For those of us who couldn't do without our electronics, we had free high speed internet, a fax machine, and free calls to the states. No one complained about the 50 inch plasma TV with 200 satellite channels including sports either.

Life is Good

It wasn't hard to adjust to life at the villa. We got up each day to a breakfast served on the patio. Lunch was great leftovers from the night before or items we had asked Humberto to pick up at the store. Any food, drink, or sundry items we needed were picked up by Humberto and charged to us at actual cost. We never had a houseman before, but it got quite habit forming!



Living Room



Kitchen with island



Open air patio dining and palapa bar

Afternoons tended to be spent around the pool and palapa bar with a cold drink close by. Puerto Vallarta has a myriad of activities from fishing and whale watching, to art walks, to tree canopy riding, but I guess we would have to do those next time around. We were having too much fun just hanging out with our friends. And why leave, when you can have massages or yoga classes on the open air patios at the Villa.



Cupola Bedroom with beautiful jungle view

At night, we had planned to visit the fabulous restaurants Puerto Vallarta is known for, but we were lulled into wonderful evenings drinking and dining at the large outside dining area. When you start with appetizers and drinks by the pool and a gorgeous sunset, it's hard to muster up the

energy to clean up and go out to dinner! Walter, the Mexican chef, was quite a character and a real luxury. He tried very hard to please us with his delicious meals and beamed when we praised the quality of his cooking and his presentation. A luxury vacation is when the hardest thing you do all day is figure out what to mark on the seven page menu for future meals. Coconut shrimp for dinner? Mango crepes for breakfast? Who could choose? If this is how the jet set lives, sign me up!



Sunset from patio at Villa Encantada

Following our relaxing evenings on the patio, we retired to our luxurious beds. The beds plus the soft tropical night breeze provided me some of the best sleep I've ever had.

Over the course of our stay, the unexpected part for all of us was that our wonderful houseman, Humberto, our sweet hardworking housekeeper, Isabel, and Walter, our effervescent cook extraordinaire became like family to us. We all came to realize that this feeling was not something that you could easily achieve with a hotel staff.

As our last day sadly arrived, the ten amigos were getting ready to ride off into the sunset, we all vowed to return again!

For more information visit www.villaencantada.com

This article may be used in whole or part with resource information please. High resolution photo jpegs and additional information are available upon request. More photos and information available at the web site. Media visits and review inquiries welcome by arrangement.

Contact: Paul Krupin 800-457-8746 or 509-545-2707 or just hit reply to this email.

Rates per night (accommodates ten to twelve).

	Rate per night	Minimum Stay
High Season Nov 1, 2007- April 30, 2008	\$1,110	7 nights
Value Season May 1, 2008- October 31, 2008	\$860	5 nights

High Season Nov 1, 2008- April 30, 2009	\$1,250	7 nights
Value Season May 1, 2009- October 31, 2009	\$960	5 nights
Christmas and New Year's December 19- December 26 December 26- January 2	\$1,950	7 nights

Query letters

Query letters are a very special alternative type of persuasive correspondence in the PR practitioners toolkit.

They are particularly useful and effective when pitching a technical feature idea to carefully targeted industry media trade press or magazines.

The successful query letters are:

- Individually addressed to media by name and title. This is done through fax mail merge technology and databases, such as those used by Imediafax.
- Look like a carefully written, highly personalized, personal letter, with a script font signature.
- Are short, to the point, and have a first sentence that tells the editor exactly what it is about immediately.
- Qualify the writer's credentials.
- Presents expert information and insight into the relevance , importance, critical timeliness, and value the subject has to the media audience.

Query letters should be followed up with a personal phone call to see if an indecisive editor can be turned into a success. This is of critical importance when seeking to get published in highly competitive mainstream publications.

THE DANIELLE ADAMS PUBLISHING COMPANY

~ Office of the President ~
 Box 100 □ Merion Station, PA 19066
 610/642-1000 □ Fax 610/642-6832
www.dobkin.com

Dear Editor,

Would you like to help your readers succeed? The formula for success is quite simple, you know:

1. poor marketing = poor sales = failure
2. effective marketing = increased sales = success

Simple, isn't it? If you'd like to help your readers get more sales, more easily, and at the same time lower their marketing costs, I can help.

I write articles on effective low-cost marketing methods. No history, no theory, and no bs. I cut through the clutter and present useful, **practical how-to information**.

Readers no longer have time for fluff, or useless information - they can get that on TV. Today's readers need practical information they can use right now. There's no time for the long form, just give them the essence, the short form, the Cliffs notes.

These articles - and more - are available for publishing in your magazine. All my articles are information-intensive, and crammed with usable marketing techniques. Titles include:

- How to Create a Winning Direct Mail Package
- How To Create Your Own Great Ad, or Get One You Like from an Ad Agency, **the First Time**
- How To Write an Effective Direct Mail Letter
- The **10 Worst Mistakes** in Direct Mail
- **Increase Your Ad Response 10 Times**
- The 13 Fastest Ways to Get Business Right Now!
- A Simple Rule to Create the Best Headlines
- Getting Your Press Release Into Print

Take a look. You can request any of these articles by fax (610-642-6832), look at them at our web site, or you're welcome to a **FREE REVIEW COPY** of my new book, **Uncommon Marketing Techniques**.

Thank you so much for your consideration to feature these articles, or a review. All reprint rights are industry exclusive. Please, call right now - **610-642-1000** - for articles in hard copy or on disk, or to receive this new book free, with my compliments.

Kindest regards,

Jeffrey Dobkin

Part III: TRASH PROOF PUBLICITY PLANNING & STRATEGIES

Why News Releases Fail

One of my motivations in writing this book is selfish. The less mistakes my clients make, the easier my work becomes. And often my clients do try their hand at writing news releases. After all, they're short. How hard can they be? Pretty hard, it turns out, since editors and producers often won't tolerate one single mistake.

Don't take my word for it, take Bill Highlander's (Editor, Times Media Inc.): "Make sure all the crucial information (who, what, when, and where) is at the top of the release. You would be surprised how many releases I've received that are either missing the date or the time or the place of the event or wait until the very end to give me that information. I receive about 200 releases daily. If I can't find the pertinent information immediately, I don't waste time trying to find it."

After twenty-five years of writing news releases, I've seen just about every type of mistake there is. And I've interviewed many editors and producers about their pet peeves. Here are the most common errors and what you can do to correct them:

- 1. *You wrote an advertisement.*** If you wrote an advertisement and wanted a feature story and interviews, don't be surprised if the only media to call is the advertising manager offering you a package deal. What you offer is oftentimes what you will get. Start over. Educate and inform. Don't sell.
- 2. *You wrote for a minority, not for a majority of people in the audience.*** You simply won't compete with other news releases that address a larger demographic. Focus on a different issue that will interest more people.
- 3. *You are the center of attention, not the media audience.*** You describe your business and your marketing, instead of things the target media's audience will be interested in. Shift the perspective.
- 4. *You forgot to put the five W's up front.*** (WHO, WHAT, WHERE, WHEN and WHY the audience will be interested). You may very well have the first four W's, but it's the last W that matters most. Clearly and succinctly tell the media *why* the audience will be interested in your product/service.
- 5. *You are too wordy and text dense.*** You focus on details and minutia, instead of the most important ideas, issues, factors, facts, and news angles. Highlight only the most newsworthy information.
- 6. *You place too much information on one page.*** Your one-page news release has a font size so small an editor needs a magnifying glass to read it. Make it legible.
- 7. *You included corporate logos and other non-persuasive graphics.*** These distract the editor from your key message, especially if the fancy font or design turns to gobbledygook when it goes through a fax machine. Include only easily transmitted and value-added graphics.
- 8. *You wrote a personally biased article.*** Get off your soapbox and make your pitch more objective.
- 9. *You forgot to explain what it means to real people.*** If there's no real human interest, facts and figures fall flat. Tell a story about real people.

10. You wrote about how your news ties in to someone else's fame and glory. Forget it. Never stand in the shadow of someone else. Make your own light. Tell your own story.

11. Your news release responds to something that just happened. You're too late. Forget it. Get out in front of the news.

12. You included too much hype. Editors and publishers want substance, not hype.

13. You identified prior media coverage. People want to break news, not regurgitate it.

14. You tried to impress and be clever. If you're too snarky, cute, or clever, you will sound petty, not like an authority.

15. You made vague and/or unsubstantiated claims. Be clear about what you say and, if it's controversial, be sure to back it up.

16. You are trying to be someone else. Be yourself. Readers and viewers can detect a fraud.

17. You wrote a rant or a rave. Know the difference between a letter to the editor and a problem-solving-tips article that's worthy of a feature story.

18. You are simply not credible. If you're not an authority in a particular field, get someone who is to support your point of view.

19. You provided poor contact information. Provide one key person, one phone, no fax, one email address, and one URL (with no long string addresses).

20. You did not include a clear media call for action. You didn't tell the media what you want them to do with your news release. Make a clear suggestion and offer the media incentives to comply, like free review copies, free test samples, interview questions and answers, media kits with story angles and stats and data, relevant photographs, etc.

21. You did not incorporate a primary response mechanism. You need to include a value-added reason, which motivates the editor to publish or mention your contact information. Provide something unique and of special value to the audience, that the editor feels good about mentioning (a free problem-solving report, for instance).

22. You sent the release to the wrong media. Target the media that your clients read, watch, and listen to when they are in the right mood—that is, receptive to hearing about your news, and willing to take action when they get your message. If you don't know your target media, then hire a publicist.

23. You rely on a single fax or an email to produce an avalanche of media calls. Follow up properly and you can triple or quadruple your media response rate. Once you have them on the line, you can ask editors, "What can I give you to support a feature story and meet your needs?"

24. You've got unrealistic expectations. You won't get rich off one news release. Your chances of getting famous are just about as slim. Start with realistic expectations: breaking even. Count one or two quality media responses as a success.

While there are many ways to go astray with a news release, writing them is an art, not a hard science. You may make one of the mistakes I've listed above and still get a ton of media coverage. Editors and producers are the ones with the power, though, so it's best generally to honor their requests and preferences.

Check out **Appendix A** for what specific editors and producers had to say about their news release preferences.

Communication Strategies for Prime & New Media

Every Word Counts

As our society moves at a faster and faster pace, you have less time and less opportunity to make an impression that gets through to people. With hand-held portable devices, one sentence to one small paragraph is all you can get or the message will be ignored. So the first sentence—the lead—acquires more importance than ever before.

Rather than focus on brevity, though, focus on content. If you're providing quality content and not wasting the reader's time, your news release doesn't have to be miniature.

A Picture Is Worth 1,000 Words

Don't hesitate to include photos and graphics, which can be powerfully integrated into a presentation. Be mindful of fonts, print size, and image quality, though, so that your submission is not only visual, but visible. Screens, after all, can be tiny.

Your email html news release or an html news release posted to a web site can incorporate photography, graphics, imagery, audio, and video. You can then offer media access to the high resolution images for immediate download.

Don't Send Unsolicited Attachments

If you are using email to distribute your news release, you cannot and must not send unsolicited attachments because of the concerns about viruses and other malicious code that is harmful to personal computers and networks. Attachments and fancy technology can trigger the spam filters and firewall protections on many email servers and mail systems, and reduce delivery.

Once you get permission to send a specific attachment, it is OK to do so. But never send any attachment file without getting explicit permission to do so first.

Offer Links to Rich Media

Embed low-resolution images in your email html or on your web site to keep the file size low. Place links to your online press kit or directly to the url which downloads the larger, high-resolution file.

Create links that allow media to immediately download jpegs, gifs, fs,MP3's, wmv's or mpeg's. Avoid using flash and animation, though, and do your best to match the technology of the target media.

"Rich media" links are viewed as a safe, free media incentive that can lead to an in-depth feature story or interview coverage. Here are some of the rich media offers you might include:

- Text copy of key information

- More detailed data and information
- Backgrounders
- Embedded photographs and galleries
- Embedded audio
- Embedded video
- Biography & credentials
- Résumés/vitae
- Prior & associated media coverage
- Technical specifications
- White papers
- Books & products

Social Networking

Depending on the medium you are posting to or contacting, be sure to utilize their ability to extend the reach of your message. You might choose to include the following tags, links, or information:

- RSS for more news from the source
- RSS for more product information
- Share this (forward to friends by email)
- Social Tags or Clouds for social networking (so people can "insert social network of choice")
- Blog this (links to blogging platforms)
- Links to other relevant news aggregators and online communities
- Links to hosted networks or discussion forums, or other online media
- Electronic contact information: heard, vcard, email, telephone, cell phones, faxes, etc.

Personalize

Explain exactly what you hope to accomplish by contacting this particular media professional: feature story, interview, etc. In the process, demonstrate that you know exactly what they expect to receive from you. This process requires targeting narrowly and carefully. Don't broadcast a query or news release or announcement to irrelevant media. Don't even address an email to multiple addresses. Do that and you won't get publicity; you'll get blacklisted or run headfirst into a SPAM filter.

Be Time-Sensitive & Timely

You're approaching busy media professionals. Demonstrate respect for their time. Get to the point quickly and show why your material is timely.

Conduct Yourself Professionally

Don't try to sell the media your product. Do try to get their interest and get them to request more information.

Meet their needs, not yours. Propose problem-solving articles which advocate the benefits or techniques associated with a strategy, technique, product, or service.

Don't make claims about your product or service that you can't prove.

Reread, reread, and reread. Re-write, re-write, and re-write before you click to send. If any of your correspondence or written materials is unpolished, the media is likely to see you as unpolished, too.

Follow up in a timely manner with concise, respectful correspondence.

Approach each media source according to their wishes.

It helps, of course, to be familiar with the media and the technology. If you can't find examples of their content, request media kits or go to a library and do proper research. Spend as much time on a target web site as possible—listening to podcasts, reviewing the range of their offerings, charting the frequency of content updates, finding reviewers that share your sensibility, etc.

Let's say you're interested in submitting your news release to a particular blog. Here's what you should do:

1. Research blogs in your topic area and visit the top ones frequently. Study what they cover and how they write their posts.
2. Develop relationships with bloggers by responding to their posts. The more time you develop these relationships before submitting your news release, the better.
3. Ask permission to send your news release to specific bloggers. Do not sign them up to a media list.
4. Be familiar with the bloggers, their audience, and those in the blog's tribe. Give them a unique and personalized proposal. Do not send them a generic news release.
5. Demonstrate that you've done your homework (about their blog, style, and content) and prove that you are part of their audience and tribe.
6. Identify who you are, your relation to the proposed post, and whether you have any perceived or actual conflicts of interest. Describe them honestly and precisely.
7. Realize that popular blogs are as difficult to break into as major media. Target the smaller blogs in your target niche first and develop your authority/network before approaching bigger blogs.
8. Instead of pushing your own news and expecting them to write about it, give them your thoughts on what they've written and explain why and how what you've done is important to their ideas.
9. Provide the blogger's audience with a free offering that they will love.
10. Offer extremely helpful advice, directions on how to solve a special problem, a new and unique resource, or a special link or download.

LOCALIZING-THE KEY TO INCREASING YOUR PUBLICITY

The media-response rate for news releases with a local-community-involvement angle is the higher than for any other news release I send. They result in more interviews and more publications. Newspaper editors, in particular, appreciate these customized pitches.

It's work to localize a news release. It takes research to identify the specific concerns and attributes of a unique community. But it's worth it. If you are able to cater your release to a local audience and do it convincingly, they will feel appreciated and be receptive to your pitch.

First, study the local news, education, and entertainment media outlets. Glean what you can from them, in terms of style, material, and audience.

Here is a list of potential key elements that can be used to flesh out local story angles:

1. Local event
2. Local impacts or consequences identified

3. Local people, families, or residents involved
4. Quote from the local person of interest
5. Local person offered for interview
6. Story about a local person or people
7. Direct media access to the local people involved
8. Local innovation, breakthrough, or accomplishment
9. Local problem, challenge, issue, or concern
10. Local prediction (good or bad)
11. Local interests (groups, clubs, cultures, private or public interests) affected
12. Local area affected (geographic locations)
13. Local facts, data, and statistics
14. Local photo offered with permissions of people in the photo
15. Local photo opportunity offered
16. Local business or government or institution involved
17. Local secrets, knowledge, special opportunities, hot spots, cool or fun things to do or go
18. Invitation to local media to attend or get involved
19. Creating or offering additional local opportunities for events, interviews, and photos in the future
20. Create new local surveys, events, scholarships, programs, or contests, with local winners

The more of these elements you can offer, the better your chance of success with the media will be.

Demonstrate Emotional Investment

Media want to capture and communicate how people feel when they're coping with adversity or failure, or when they're experiencing success. Give them what they want:

- Pain
- Anguish
- Happiness
- Guilt
- Fear
- Joy
- Satisfaction
- Passion
- Caring

Explain the investment of specific local people, or let local people tell their personal stories. If there's a conflict or controversy, get a local person to offer up a statement that describes their position and the opposition's, and what exactly is at stake. Whenever possible, offer a photo or video that shows the concern, anxiety, or other emotions they feel. Be sure to locate the image in the setting where the controversy or event occurred, too, so that you don't just have people standing and talking.

To prove that you value the local angle, identify people by name—in your news release and photo captions. Do not offer up a picture of anyone, though, unless that person signs a permission form.

Timing Your Local News Release

- Calendar items for the lifestyle, business, or community section: Send a short concise event announcement to the calendar editor one month before the event.

- Feature story: Send a detailed one-to-two page news release to the feature editors and news assignment editors 2-3 weeks before the event.
- Media advisory: Send out one week before the event.
- “Live at the event” feature story: Send out either at the event or immediately after the event.
- Follow-up on a feature story or an opinion/editorial story: Send out after the event.

Localizing National Campaigns

Localizing a national media outreach dramatically improves the quantity and quality of the coverage you receive. First, though, you must make sure your news release is sent to the appropriate local media professional. If it doesn't fall under their topical jurisdiction, it will wind up in the trash.

Both custom media lists (in small batches), and mail-merge templates and databases can help you reach local communities, but make sure the technology and lists are up to date. Otherwise, the recipients will feel like they're being approached by unskilled telemarketers.

Localizing Road Tours

If you're a traveling author, speaker, seminar leader, or event coordinator, be sure to localize your news release (using specific local facts, names, officials, and organizations), so that you're warmly welcomed.

Google Maps and Google News can be very helpful tools to identify key players in a region. These key players might be found in a local company, organization, government, club, church group, PTA group, or a non-profit group.

Approach these key local players to gauge their interest in participating meaningfully in your media interviews and features. Brainstorm local-angle ideas with them. Then be sure to share the limelight with them; it will enhance your authority and increase attendance at your event.

At the very least, send your product or an event invitation to one or more of these key players: the local mayor, a principal, or president of a volunteer organization, charity, or self-help group. The goal is to build awareness of you, your product or event, and your organization, and at the same time build connections to the community. If an influential local person endorses your product and can communicate how it helped them, you will be more likely to get press coverage.

Speaking of the press, contact the local media three weeks before you arrive in a location, so that an interview and/or feature story will be properly timed for your arrival, you can provide accurate event details and contact information, and they can help promote the event.

If you can make a convincing case for how you intend to help others, you might qualify for a public service announcement (PSA), which is used to promote a nonprofit organization or public service and is free of charge. If you think your event falls under this category, write a PSA into your news release, so that radio and TV stations can simply read these scripts live over the air.

While not all local publicity is free, it is low-hanging fruit for those willing to invest the time and energy to provide local media with what they need.

EVENT PUBLICITY: DOUBLE YOUR EXPOSURE, DOUBLE YOUR PROFITS

Famous authors give readings at different chains and independent bookstores in the same city on the same trip. Speakers do this, too, even when they are invited by one organization to speak (for major fees). They immediately go into marketing mode to get a second and third engagement in the same location to maximize the local visibility and presence, get the most out of the travel expenses invested, and make the most profits. Why shouldn't you?

You should. Once you have one event scheduled, use the Internet, phone book, association directories, and any local contacts you might have to identify additional locations and events. The goal: double up, triple up.

You can create a one-page news release for all media. It should:

1. List the event(s): locations, times, dates, activities (who will be speaking), cost, local contact information, and even directions.
2. Explain who will be most interested and why (the event's importance, in other words)
3. Offer some feature story content (substantive information or tips) that will appeal, in particular, to print media

Shoot for coverage from all media, not just one source. Newspaper, radio, and TV coverage feed off one another. When people see you, your product, or your organization in multiple media venues, they suddenly feel like they need to know more about you. The result: improved attendance and sales.

Event Publicity Campaigns

I can't overstate the importance of customizing your communications (including news releases)—whether you're approaching a blog, a small community newspaper, or the *Today* show. So long as these media professionals feel like their wishes and needs are being met, you can and will generate publicity. There's a good chance, too, that you will be able to book multiple events in the same town or city.

One phone call or news release may get you publicity, but to make the most of an event requires a well-orchestrated campaign. Here are actions you can take (before, during, and after an event) to maximize coverage:

1. Identify points of contact that will work in advance of an event and while at the event, so media can contact you beforehand and on short notice.
2. Localize, localize, localize. With your news release, show the media that the event has significant local and editorial interest.
3. Bear in mind that free events garner more publicity than those that charge admission.
4. Create a custom-targeted media list, covering the daily and weekly newspapers, news services and syndicates, radio stations, TV shows, and magazines in the event area.
5. Send out your first news release 3-6 weeks before the event. For daily and weekly newspapers, target the calendar editors, metro editors, and the feature editors. If appropriate, also target the specialty editors that cover your field.

6. Follow up by phone with the most important media on your list at each event location, to obtain coverage and invite the media to attend, or conduct an interview before, at, or even after the event. Offer tailored articles, interviews, and site visits if your schedule allows.
7. Send out a second news release 7-10 days before the event, and follow up once again by phone to get and confirm media attendance or interviews.
8. At the event, be sure to thank the media for attending. Give them review copies and media kits if you haven't already done so. Ask if there's anything you can do or provide that would make their jobs easier.
9. At the event, position yourself as a helpful champion of the locals, a facilitator of change.
10. Give the media photo opportunities to capture local people experiencing real emotions. One great picture of a child or a person exhibiting a dramatic and personal feeling will galvanize the reading public to action and result in more sales.
11. Send out a final news release at or immediately after the event. This release should be a short article which summarizes the high points of the event and provides ordering and contact information.
12. Call to thank media contacts for the coverage and to request tear sheets. Offer additional information, articles, or interviews by phone as appropriate.

Creating and Executing a Simple Publicity Plan

A publicity plan is a written strategy that identifies the actions you need to take to acquire media coverage. It should be integrated with your business plan and marketing strategy, so that it proceeds apace with corresponding elements of your business.

While your publicity plan need not be longer than a page, it will help provide you with direction. In general, the phases are timed with the development of your product/service. Here is the typical sequence of phases:

Pre-publication stage
 Pilot Stage
 Pre-announcement
 Announcement of availability
 Demonstration events
 Post-production Feature Stories
 Ongoing announcements
 Problem-solving tips

Early in the process, you are simply trying to raise awareness of your presence among key industry players, distribution networks, and potential customers. Once your product is created, your primary purpose is to generate public interest that drives sales. The trade publicity becomes secondary.

Reviews and feature stories are more important. As you are actively promoting your book you publicize your book signings and events. Event announcements, interviews, tips articles, and feature stories are what you are after.

Once you've done an initial suite of post-publication publicity, you'll need to come up with a plan to carry the book forward for its useful life, which can be as long as you want to make it. Let's assume you want to implement a plan that has you transmitting a news release to media each month for a year.

Brainstorm until you come up with the top 12 to 20 truly interesting topics in your target area.

Now start with number one and write a headline and keep on going till you have 12, one for each month of the year.

Title News Angle Media Target

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Vary and adapt your plan to focus on holiday tie-ins, current events, and other predictable occurrences (seasonal effects, sporting events, elections, etc.).

Voila! Your year-long publicity plan is almost done. You have the subjects for each monthly news release. You also know what type of news release to create. This lets you budget for and plan, step-by-step, what you need to do months in advance.

Your job as publicist is to always pitch to the broadest, largest possible demographic. Identify and emphasize the issues with the **most significant interest** to the **maximum number of people**. Look over your list each month. Always select the topic that is likely to interest the maximum number of people in your target group. Review the plan each month so you always select the best topic.

Now start writing each news release one each for each month.

Create your first news release for your primary media target whether it be print, radio, or TV. Then reformat and revise it appropriately for whichever additional media you are aiming at.

- Radio and TV want the emphasis on the talking points and entertainment value to the listening or watching audience.
- Print media want emphasis on the information and value added to the readers.
- Ezines, web sites, forums, mailing lists, blogs, and social media sites all have special formatting requirements.

The same core information may be used for each, but you have to meet the needs of each media to achieve success. You have to treat each as an individual and go out of your way to satisfy their needs.

When it comes to media, if you adopt a policy of "no unhappy customers," you will succeed.

If the news release strikes a chord, you convert the news release into the format needed and then transmit it to the other media and get it into circulation.

What one media likes, other media will also like. Media begets media.

Create your personal media calendar

When you create your publicity plan, be aware of specific media lead times:

- Magazines four to six months
- Weekly newspapers four to six weeks
- Daily newspapers two to three weeks
- Radio and TV two to three days to weeks to months in advance

So if you create a calendar it should look something like this for magazines:

June – Christmas
 July - New Years
 August - Valentines Day
 September - St. Patrick's Day
 October - Spring
 November - Graduation
 December - Mother's Day
 January - Father's Day
 February - Summer
 March - Independence Day
 April - School
 May - Halloween

Get the idea? Now adjust your news angles to fit the calendar and identify the right media to go with the plan.

Remember that once you've developed a proven communication that produces action, then you get to use your electronic technology to inexpensively repeat the message to duplicate the response to multiply your effectiveness.

The spinoff communications products you can create include:

- Publicity (Prime and Internet media)
- Marketing (direct, retail, wholesale and affiliate)
- Speaking (live, telephone, web seminars)
- Posting (groups, ezines, groups, blogs, blog tours)
- Consulting (live, phone, email, Internet)
- Teaching (live, telephone, web seminars)
- Licensing

But just remember that your initial copy is crucial. It must start with A **TRASH PROOF NEWS RELEASE**. With it, you can fly. Without it, you'll sink.

Hitching a Ride on Current Events

While it's important to follow your publicity plan, current events present opportunities for media coverage that shouldn't be ignored. Obviously, you do not want to be seen as an ambulance chaser, but there are ways to get out in front of the news without seeming like a vulture. It helps, of course, to be aware of the typical news cycle and what the media needs at each stage.

For current events, the media needs:

- Relevant facts and insights into what this event means to the watching public
- Expert commentary & an ability to assess and relate past history to the present and the future
- Analysis of impacts and consequences
- Opinions on what individuals, organizations, and governments should or shouldn't do
- Evaluation of developing trends
- Ideas and strategies related to prevention, protection (physical, emotional, and financial), and remediation
- Remedies for the people involved directly or indirectly, as well as for their support network.

The successful news release for a current event will:

1. Have a concise headline;
2. Clearly state what, when, where, why, and how the ideas benefit the group of people most affected;
3. Declare why the information is of interest to the media audience;
4. Provide a statement of facts, issues, analysis points, conclusions, questions and answers, and/or talking points;
5. Present trustworthy credentials quickly;
6. Provide clear contact information (name, phone, and email) that allows for quick booking of the interview;
7. Offer the media more free additional information (review copies, white papers, pdf files, etc.) via web site, e-mail, fax, or overnight.

Timeliness & Timing

Never waste the media's time, since they are often on tight deadlines. Current events make time even more precious. The longer you wait before sending out your current-event news release, the less likely you will receive coverage.

Demonstrate to the media that you're not only on top of the news, you're a step ahead of it. Provide them with a likely timeline of what will happen next, and identify the key events and opportunities for your next timely media appearance(s). For a tsunami and tidal wave, for instance, an expert in waterborne diseases ought to get out in front of the media immediately because the threat is imminent (two to three days before the event), but also as that threat is realized (predicting how the disease levels will progress), and again as the situation develops or is resolved.

Too often a current-event pitch doesn't allow the media enough lead time. If you're not aware of the lead time (or the demographics of the audience), find out before you make your pitch.

With current events, call in to a specific editor before you send a news release. Present the idea. Then send it and follow up with a phone call.

If the target media is already covering the event in a certain way, then you can't propose something similar. You have to approach it from a different, *forward-leaning* angle that will still appeal to a large number of people in their audience.

"Forward-leaning" is the key. Whenever a significant event happens, consider not only the immediate consequences to those affected, but forecast outward. How might you or your products and services provide *forward-leaning* value to those in need?

Following Up With Media

Now that you've sent a news release, once, twice, three times, you need to realize how difficult it may be to get on the media's radar screen, and stay there, until they give you what you are asking for—publicity.

To register in the minds of media professionals, they need to see your news release...oh, about...seven times. It is like direct mail and direct marketing, in that regard.

Keep sending stuff out and keep calling, and recognize that the effect of media publicity is cumulative. Many of my clients call 3-5 media each day, even if they haven't sent a news release in advance. It works for them, and it will work for you, if you stick with it. Calling will increase your success ratio considerably more than just faxing or emailing a news release alone.

The 30-Second Pitch

Make sure you've honed your thirty-second pitch before you call. Here's an example of a good pitch, courtesy of Bev Harris from Renton, Washington:

Hey, we've got a great new guest for the New Year: Edita Kaye is the most popular female nutritionist in the USA. She's hosted a 13-part PBS series and is one of those rare guests who just sizzles on the air. You'll invite her back again and again. She dishes out tips to end "life in the FAT lane!" Her book, *THE SKINNY PILL*, is a blockbuster seller and her radio personality brings out the ABSOLUTE BEST BULGE-BEATING TIPS. She offers contests like "Tell us your fat story" and "FAX US YOUR BUTT"! What can we do to get her booked on your show?

When you call, have all your materials near at hand—facts, tips, quotes, a written copy of your pitch, etc.—and be ready to fax information immediately or express media-kit materials overnight.

Every day, create a prioritized media list and call the most important media first (when you and they are most alert). Then work your way down the list.

Follow-Up Script

When following up on a news release, never say you are calling to see if they received your press release. NEVER. They will suspect you're a novice, and you will soon hear a dial tone.

Instead, say, "I've got a story about ----- . Are you the right person to talk to about this story?"

If they are not the right person, then ask for the name and phone number of the right person. Get it, and then ask to be transferred to the right person. Get the right person on the phone.

If you have the right person, your next question is: "Is this a good time? Can you give me a couple of minutes?"

If no, ask when a good time would be. Then call back at that time.

If yes, then give your best 30-second pitch. Make sure you end your pitch with: "What can I do to get booked on your show?" if it's an interview you want. If it's a speaking event, ask, "Can I talk to your group?" If it's an article, ask, "Will you publish this helpful information?"

If they are undecided, ask, "Would you like additional information about this story?"

If they say yes, get their address for an overnight or priority mail package. Send your media kit and all the specific materials they've asked for or might need.

If they say no, ask, "What would you need to do a feature on this story?"

Listen closely for the editor's needs. Once you've addressed those needs, renew contact and be sure to repeat back what the editor said to you. It's hard for editors to reject their own words. That said, editors and producers are very good at zeroing in on inconsistencies and areas of weakness. Be prepared for revision requests or qualified rejections.

Under no circumstances should you turn hostile or defensive. If you need to defer a question, say, "I think I need to do some research and get back to you with the information about that question."

Be patient, considerate, helpful, honest, and professional.

The more you put yourself in the mind of the editor or producer—how many requests for publicity they receive, their specific needs, etc.—the more apt you are to receive a positive response.

MEDIA REQUEST—WHAT TO DO NOW THAT YOU HAVE MEDIA NIBBLING ON THE LINE

Congratulations! A media professional has responded to your news release or phone call.

Presumably you already researched the publication or outlet, maybe even the specific individual. If you haven't, now is the time to do so. Learn as much as you can about their work and the format they typically use. Do they write features, articles, reviews, or all three? The more you're able to tailor your submission to their needs, the

better. Delivering ready-to-use, individualized materials for an editor is your best chance at distinguishing yourself from the thousands of other publicity seekers.

Don't whip off a response to an editor without giving full consideration to what you say and what you send. Of course, you want to send them whatever they requested, but it doesn't hurt to aim high. By that, I mean, gun for a feature story. And for a feature, it pays to send a full media kit.

Your Media Kit

A media kit is a package of information specifically designed to communicate your media-worthiness. A good media kit toolbox can contain any number of items:

- Several articles
- Backgrounders
- Fact sheets
- Key person bios
- FAQ's
- B&W and color pictures
- Interview questions and answers
- Marketing plans
- Media clippings/media history coverage
- Testimonials
- Quotes
- Review copies – autographed
- Cover letter
- Idea proposals
- News angles
- Interview topics
- Myths & Legends
- Brochures
- Tour schedules
- Success stories/case studies
- CD Roms or diskettes
- Video
- Tips
- Tests
- Tools

These materials should be placed into an attractive and distinctive folder. Some people glue the cover of their book to the cover. Others hire a graphic designer to create the cover. Cost will likely influence your decisions here (both with the packaging and content inside), but your kit must stand out from the others on the media professional's desk.

Be generous with what you send—provided it doesn't bankrupt you and the content is all high-quality. Your goal is to have enough information readily available to supply the media with at least five completely self-sufficient, stand-alone articles or story angles. You do this to allow media choice, and also to demonstrate your adaptability and the diversity of your newsworthiness.

Make sure you include both black-and-white, and low- and high-resolution, color photography. Low resolution can be 72 dpi. High resolution should be either 300 or 600 dpi. You should offer photography in a variety of sizes, and indicate that it can be either downloaded immediately, or delivered via e-mail as zipped jpegs (up to ten MB) upon request. Give each photograph a title and a 50-100 word descriptive caption, so that the context is clear.

In questionnaires, high-resolution color photography was most often cited by media professionals as the distinguishing feature of a media kit. Not all high-resolution photographs are equal, however. Forget the boring straight headshot. The human body in motion is far more engaging and sexy. Make sure your photographs or videos tell a human-interest story, highlight a local news angle, and provoke strong deep feelings or intense desire.

Create an online media kit and place it at your web site. Web sites can hold more content, so display your comprehensive, online media kit prominently and don't be afraid to direct the media to it. Be sure to update it frequently, so that media can write timely and accurate pieces without having to confer with you directly.

Sending Media Kits & Following Up

Send media kits via US Priority Mail with a stamped reply card. Don't use Media Mail or even First Class. You don't have to *over-do* it with overnight delivery, but don't *under-do* it either.

If you wrote a personal letter, then you can ask them to send the reply card along with any review comments. Delivery confirmation is by no means required, but may help you sleep easier.

Be careful not to harass the media professional. Typically, it will take two to four weeks for them to get to the project. So wait at least two weeks before following up. When you call, ask, "What can I do to help you?" That's far more professional approach than "Did you get my package?" which doesn't demonstrate much respect for their time, abilities, and solicitation process.

Try to anticipate the editor's needs. For instance, you might ask, "Can I send you some more high-resolution color or black and white jpegs?" If they're receptive to your offer, get their email address and transmit the photos immediately.

Updating Your Media Kit

If you find that the materials in your kit—photographs and written content—don't produce much or any media coverage, don't hesitate to revise or completely revamp them. If it ain't broke, don't fix it. If it is broke, by all means fix it and fix it fast. If you're unsure how to fix it, obtain and study the kits of your most successful competitors.

TRACKING YOUR PUBLICITY SUCCESS AND EFFECTIVENESS

Many publicity-seekers hope that one news release will result in phenomenal riches, fame, and success. It can happen, but it usually doesn't. That's because success hinges on two important factors: getting the media to report what you want and getting their audience members to purchase your product or service.

There is a saying: "Advertising is paid for, publicity is prayed for." Publicity comes from an independent, respected source that consumers view as objective and, therefore, credible. That's why publicity results are believed to be of higher value than those garnered from advertising. But it doesn't mean publicity is free. You might have to pay a public relations specialist to craft a persuasive message, and you will have to pay for delivering that message (media-kit assembly, postage, etc.).

You hope, of course, to at least receive a sufficient return on your investments to recover your costs. But it's difficult to measure the results, since it can take weeks or months for audience members to act upon your publicity. And it might not be easy to disentangle the results from other direct-marketing efforts.

In general, though, there are three ways to track your publicity success and effectiveness: assessing the nature & quality of media coverage; tracking your success through objective measurements; and performing a cost/benefit analysis.

Assessing the Nature & Quality of Media Coverage

One well-placed media hit can be more valuable than ten mediocre ones. So how do you decipher the results of your publicity blitz? Assessing the nature and quality of coverage depends on five factors:

1. Audience. A thirty-minute radio interview on a well-liked talk show in the middle of nowhere will often outsell a five-minute interview on an Arbitron-rated station in the middle of the morning talk show in a major metropolitan area. That's because in the middle of nowhere, people have few radio choices and more time; they are paying close attention to what you say. The people in the major metro area are stressed to the max (by their jobs, heavy traffic, overcrowding, etc.), have limited attention spans, and often flip from station to station.
2. Degree and quality of your input. If you only get one quote in an article or a few seconds on the air, it's unlikely that you or your business will create a lasting impression.
3. Focus of the piece. If the article focuses on something that's irrelevant to your bottom line, it's unlikely to be very valuable to you. A positive piece with a focus on you or your business, however, can be extremely valuable.
4. Contact info. If readers, listeners, or viewers don't know how to find you, they are less likely to buy what you're selling. Do what you can to make sure your contact info is presented at least once.
5. Strength and reputation of the media outlet. If the Associated Press covers your story, many newspapers will pick it up, so this one publication has tremendous value. Even small publications can have considerable influence. Two big city newspapers in my region (the *Seattle Times* and the *Portland Oregonian*) routinely run stories written for the *Tri-City Herald*, a little known but extremely well-run paper in eastern Washington.

Tracking Your Success with Objective Measurements

Media hits: As a general rule, the majority of media hits will come within seventy-two hours of receipt of a news release. Of course not all of these hits will result in published pieces or interviews. Many will be requests for more information, media kits, or review copies. Keep track of both: media hits and published pieces/interviews. If you're receiving lots of hits, but few published pieces/interviews, your news release may be working, but your media kit or phone interactions could stand improvement.

Web site traffic: Monitor sales and traffic on your web site immediately following your publicity.

Click-throughs: Hot links can track media click-throughs right off your news releases.

Free information: If you build an offer for a free report into your news release and the media runs with it, you will know immediately what spurred the requests you receive. If you key these by title, you'll know which news release it is coming from, and you can identify the media publication.

News conferences: If you hold a news conference, the first measure is the number of journalists who attend. The second measure is whether you make the local evening news on some or all of the major networks. The third is whether your message was broadcast the way it was designed. The fourth is the public's reaction to your message.

Favorable articles: If you run a media campaign to change public opinion or address some negative issues, the goal might be a certain number of favorable articles (since unfavorable articles aren't going to be of much help).

Sales rankings: If you are selling a product, pay attention to how your sales ranking on sites like Amazon rise and fall.

News search engines: Monitor the mention of your name, book, product, or company using news search engines. They monitor only a selected set of media, but they will give you a real-time glimpse of breaking-news events.

Internet chatter: Search newsgroups, forums, mailing lists, and web logs for talk about you and evaluate the public perception following your recent publicity.

Clipping services: These more classical tracking services will reveal the volume of articles, as well as the nature and depth of coverage you are acquiring. Clipping is best conducted 4-6 months after you send out a news release. If you do it too soon, you won't catch the articles that required a 4-6 month lead-time. Be sure to compare publication dates with sales figures for that time period.

Customer feedback: If you don't have automated, sales-tracking systems in place, simply ask customers that make a purchase, "How did you hear about us?"

Performing a Cost/Benefit Analysis

While it's an inexact science, here are five key measurements to determine your level of satisfaction with publicity efforts:

1. How much did it cost to create and disseminate the news release? And, if you used a PR specialist, do you feel like they were responsive to your needs?
2. How many media responses did you get from the news release? How valuable are these particular media to you and your business?
3. Are you happy with the media exposure—the way the articles and interviews turned out?
4. Did you see a spike in purchases in the weeks immediately following the publicity? Did customers report having learned about your product from this media exposure? If your goal was simply to inform and educate, do you feel that mission was accomplished?
5. Did the publicity help you to obtain further publicity or customers (by displaying the articles or reviews)? Has your brand recognition improved?

Let's assume you make \$5 for every book you sell and that a single one-time publicity effort costs \$500. In this scenario, you need to sell 100 books to cover your expenses. If an article or interview results in ten book purchases that means you need ten media hits to break even. The media's circulation or viewership naturally impacts these figures, and so does the media-response rate.

A 0.5 to 1.0 percent response rate may sound low, but it's fairly typical for this industry (and direct marketing, incidentally). So, to get ten media hits, your news release would need to reach roughly 1,000-2,000 media outlets. Did it?

To the best of your ability, evaluate your results without prejudice. The only truly hard figure is the cost of the publicity. Weigh this against the benefits—both tangible (media hits, response rate, articles, interviews, sales) and intangible (sense of whether your brand recognition or reputation has increased positively or you have generated good will).

Remember, too, that publicity can introduce you to new people and ideas, which can lead to critical business intelligence, future collaborations, new initiatives, and better organizational alignment. Publicity may improve your operational effectiveness simply because you are receiving more outside scrutiny. Your people may pull together and form a more professional, more efficient and effective team as a direct result of the pride they are experiencing in having received such wide-open visibility and public recognition.

Let all this information guide your decision about whether to continue your publicity outreach, revise your materials or media list, or invest more of your money in advertising.

When making these cost/benefit calculations, bear in mind that response rates generally increase the more familiar the media is with you, your organization, and your products and services. Sales increase more, too, as you spend more. After a while, sales increase without spending much more at all. That's because publicity begets publicity, and once you start people talking in a nation of 294 million people, well, word gets around. It doesn't mean you'll be on *Oprah* any time soon, but then again, you might!

LEVERAGING YOUR PUBLICITY

Publicity begets more publicity, but *how much* additional publicity you receive often depends upon how you leverage your past success.

Once you have received coverage, follow these three steps to ensure you maximize your results:

1. *Save and Display Your Coverage:* Clip and save all your press mentions—online and in print. Tape your interviews. Get copies of TV appearances. Then display all this press coverage in multiple formats.
2. *Expand Your Coverage—Vertically and Laterally:* Ask other media to run the same story or do a follow-up. The longer you wait before getting more coverage, the less of a timely authority you will be. Use your publicity to jump laterally (to another medium) or vertically (to an outlet with greater national or local prominence).
3. *Reach out to Customers and Prospects:* Present media clippings to your customers and prospects—to bolster your credibility, increase sales, and legitimize an increase in fees or price.

SAVE & DISPLAY YOUR COVERAGE

Print Articles

Whenever you get an article published, obtain three original copies. Be sure to get not only your articles, but also the publication's masthead—the front page, in other words, that includes the date of publication.

Original Copy #1: Put it in a file in its original publication form.

Original Copy #2: Make a one-page cutout of the whole article. Cut and paste the masthead atop the article.

Original Copy #3: Do the same to the third copy, then get it laminated to protect it. Use this for future full-page photocopies.

For safekeeping, accessibility, and future transmission, it pays to do the following:

- Start a clip book, using a file folder or a loose-leaf binder. Keep a copy of your article here. The entire original publication—newspaper or magazine—should be kept in a separate folder for safekeeping.
- Scan the article and save it in multiple formats (jpeg's, gif's, tiff's, bmp's, and especially pdf's), so it can be transmitted electronically.
- Place a copy of the article on your web site and encourage visitors to share the article with others. Nearby, post notes or announcements containing the links to related mailing lists, eZines, newsletters, online groups, and discussion boards.
-

Online Pieces—Articles, Interviews, Podcasts, etc.

If your article is published online, go immediately to the publication's web site. First bookmark, then print your article—using the “printer friendly version” if it's available.

You MUST save the web-site html to your computer!!! Many online articles will disappear and be archived within days or weeks of publication. You can link to them, but the links will go bad when this happens. If you save the html to your computer, you can upload it to your web site and keep the link fresh, as long as you create a new link. You may have to ask the publication for permission to do this.

Next, create a one-page, stand-alone version of your article. You may need to cut and paste the publication's masthead atop your article on a clean word-processing document. That way, you will avoid advertisements and maximize spacing and placement. To create an attractive and readable one-pager, you might also need to adjust the font size and margins.

Last, create a list of prior coverage with links on your web site so people can click and go to the actual articles.

Displays

A montage of your articles can make for an attractive trade-show poster, in-store display, or press-kit feature. You can pack 6-10 articles with mastheads onto a poster and wrap your logo or branding materials around it.

Customers, prospects, and the media find color montages more alluring than black-and-white versions. For ones that are placed in high-visibility locations, make sure that the print is sized large enough to be legible.

Expand Your Coverage

Prior news coverage qualifies you as media-experienced and newsworthy, which makes you attractive to other media. *But...* it also means that you're old news. In other words, the exclusive rights to the story, your story, no longer exist.

Once you've published in a certain market, you can't pitch to that market again—unless you're pitching something new. If you pitch to the original media's competition with the same material, they won't be happy

(to them you're worse than "old news") and neither will the media outlet that ran with your story—once word leaks out.

Thankfully, you have some options: vertical movement, lateral movement, shifting your focus, and updating your top 25 media.

Vertical Movement

If you start first with a local article, you can send it upward—to regional and national media.

You can also move downward—from national or regional media to local outlets. If you acquired national coverage, then by all means let the locals know: I was just on CNN! Immediately prepare a letter and/or a news release proposing a story, and a copy of your current news coverage.

The closer the coverage is to your buying audience, the more value it has to you, so don't underestimate the value of the hometown or local audience.

Lateral Movement

If your article appeared in print, you can't approach other print media in the same market, but you can approach *other forms of media* in that market. In other words, you can go from print to radio and TV, and from radio and TV to print.

Shifting Your Focus

Once you've gotten media attention and press, it would be a shame not to get the most out of it. Figure out what hot buttons attracted the media's attention, and keep hitting those hot buttons, but change the news angle slightly.

You might, for instance, identify and flesh out your story's local ties. Or tailor the story to a different group of people and submit it to a different editor or department.

If you focused primarily on products and statistics, shift toward a compelling human-interest angle.

Updating Your Top 25 Media

You should always be pitching stories, but with your Top 25 Media, you should also make a practice of updating them with your accomplishments. Not only does this help remind them of your presence and expertise, but it might prompt them to contact you about a piece they're working on.

Your top 25 should include your local wire services (Associated Press), the local news bureaus of your key media (*The New York Times*, *Wall Street Journal*, *Business Week*, etc.), and your key nationally syndicated columnists.

Write them individually or collectively, but do so on a regular basis (quarterly or monthly) and as soon as you make or create news.

Immediate media outreach is the key to sustaining public interest in a good story for several months. Don't wait for your piece to air or get published to contact other media. Remember to account for their lead times:

- Daily newspapers, radio and TV, news services and syndicates—one to three days

- Weekly newspapers—two to three weeks
- Magazines—three to four months.

Reach Out To Customers and Prospects

Publicity bolsters your credibility, which helps attract new customers, and substantiates your value to existing customers. It also provides a reason to contact customers, prospects, and industry professionals—which can lead to additional exposure and sales.

Every time an article comes out, send it to:

- All your employees
- All your existing clients and customers
- All your prospects—as they come in or go out the door
- All your key dealers, wholesales, retailers, partners, and distributors
- Community leaders and organizations, so they know what you are up to and capable of doing
- Celebrities and VIP's with whom you are working or asking for support.

Whenever possible, soon after circulating your publicity, be sure to follow-up with an interactive request for a sale.

STRATEGIES AND TACTICS FOR SELF-PUBLISHED BOOKS

Books make for good publicity, so if you're not an author then it might behoove you to read this section anyway.

Provided they're done well, books can:

- Be an important source of revenue
- Convince media of your authority
- Help you obtain or retain clients or customers.

If you work with some of the major publishing houses, your work will be run by an editor and copyeditor, which doesn't fully ensure its quality, but guards against embarrassment. More and more, though, people are self-publishing. This process has become cheaper, the designs have improved, and the stigma is no longer as pronounced. The key, however, is that they're done well.

Much of what people self-publish is autobiographical and includes childhood memories, interviews, ideas, and advice authors have for others as a result of their accumulated experiences and wisdom. They are confident that they are ready for and fully expect big-time national success, including being stocked in chain bookstores and selling on QVC. They are seriously counting on coverage in *The New York Times* and interviews on *Oprah*.

Unfortunately, writers are seldom good judges of their own work. They can't detect gaps between what sits on the page and the stories in their heads. Some are just relieved or proud to have finished a book, and they're satisfied with the congratulations passed along by friends and loved ones. They don't seek out highly critical readers or professional editors. As a result, many of these books don't live up to their potential.

Thousands, if not millions, of books are produced each year and very few of them are truly good enough to achieve fame, glory and financial success for the author. Most are labors of love.

Some books fail because the author doesn't invest enough money in the editing, packaging, or promotion of the book. Others fail because the author doesn't invest enough emotionally to make the transition from "self-published author" to "bestselling author."

Here's my advice: Don't rush to publication. Take it slowly. Make sure that it's a book people want to buy—customers, not friends. Only when you have enticed strangers to buy your book is it ready for publication. Write to sell and test, test, test until you have identified your end-users and the people who will buy it for them. Don't stop writing and re-writing till you know it sells, and sells easily and continuously.

I recommend publishing small batches—25 to 50 print-on-demand (POD) versions—and testing them with the end-users you've identified.

If you can't get people to even look at it, then you're not done.

If they look at it and put it down, you still have work to do.

Revise based on the feedback you receive—both in terms of content and design.

You know you are done when...

1. People look at it, grab it, look at it again, then head to the cashier;
2. They hold it close and won't give it back freely;
3. They pick up one book, look at it, and grab four or five of them and head to the cashier;
4. One person shows his or her friend the book, and they both grab one for themselves and buy it.

I know you've seen the "clutching response" and "hoarding syndrome," and even experienced them yourself. Wait until you witness these reactions from your customers before launching your book into the marketplace.

GETTING PUBLICITY WITH AWARDS

Before popping the champagne, before you put the award or plaque up on a shelf or the wall, before you even tell your spouse or significant other, get started on a news release.

Use news search engines, like Google News, to find out what media have covered your award in the past. Start there and expand upward (toward national media), downward (local media), and outward (other forms of media).

An award is news. Even a nomination can be news. So if you haven't thrown your hat into the ring for any awards, be sure to do so. For books alone, I found 50 different awards in a measly 2-3 week window of news coverage! The following list ought to encourage you to research the awards—nationally, regionally, and locally—for your particular industry:

Commonwealth Writers Book Award
 City of Calgary W. O. Mitchell Award
 Next Generation Indie Book Award
 Hawaii Book of the Year Award
 Nautilus Book Award
 USA Book Award

IPPY Book Award
Ben Franklin Book Award
National Book Award
California Book Award
Harvard Book Award
UK Christian Book Award
Grampian Children's Book Award
BC Award for Best Canadian Non-Fiction Book
BC Award for National Business Book
Children's Choice Book Award
National Business Book Award
Arizona Book Award
LA Times Book Award
New England Book Award
US National Book Award
Reader Views Book Award
Dartmouth Book Award
Vadaphone Crossword Book Award
McNally Robinson Aboriginal Book Award
Governor's Literary Book Award
Julia Ward Howe Book Award
National Outdoor Book Award
PEN/Beyond Margins Award
Independent Book Award
Catholic Book Award
Corretta Scott King Book Award
Schneider Book Award (ALA)
Flicker Tale Book Award
Human Rights Book Award
Michigan Notable Book Award
Irish Book Award
International Reader's Association Book Award
Jane Addam's Children's Book Award
Great Lakes Book Award
Saskatewan Book Award
AAPOR Book Award
Christianity Today book Award
American Book Award
Robert F. Kennedy Book Award
Northern Minnesota Book Award
Toronto Book Award
Phi Eta Sigma Book Award
Science Fiction Book Award
Hugo Book Award
Edgar Award
Newberry book Award
Trillium Book Award
Ohioana book Award
Indiana Young Hoosier Book Award
Pushcart Press Editors Book Award

Here's what you need to know about award coverage:

1. Local media love to run stories about award winners (if the winners are from that region).
2. Award information is in the headline half the time: X Person wins Y Prize/Award.
3. Most stories feature the top award winners. Stories about second- or third-place finishers are much less frequent.
4. National media tend to write only about the top national awards.
5. Readers want to know why this award is important, who has received it in the past, and who the judges are.

Once your news release has been transmitted to the media, put your feet up on your desk, phone your spouse or significant other, and pop the champagne. You've worked hard to get this award. So congratulations—both for winning it and for using it to gain publicity.

GETTING PUBLICITY FOR PRODUCTS AND INVENTIONS

The purpose of a product news release is not to sell product. The purpose of a product news release is to persuade an editor to give you news coverage – to publish information about your product. This is a real difference that you need to truly understand when you write a news release.

What is very clear from daily analysis of news coverage of products and inventions is that inventors and product developers and promoters can get favorable publicity and that newspapers, radio and TV all over the country provide this coverage readily.

The focus of the successful news articles is repeatedly on creative people who create products that do the following:

- More effective and cost efficient living
- Healthier lifestyle
- Smarter decision-making
- Save money, reduce costs, increase efficiency
- Key lifestyle or financial topics
- Specific problems that affect lots of people
- Expert commentary on a topic of wide interest
- Coach for improvements in lifestyle, business, or work related issues
- Great sound bites on request on hot topics
- Teacher of workshops/seminars & courses on key topics
- Office, work, family, health, wellness improvements
- Injuries prevention and management
- Work with county and city government on socially important programs
- Work with companies & non-profits on socially relevant programs

There are plenty of safe topics that you can use for product and invention publicity. You must identify and emphasize human interest and place less emphasis on the technical and scientific. Families read newspapers. They are not generally written for people with advanced scientific degrees. So dumb it down.

Newspapers in particular focus on local people and characters. The safe topics almost always start with a real-life story and then address one or more of the following in an educational and entertaining manner:

Health, medical and fitness improvements
 Innovative solutions to normal day to day problems people encounter
 Problem solving breakthroughs which can help people achieve and improve proper lifestyle choices
 Ideas that save lives or reduce or prevent injury and risk.
 Low-cost entertainment, wellness or financial improvement and enjoyment
 Health, safety and environmental improvement
 New products that speed things up dramatically and make things easier and quicker
 Ideas that reduce costly government & business programs
 Business, technology or work processes and essentials
 Pain management options (objective)
 Stress management aids
 Tools and products which aid decision making

Targeting Your Media

Product news releases should be transmitted to custom targeted media lists that cover the market areas of the product or invention. Obviously the goal is to get publicity that helps you grow your business. This includes getting coverage in the daily and weekly newspapers and on local radio and TV, especially when prospective buyers are a large part of the listening or reading audience.

You want to aim for feature story coverage and inclusion in the right magazines and trade publications. You target your media properly by asking the two questions:

1. Who are my customers?
2. What do they read watch or listen to, particularly when they are learning about products like mine?

These are the right media to send your news release to.

Once you have media calling you for more information you need to be ready to send them what they need to do a story. You send what is called a “media kit”.

Media kits contain everything the media needs to do a story including a product sample, fact sheet, bio on the inventor, pictures and whatever you have available. This should all be placed in a form that is ready to be sent to support and satisfy media interest as needed.

Offer Sample Products & Photographs

With inventions and new products, perhaps the most crucial element is to recognize that you are offering a new and untested product for public inspection, so you must be prepared for an in-situ validation.

You must be willing to send products and offer the media the ability to test and experience what you claim.

Then of course, you can and should also send along photographs, graphics, pictures, diagrams, and other visual aids along with permission to use it.

You have the opportunity now to help a publisher so be generous and make their job easier so they can give you the best type of article. Give them more than what they need at a minimum. Give them choices and the opportunity to see more and select what they like the most.

These incentives will help media to decide to share your news and product and this is what drives most media to get involved with you. You may be queasy about giving the media free product (with high monetary value), but this may be what is necessary to convince them that you have a trustworthy product. Once they do, then the jpegs and permission is what they need to move forward and publish an article. They are publishers and love exquisite graphics, and as you've heard, a picture says a thousand words. They love good pictures so give them what they need.

Checklist for Invention and New Product News Releases

- Headline Who Did What & Why Is It Important?
- Contact: Name Phone and Email
- Introduction:
- Problem, Pain, – Solution, benefit
- Who experienced the problem?
- What did they feel without it?
- The new Invention or Product:
- What is it?
- What does it do?
- Who came up with the idea? Who developed the invention?
- Where do they live?
- Why did you decide to invent it
- Why here?
- What are the types of people that will use this?
- Types of people you have worked on?
- Any famous people or clients
- Any famous events that the inventor or company is involved with or has worked on?
- Noteworthy accomplishments with the product?
- Special relationships in development?
- Special product features
- Noteworthy new technology?
- Unique practice? Special investments?
- More details about the invention:
- What is new about it?
- What is the benefit?
- Will it save lives? Better humans somehow? Make something else easier?
- Why is the invention novelty? What makes it unique and different? Is it weird in any way?
- What field of science, technology, or society does it address?
- Who will it be used by?
- How is it packaged? How is it sold?
- Provide Good Pictures or Diagrams:
- Product in use
- Happy people experiencing the fun or benefits
- Details about the Inventor:
- What did it take to come up with the idea?
- What are/were the work habits of the inventor?
- Did anything unusual happen?

- What does the inventor hope to see happen?
- Where does inventor live?
- Personal information (age, sex, social situation).
- How difficult was it to invent?
- Was anyone else involved?
- Did the inventor receive help from anywhere? Details?
- What were the financial costs?
- What were the personal costs?
- Any interesting stories to tell about how it was discovered?
- What was the AHA!
- What is the inventor's education? Background? Work experience?
- Does the inventor have any other patents? Articles? Books? Copyrights? Trademarks?
- Comments and observations about the past, the present and the future.
- More Details About the Inventor
- Personal history (where'd you grow up, what you did in high school or college,
- Personal education, medical education,
- How did you learn about inventing and decide to become an inventor
- Where you met your spouse, how you got married, when you had children. etc.?
- What motivated you to become an inventor?
- How you got through the four years of school. Special sacrifices or events along the way. How do you like business now?
- What is special about being an inventor?
- Talk about special personal accomplishments or events or experiences.
- What else do you do with your time? How else are you involved in the community?
- Other Data and Illustrations
- Pictures of the Invention Being used by People
- Graphics of the invention?
- Specific Patent Information:
- When applied for
- When granted?
- Who applied?
- Have the rights been assigned or sold to anyone?
- Who?
- How much money involved?
- Specific Product Information
- Description
- Features
- Color
- Size
- Weight
- Shapes
- Composition
- Marketing Information
- Where can people find out more information?
- Where can people buy the product?
- What does the product cost?

- Availability
- Web site
- Email
- Phone

SPECIAL PUBLICITY TACTICS FOR HEALTH SERVICES, CHIROPRACTORS & WELLNESS FACILITIES

Publicity is perhaps one of the most important marketing tools a health practice such as a chiropractor can use to grow. A simple article can inform the people in your market area that you've opened a practice. An article about wellness or back pain prevention and treatment can drive prospects to your office. Done right, it's an effective way to grow a practice and gain highly favorable recognition in your community.

However, getting publicity for chiropractors is a gauntlet filled with landmines. It takes some special skills and specialized knowledge to navigate through the pathway to success. You want to learn what the risk-laden issues are and steer clear of the danger zones.

In general, there are media taboos against giving free publicity to people unless the "news" has got some tangible and verifiable educational content or entertainment value. The media is very conservative. They will only publish trustworthy factual, and validated information.

There is a clear and open agenda promulgated by the traditional medical establishment against chiropractors. There are self-proclaimed whistleblowers, and guardians of the public trust, like Dr. Stephen Barrett of Quackwatch. These people stand ready to criticize and attack anyone who they decide deceives the public with unsubstantiated health claims and practices. You do not want to attract this type of attention.

There are certain areas, which are very risky to bring up when dealing with media. For example, to date, the verdict isn't in on chiropractic nutrition. In fact, there are numerous well-disseminated articles and official and professional organization warnings that have been issued to educate the public on abusive and fraudulent chiropractic nutrition practices. Not everyone believes that proper urine and blood judicious use of food supplements or carefully selected vitamin regimes is valid science. You do not want to be labeled or grouped in this realm.

Yet the media has an ever-increasing need to satisfy the public hunger for valuable and motivating information on health, fitness and nutrition. More and more emphasis is being placed on wellness and there are opportunities everywhere to get publicity that can help your practice grow.

Media coverage of health products and services has some very special requirements and considerations. Very simply, there are certain things you simply cannot do or say if you want publicity in the media.

There are certain stories or news angles that to date, will almost certainly result in your news release being totally ignored. Like it or not, this is reality. The media has a sixth sense for certain types of behavior.

One of these areas very specifically includes making a health claim for food and nutritional supplements. The field of food supplements has been associated with health claims of a dubious nature in times past. This has resulted in a near total ban on news coverage when the subject of food supplements comes up.

Note, that this is not the same as a professional offering correct and valid and recognized advice on how to deal with certain medical problems or describing the actual results of bona-fide treatment.

Then there are other sensitive areas, which raise ethical concerns and the possibility of potential or even actual conflict of interest.

A doctor prescribing vitamins to solve health problems is considered risky behavior. This is because of the basic position of the professional medical and dietetics associations that a proper diet does not require or need supplemental vitamins or nutrition. Proper nutrition is absolutely essential. But the proper source is normal food. The professional associations acknowledge that it is OK to recommend a single multi-vitamin. But it is not OK for doctors to prescribe and sell vitamins. This is viewed not only as an unprofessional practice but as a conflict of interest.

What definitely doesn't work

Content that simply looks more like advertising than news causes alarms to go off in most editors. Thus, while these commercial advertising elements generally may be great for direct marketing, they are generally fatal when placed into a news release. This includes:

- Anything that resembles a request for free advertising.
- Free or discount spinal analysis or consultation in the office.
- Free counseling in the office
- Free makeover
- Free bone density
- Free spinal tests or analysis
- Free nutritional analysis
- Free consultation
- Free newsletters
- A news release that promotes a product.
- A news release that promotes a web site
- A news release that promotes a publication or e-zine.

These ideas just do not get media excited at all. They are incentives to buying a service -- commercial advertising elements that do not even belong in a news release.

Once in a while, you'll see an article that includes free or discounted offers for analysis or consultation, coupled with some sort of charitable cause. This is the only exception situation -- when this type of offer is done for free or at a substantial discount (with the proceeds going to charity) to support a needy organization, cause or group of people. However, the focus must be one of human interest, and not "chiropractor available".

Risky topics for health practices

The media coverage to date observed in the following areas is very simply not favorable or worse, focuses on the negative aspects and consequences of illegal practices.

- Alternative health treatments
- Alternative therapies
- Food supplements
- Nutrition supplements
- Herbal therapies
- Spinal analysis
- Treating conditions or symptoms

- Pain management therapies (radical)
- Chiropractic adjustments & techniques
- Radical methods (Reiki or acupuncture)
- Alternative healthcare for animals
- Veterinary chiropractic care
- New medical treatments complimentary care methods including relaxation and meditation, yoga, tai chi and qi gong, art and music therapy, journaling.
- Newsletters

These are topics that raise concerns to media or have been clearly identified as controversial by the media and oversight organizations. You may get some coverage. It may produce some interest. However, it may simply be the wrong type of publicity to grow your practice. You can invite media scrutiny and find yourself under attack. At the best you can simply be ignored.

Favorable topics that do work with health practices

Analysis of news coverage shows that health information, chiropractors and wellness topics, experts, and products do get favorable publicity in newspapers, magazines and on radio and TV all over the country readily. The coverage includes articles on:

- Advocate for healthy eating
- Advocate for healthy lifestyle
- Advocate for smart decision-making
- Educators of wellness topics
- Experts on specific problems
- Source of expert commentary
- Health coach for healthy lifestyle
- Great sound bites on request on hot topics
- Teacher of workshops/seminars & courses on key topics
- Office wellness
- Work wellness
- Sports injuries prevention and management
- Health Fairs/Nutrition Fairs
- Work with county and city government on wellness programs
- Work with companies & non-profits on wellness programs

There are safe topics you can identify if you want to get publicity especially in the general media. You must identify and emphasize human interest and place less emphasis on the technical and scientific. Families read newspapers. They are not generally written for people with advanced scientific degrees.

Newspapers also focus on local people and characters. The safe topics almost always start with a real-life story and then address one or more of the following in an educational and entertaining manner:

- Natural health & fitness
- Natural bodybuilding
- Normal nutrition
- Holistic nutrition
- Health coaching on proper lifestyle choices

- Low-cost wellness programs
- Government & business wellness programs
- Exercise & fitness basics and essentials
- Good posture for kids, elderly
- Weight loss and diet basics and essentials
- Weight management essentials
- Smoking cessation
- Pain management options (objective)
- Stress management
- Wellness Decision making
- Insurance coverage for chiropractic care
- Celebrity wellness tie-ins

Topics that Can Be Used Successfully to Generate Publicity

There are a number of topics and techniques that can be used to get publicity for chiropractors very successfully. Particularly when the focus contains an emphasis on local human interest the following can be used very effectively.

- Special health events
- Opening new practice
- Personal background/philosophy article
- Timely analysis & critique of controversies
- Practice expansion into new areas
- Office relocation
- Significant accomplishments or honors
- Bona-fide case studies
- Workshops/seminars/classes
- Ongoing events
- Support group meetings events/calendar section
- Bona fide patient success stories
- Problem solving tips & advice articles
- Local Ask an Expert Column or feature
- Wellness articles / Health coaching articles
- Healthy food/recipes articles
- Celebrity wellness events & situations
- Celebrity case study/treatment success
- Unusual emergency treatment of pain or injury in a highly public situation
- Unusual political support of chiropractic profession (e.g. Arnold Schwarzenegger)

Noteworthy Sound Bites:

You want to come across as someone who listens well and knows how to communicate to normal people under stress. You need to learn to talk in short clear sentences called sound bites. These are memorable and readily useable statements that can be used in media segments. They are called sound bites.

Here is an example showing the sentence in the article leading right up to the very notable quote from the chiropractor. He said “the current low-carbohydrate diet craze is unhealthy, if not deceptive”. He used the recent fast-food campaigns for low-carbohydrate foods as an example.

“Instead of giving you crap on a bun, they give you crap on a bowl,” he said. “A Whopper without a bun is not a well-balanced diet.”

That’s what a great sound bite tastes like!

Checklists for health practices, chiropractors and wellness facility news releases:

- Practitioner open new office.
- Type of practice
- Personal goals & objectives
- Specialties
- Where he or she will live
- Family members
- Location address
- Hours
- Phone
- Photograph showing doctor treating patient hands on.
- Why did you decide to locate here?
- What are the types of clients you specialize?
- Types of people you have worked on?
- Famous athletes or clients
- Famous events you’ve worked on
- Noteworthy accomplishments
- Special appointments (e.g., team doctor for famous team)
- Special practice features
- Noteworthy new technology?
- Unique practice?
- Special investments?
- Personal history (where’d you grow up, what you did in high school or college,
- Personal education, medical education,
- How did you learn about chiropractics and decide to become a chiropractor.
- Where you met your spouse, how you got married, when you had children. etc.
- What motivated you to become a chiropractor.
- How you got through the four years of school.
- Special sacrifices or events along the way.
- How do you like practice now
- What is special about being a chiropractor.
- Talk about special personal accomplishments or events or experiences.
- What else do you do with your time?
- How else are you involved in the community?

Publicity for Fund Raising Activities in Organizations and Non-profits

There are plenty of charitable and philanthropic organizations getting news coverage out there. You can be one of them. Publicity can help establish your organizations image and reputation in your community. You can be perceived as beneficial to society and helpful to individuals in need. You can use publicity to support and enhance fund raising activities.

However, when you analyze current media coverage of non-profit and philanthropic organizations in newspapers and magazines, and on radio and TV, you will realize that special tactics are needed if you are to be effective and successful in getting the right type of publicity.

There are things you can do to maximize your chances of publicity success. There are also things you must avoid doing or you will fail to get the news coverage you want or need.

Create and Implement a Simple Publicity Plan

You must schedule announcements and outreach actions to support your schedule of activities.

Basically you send news releases to the radio, TV and newspapers in your area and the surrounding communities. You then interact with media to follow through, interview, and provide them with any additional information they need to write and publish a feature story or do an interview on the air, in the studio, or live on location at the event.

Media publicity before the event is timed to enhance public knowledge and involvement. Publicity acquired after the event informs the media. Both can result in greater public knowledge, acceptance, and improved fundraising.

The steps to creating a simple publicity plan are this:

- Know your goals and objectives
- Arrange your critical facts and data
- Study existing news coverage to learn media preferences and style
- Write your news releases to fit in and fulfill media needs
- Transmit your news releases to your target key media
- Follow up to fill informational gaps and to confirm coverage

To maximize media support of an event or campaign, your news releases must be sent to the right media a minimum of ten days to two weeks before the event date. In the case of weekly newspapers, be aware that they need to receive a news release two to three weeks before the date of the event.

You should send out news release two or three times at weekly intervals prior to your event and follow up to make sure media acknowledge your event and that you confirm that they plan on doing some coverage. You transmit your news releases to a custom targeted media list by fax, email, street mail and even in person.

Your key spokesperson and point of contact for the media will need to be briefed in on the details of the publicity outreach. They should be trained and ready to deal with media questions and inquiries. Media kits need to be prepared and readied for distribution to key media upon request.

What does not get media attention is an outright plea for money and donations. Yes, the media will cooperate and publicize needy personal cases, but this is not usually what happens with run of the mill organizational fundraisers.

Other issues that produce less than enthusiastic response are a detailed report of how poorly a fundraising effort is going, or the incremental progress that is being made along the way to a financial goal. You may be inclined to come out with news releases announcing 25 percent, 50 percent, and 75 percent completion, but don't expect the media to jump up and down over these minor self-centered milestones. Wait to the final miraculous achievement. Don't come out with the dry facts. Make it a memorable human, social and cultural experience worth sharing and being part of.

Remember that the picture you are most likely to see in the newspaper is the one with the smiling happy fundraisers holding the giant check for many thousands of dollars at the end of the successful campaign.

Checklist of Information for a Fund Raising News Release

A fundraising news release must include all the information needed to persuade the editor to do a feature story. You are not writing the story for the media. Your news release needs to contain just enough information to convince the editor or producer to call and get the rest of the information. The goal is to entice and persuade the editor to do a feature story. But you have to make it easy for the editor to do their job with a minimum investment in time and energy. You do this by giving them what they need to do their job.

Your news release demonstrates to the editor that the appropriate details and information, everything the editor needs to do a newsworthy feature story, is readily available upon request. You must paint a word picture that makes it easy for the editor to see the end product, and want it, right now. Your news release needs to include the key information the editor needs.

Here is a checklist of the essential information you should include in your news release to help an editor write a feature story designed to support your fund raising effort:

- Headline: Who does what for whom?
- Who -- The name of the organization doing the fund raising
- Why – what will the money be used for?
- How much money is needed – per person/per activity/goals/objectives
- How many people are involved?
- What civic and community leaders or organizations are participating?
- What will the fundraisers be doing?
- Why is it important?
- What's special about your organization?
- Why is it especially important NOW! What is the crisis? Spell it out.
- Who benefits and how?
- What can people do to help?
- When is the event?
- Where is the event?
- How long does it go?
- What will happen when the goal is attained?
- How much is a donation? What incentives are available?
- Name and phone and email of the local contacts for more information
- Website URL for more information

You can indicate that high quality photography is available of people showing:

- Fundraisers in action
- Organizers headshots and action pictures
- The needy people receiving and experiencing the benefits and the emotional outcome of the organizations efforts.

You should focus on special facts and circumstances to make the story more newsworthy:

- Unusual people, experts, cultures, celebrities, etc.
- How children or elderly people are involved in the effort
- How special case people are involved in the effort
- Abnormal circumstances warranting that people take notice.
- Facts, figures, data, statistics, and numbers
- Key cultural and emotional hot buttons
- Miserable failure
- Dazzling success
- Unusual legal restrictions affecting fund raising activities

If you are providing notice of a special event, provide specific information:

- Designed for people who love the events.
- Explain who the event is for.
- Explain who will enjoy doing it the most

Make sure you include a specific media call for action. Tell them what you want and offer to give them an interactive value-added incentive to get involved with you:

- Offer more information, samples, data, photography, interviews, etc.
- Invite them to attend and cover the event.
- Schedule a special news conference and presentation.
- Offer up people for interview and unique photo opportunities.

To get the media involved with you in a meaningful way, give them a specific time and place to receive full data and information. Stage an event or demonstration for their benefit. Give them special attention. Treat them well. You can even ask them to donate time, energy, money, people to your cause, but if you do, make it easy and fun. Don't be too demanding of their time or impact them in a negative way.

It's not hard at all to get media coverage for fundraising events and activities. You can do it. **Successful news coverage examples observed in media regularly include:**

Bakes sales
Musical events, charity concerts
Door knocking candy sales
Gourmet food fests
Block parties
Washing cars
Selling books, gifts, candy, drinks, etc.

Auctions
 Bingo and card game nights
 Benefit performances (music and theatre).
 Barbeques
 Memorial funds
 Balloon rides
 Boat rides
 Golf, fishing & hunting, and other sports tournaments, contests, and derbies
 Walking & running events, athletic challenges.

Organizations or sponsors identified in media you will see regularly include people like the following:

Dance teams for money for trips
 Sports teams for money for trips
 Music groups for various causes
 Theatre groups for capital building funds
 Leukemia and Lymphoma Society for patient care
 United Way organizations for charity
 Child Cancer Foundation for patient care
 American Bangladesh Association for Flooding Victims
 American Red Cross for Disaster Relief
 Jerry's Kids for Sick Children
 Christian Outreach Relief and Development for Disaster Relief
 Fire Services National Benevolent Fund for personal disaster relief
 Association of Certified Chartered Accountants (ACCA) for charity
 Lemonade Stand charity for cancer leukemia victims
 Labor Day Parade Committee for town promotion
 Brenham Fire Department for the volunteer fire department
 Wings of Hope Hospice for patient care
 AIDS Community Resource Network for patient care
 Relay for Life for patient care
 Government agency disaster relief
 Personal home building fund for personal disaster relief
 Personal college fund for personal college fund
 Knights of Columbus for charity
 Ambulance services for volunteer ambulance fund

Afterword

I wrote my first news release in 1977 and went online with my first website in 1993. I've built up my copywriting and publicity services company at home and online over the past fifteen years. You can read the story ("Ripples") about how I created my business in the book "Chicken Soup for the Entrepreneur's Soul" published by Health Communications in 2006. That story is also available on my web site (www.directcontactpr.com).

I spend NO money on advertising and do not care about search-engine placement or ad words. Clients who call me have either heard about me or find me online through research or referral. They basically have decided to hire me before they call me, so I actually do very little selling.

The decision to hire is based on people having convinced themselves that you offer needed value that can be acquired nowhere else at that price. It's easy really, if your product or service is remarkable, personal, unique, and phenomenally effective—and you know how to communicate this to customers and prospects.

I focus on helping the people I can help the most. If I know I can't help them achieve their aims, I don't take them on as clients. We're both better off that way.

My success and the success of my business can largely be attributed to the skills and knowledge I acquired from reading just about every business, sales, and marketing book published. I probably spend \$100-200 a month on books in these areas and have for years. My wife says it takes more to keep me well read than it does to keep me well fed.

Here are some of my favorite authors and their most influential books:

- * Harry Beckwith (*Selling the Invisible*, *What Clients Love*, *The Invisible Touch*, and *You, Inc.*)
- * Bob Bly (*The Copywriter's Handbook*, *Secrets of a Freelance Writer*, *How to Promote Your Own Business*, and *Write More, Sell More*, which is still one of the best books ever written on running a writing business).
- * Ralph G. Riley (*The One Page Business Proposal*. This book has made me tens if not hundreds of thousands of dollars).
- * Dan Kennedy (*The Ultimate* and *No B.S.* series)
- * Seth Godin (*Purple Cow*, *Free Prize Inside*, and *Unleashing the Idea Virus*)
- * Mark Stephens (*Your Marketing Sucks*)
- * Jay Abraham (*Getting Everything You Can Out of All You Got*)
- * Dr. Jeffrey Lant (*No More Cold Calls*, *Cash Copy*, *The Unabashed Self-Promoter's Guide*, and *Money Making Marketing*. Good luck finding these, but if you do, consider yourself lucky)
- * Jeffrey Fox (*How to Become a Rainmaker* and *How to Become a Marketing Superstar*).

I also highly recommend:

- * Jack Canfield (*The Success Principles*)

- * Napoleon Hill (*Law of Success*)
- * Steven Scott (*Mentored by a Millionaire*)
- * Brian Tracy (*Maximum Achievement*)
- * *Chicken Soup for the Writer's Soul* (Jack Canfield, Mark Victor Hansen, and Bud Gardner)

For the absolute best guidance and resources on publishing, the mandatory reading list consists of:

- Dan Poynter, (*The Self-Publishing Manual*)
- John Kremer, (*1001 Ways to Market Your Books*).

I hope that Trash Proof New Releases proves as inspirational and helpful as these books have been for me.

Now go out and help the people you can help the most!

PART IV APPENDICES STRAIGHT FROM THE HORSE'S MOUTH – MEDIA PROFESSIONALS EXPLAIN WHAT THEY WANT IN THEIR OWN WORDS.

APPENDIX A: *WHAT IS THE SINGLE MOST IMPORTANT PIECE OF ADVICE YOU WOULD GIVE SOMEONE WHO SENDS YOU A NEWS RELEASE?*

Print

Lynette Rowland, Executive Editor Midwest Parenting Publications (Publisher of Indy's Child and Cincinnati Parent Magazines)

Do not repetitively call. Send one e-mail and use photos, keep it short and use a catchy headline. If the news release includes product details, mail samples if available. Sending automatic samples with the news release is best for results. Follow up with e-mail within two weeks.

Keir Graff, Senior Editor, Booklist Online, Booklist

Imagine that you are deluged by dozens of press releases every day; that you are so busy, you barely have time to read the subject line of each press release, much less the whole thing. Imagine also that you have become so desensitized to corporate-speak that it is now as unintelligible as Esperanto Keep it short, front-load the information, and use plain English.

Elizabeth Devereaux Children's Books Review Editor, Publishers Weekly

Proofread, proofread, proofread.

Ms. Gina Stepp, Book Reviews Editor, Vision

Be sure you're sending me something relevant to my needs. If you've been on the site long enough to get my name, you will also pick up on the fact that we don't review fiction--so of course you wouldn't send me a promotional piece about your client's latest novel. If you think it *is* relevant to me, try to include the pertinent point in the subject line.

Ms. Denise Mort, Book Reviews Editor, Great Falls Tribune

Clear and complete.

Mr. Jim Adams, Book Reviews Editor, The New Hampshire Union Leader

Keep the release short and to the point. Forget all the glowing adjectives like "The most important book since the Bible," etc. We don't buy into that hype. Just tell us what the product is.

Laura Miller, Book Reviews Editor, Contexts

Keep it short, and minimize hype.

Kel Munger, Books Editor, Sacramento News & Review

Quick description of the book, including genre, and a reason why it would be of interest to our audience. We're an alternative paper, so typically are interested in exceptional books that are not getting a lot of attention.

John Landry, Book Review Editor, Harvard Business Review

Focus on the new idea in the book, the insight that's surprising or contrary to intuition.

J.P. Goldman, Editor, The School Administrator magazine

Ensure it relates to the specific audience we reach through our magazine. Be familiar with our magazine before sending us anything.

Judy Colbert, Freelance Writer

Make sure it's targeted or darn close.

WaveLength Magazine, Book Reviews Editor

Know your target. Don't waste time of busy people by sending information of no value. Make sure the news applies to the business you're sending it, i.e. no financial news released to a home improvement magazine.

Joe Meyers, Book Reviews Editor Connecticut Post

Make sure to include the local angle and all of the info on the event.

Kathleen Robinson, Book Reviews Editor, The Calgary Sun

Make it short and relevant to my particular market.

Michelle Mills, Book Reviews Staff Writer, San Gabriel Valley Tribune

Be concise and clear and be sure to include complete info on the event, product, etc. in one spot that's easy to see quickly

Morley Walker, Book Reviews Editor, Winnipeg Free Press

Make sure you the subject line highlights what you are selling. Nothing is stupider than an email with a subject line that says "press release." Never send attachments. Always put message directly in the body of the email.

Carolyn See, Book Reviews Contributing Writer, The Washington Post

Make it short! Don't make false claims. Stay away from cliches, if possible.

Annalisa Tunisini, Book Reviews Editor, Journal of Business-to-Business Marketing

Be synthetic and focalized.

Jean Westmoore, Children's Books Editor, The Buffalo News

Put all relevant information in the first paragraph of the press release. Don't make me look at the Web site to get the deadline for a contest for example.

Doug Rieder, Book Reviews Editor, Erie Times-News

Make it clear what you have in mind. Don't beat around the bush or try to be overly clever. Cut to the chase.

Javy Awan, Book Reviews Editor, Transportation Research News

Make sure it matches up well with the magazine's subject matter and niche areas of interest.

Carolyn Price, Book Reviews Editor, Outdoors NW

Ensure that our magazine is a target for their news releases. It is frustrating to fill my In Box with press releases that have no relevance to our editorial content. In other words, they should do their homework first.

David Neff, Book Reviews Editor, Books & Culture: A Christian Review

Pay attention to what the publication you are pitching to actually publishes--both content and ethos. It is amazing how many (that vast majority) of press releases are not at all targeted and are totally irrelevant to the publications I edit.

Deb Taber, Book Reviews Editor, Northwest Horse Source

Always research your market before sending out a press release. I receive several press releases daily that have nothing to do with what we publish. If you send untargeted press releases, you risk being blocked or ignored when you actually have something relevant.

Dave Williams, Editor, Asbury Park Press

Make it at least semi-usable as a news story without massive editing -- especially if it's sent electronically. If we can just copy and paste it into our system, it's much easier for us to turn it into a story (almost certainly with some editing) than if you send us a paper press release that's so full of bloviation that we can't even use it as the basis for a story.

Della Watson, Editorial Assistant, Sierra magazine

It should be relevant to our magazine.

Jon Fear, Editor, Waterloo Region Record, Kitchener, Ontario

There are other things, of course, but the quickest way to get my attention is to tell me something about someone who has a connection to the market my publication serves. Did the speaker/author/business owner described in the news release ever go to school/work/grow up/reside/do anything else relating to the market where my newspaper (in this case) sells newspapers.

Ira "Skip" Singer, Business and Technology Journalist, Freelance for GQ, Men's Journal, Ziff-Davis, Washington Post, Advanstar

Know your audience and speak to them.

Jeanette Larson, Book Reviews Editor, Parent Wise Austin

Start with a sentence that tells what the book is about and gets my attention but don't tell me that it's the best thing since Harry Potter (or sliced bread). That is a decision I as the reviewer will make so don't oversell.

Nanette Morges, Features Editor, The Hour Publishing Company

Make sure all the crucial information (who, what, when, and where) is at the top of the release. You would be surprised how many releases I've received that are either missing the date or the time or the place of the event or wait until the very end to give me that information. I receive about 200 releases daily. If I can't find the pertinent information immediately, I don't waste time trying to find it.

Bill Highlander, Editor, Times Media Inc.

Include all pertinent facts. Omit hyperbole.

Richard Pyle, Features Reporter Associated Press

Try to make sure the recipient is really someone who generally deals with that subject or area of interest. You can learn this from reading stories and bylines. Not every "feature writer" writes about home décor or how to care for your aged cat.

Colleen Truelsen, Editor, Valley Community Newspapers, Inc.

List each separate "Who, what, when, where, and why." Then write the release under that in news style. Read the publication you're submitting to, so that you know their style.

Todd Shryock, Managing editor, Smart Business Magazine

Understand what the magazine covers. It's very tiring to get pitch after pitch on things that we wouldn't cover in 100 years - and they are on things that if the person took five minutes to look at our Web site, would have realized it's not a good fit.

Blair Robertson, Staff Writer, The Sacramento Bee

Make sure it's a subject I would be interested in, then tell me how it would be a good story. The only thing I'm interested in, and my paper is interested in, is producing good stories. If you hit me on the right day and can convince me that this is a story I could do, then I'm buying.

Tim Logan, Business Writer, St. Louis Post-Dispatch

Be local. If whatever you're pitching doesn't have any local connection, I almost certainly have no interest. Only exception might be for high-level expert commentary on something going on nationally that I happen to be writing about (which is not most day-to-day national business news). But that's pretty rare. So be local, and, even better, be a local illustration of something going on in the broader economy.

Anne Marie DiStefano, Features Writer, Portland Tribune

Who what when where why.

Trish Hall, Editor Living Style (Home, Real Estate, Dining), The New York Times

That it be clear and short. Original ideas are ideal. Understanding what we have and haven't done helps.

Jennifer Malloy Zonnas, Editor, Business Desk, Associated Press

Write it clearly and concisely with little to no industry jargon such as "enterprise," "solutions," etc. No reporter or editor will ever use those words, so why write them? And keep your pitches SHORT SHORT SHORT. Never longer than 1 or 2 short paragraphs _ they won't get read and the longer they are the more often the delete button will be pressed. If I can't see your point in the preview pane of my email without scrolling down, it likely won't get read. It's just too busy _ get to the point.

John Biggs, Technology Contributing Writer, The New York Times

Include everything I need to write the story including links to images, video, and contact information.

Victor Roberts, Money & Values Editor, The Christian Science Monitor

Visit the website of the organization that you send PR to and figure out how your information would fit that publication.

James J. Gormley, Editor, H2O Magazine

First: Remember that it's not as much about promoting you as it is about providing something of value to the readers/viewers/listeners; so if that is the approach, then you will have a greater chance of success. Second, please have the following at the ready: high-res JPEG of book cover, high-res JPEG headshot of author, review copy of book in my hands (not an advance galley; nobody wants those).

TV

Melinda Thomas, Segment Producer, KDFW FOX 4 Good Day

What is the viewer benefit? Why would viewers want to hear about this? Are they learning something? Is it a brand new concept? What's unique about "it"?

Graydon Johns, Producer, Eyewitness News Today, KSL

Be clear and to the point right off the bat (at the top of the release)> Being cute doesn't help and having searching for the critical typically gets it deleted.

Radio

Albert Reinoso, Producer, SIRIUS Satellite Radio

Topicality, human interest, uniqueness. Not uninteresting drivel disguised as important groundbreaking news.

Put the exact subject in the email subject line. If you can include Who What When Where Why. If the subject is just a come-on or tease I will delete it. If the subject of the release is not important enough for it to be in the subject line it is as good as trash.

John St. Augustine, Executive Producer, Harpo Radio Inc.

Keep it short- to the point and easy to read with a beginning-middle and end and clear contact info.

Randy Cook, Host, The Morning Drive with Randy Cook

I spend about 10 seconds looking at a release. It is either going to grab me or it won't. This is a topic driven show. If you have a guest that has an angle about something that is in the news right now...TELL ME...immediately! Example: Barack Obama says he will cut taxes for 90% of Americans...Gary Guest says, "There's no way he can do it!" Then a few details and contact info.

The Top 5 mistakes John McCain is making RIGHT NOW that will lose the election!
You think jogging is good for you...GUESS AGAIN!
The Top 5 Foods you eat every day that are killing you!

You get the idea...give me a splashy headline like the NY Post...pull me in so I read past the 2nd line.

Rob Sherman, Retired morning drive talk show host, The Rob Sherman Show on WJJG Chicago

Make it clear in the Subject line that the e-mail is a media interview pitch, so it won't be deleted, unread, as vague spam, and in the message, get to the point as to what the topic is, who, qualifications, and contact info. Get to the point. What's the topic? Plus, give me a brief background on the topic, because I don't have time to read a book-length e-mail. What's your name? Briefly, what are your credentials? If I'm interested in doing a show with you, what is the name and phone number of your scheduler? (It's OK if the scheduler is you.)

Julian Suchman, Producer, Sirius Radio

If at all appropriate, make it sound fun. And provide a hook.

Lauren Gould, Producer, Beauty Talk with Eva Scrivo

Since I work on radio, a direct clip to an audio piece on You Tube or something like that is helpful...if I have the clip right there, I can check the person out...and if they sound good, I'll usually try to book them right away as opposed to putting the email in a pile of things to POSSIBLY research and do a pre-interview with them.

Kevin Jackson, Program Director, KBUN-AM/KKZY-FM

Local applicability.

Eileen Byrne, Talk Host, WLS

I do a talk show—as opposed to regular news—so I'm looking for something that will spark a discussion, geared for callers. I usually don't have guests either—so I'm not looking for a release based solely on having a guest.

Bob Heater. Operations Manager, KKJO/KSFT Radio

Timely....pertinent to audience

News Director, WSIU-FM Carbondale, Illinois

It must convince me that this is important and newsworthy to my audience. I do local and regional coverage. If I can't find a news peg that's important to my audience, the release is wasting my time.

Lauren E. Faulkenberry. News/ PSA Director, KWUR (Washington University's radio station)

Brief and direct and arrive a little too close to the actual day(s) of the event in question, which unfortunately allows for short promotion time.

Ellen Rocco. Station Manager/Program Producer, North Country Public Radio

News: locally relevant; Calendar: locally relevant; PR about books: relevant in terms of long-range planning for our literature series (planned about a year in advance of airing) or relevant in terms of author's or book subject's connection to our region.

Mr. Greg Wymer News Assignment Editor, WFNX-FM

Uniqueness... Spin... Entertainment value... News value... How much this affects my listeners.

Katie Leighton, Coordinating Producer

Answer the question quickly: Why would I be interested in this.

Alicia Maloney, Producer, WQED Pittsburgh

Clear, presented and pitched in interesting manner, with a topic or spokesperson that is not so generic I can more easily book a similar guest or cover that topic by using reputable people I already know, i.e. nutritionists, why would I use yours from out of town and not someone local that I know is excellent?

Kristie Credit, News & Public Affairs Director, WOGK K-Country 93.7 FM - Gainesville/Ocala, Florida

Very simply and to the point releases. The important information needs to stand out. You don't have to time to read an entire 3-4 page release.

Nicholas D. Haines, Executive Producer Public Affairs/News programming, KCPT Public Television

Immediately, it should answer the question, Why should I care? It helps tremendously if the press release identifies actual people who are touched by the issue. No one wants to interview just an official or a PR flack. It's worth a thousand words, if the press release writer can provide what I refer to as "REAL PEOPLE" who can be interviewed.

Kimberly Henrie, Vice President/Operations Manager, Colorado West Broadcasting, Inc., d.b.a. KMTS/KGLN Radio

Easy to read and understand. Get to the point clearly and quickly. The release must be relative to our audience, which is largely local, middle-to-upper class rural residents. It needs to be something that we feel they will care about hearing.

Maria J. Rittenhouse, News Director, Radio, WMCO

Interesting and news worthy.

David Moye, Senior Associate Editor, Wireless Flash News Service

The perfect news release is one that we have received before any other news outlet (including radio, TV, newspaper, website); has a fresh twist to it or a pop culture hook and is on the quirky or bizarre side.

Ric Allan, Producer / Host, Digital Village Radio

Social, cultural, & political implications of the new technology / economy.

Sue Dieter, News Director, KMRS/KKOK Radio

It affects most of my listeners.

Ms. Alice Ikeda Producer, True Colors

For me I do news magazine shows so it's handled a little differently for news. I look for anything that is a little out of the ordinary, has good human interest/story behind the issue. I am also on the look out for anything that has to do with diversity.

Amy King, News Director, 98.7 KUPL Portland, OREGON

Easy to understand—easy to find contact person—an event that our listeners care about—something that touches them.

Jana Wyld, Producer/Anchor, KRNv-FM “Hot talk all day...Cool jazz all night”

There has to be a hook— something to grab my attention in the first two lines of a release or it's headed for the recycle bin. Titillation is the key. Heavy serious issues will end up at the bottom of the pile. Our listeners want to be entertained, enlightened and lifted out of their everyday worlds. If it's fun it will work for us and them.

Mr. Bob Mallory News Director, KLBM-AM

Relevance to the local market (or at least within our state).

CB Maxwell, News Director, KNRy am 1240

Great headline, important to all, not just special interest groups.

Laura Santoro, Public Affairs Director, WRUW-FM Cleveland

Probably the most distinctive characteristic is that they reach our station WELL IN ADVANCE. I become frustrated with people who call with items that must be aired within the next few days, or with mail that arrives the day the big event is happening (many arrive after the fact). Several weeks of lead

time is the best. Also, publicity packs are more apt to receive my attention—not just single slips of paper. They generally show that the organization has put much thought and care into their release.

Mr. David Hatcher, Executive Producer, Deco Drive

News releases need to be straight to the point...I don't need a ten page fax to tell me about a celebrity appearance or a book signing. Just give it to me in a paragraph, if I'm interested I will call for more information.

Jeremy Porter, News Director, KYRO Radio

If they impact our listeners, that is the number one criteria. The second would be if they're unusual. For instance: Spam holds their annual Spam Jamboree and we always air information about that. About the games they're having, about the recipes, just because it's unusual. I don't like news releases that are full of "fluff." They have to have some real facts, something that I can turn into a news story. I don't like news releases that have a lot of quotes in them, unless they're accompanied by audio. I work for a radio station, not a newspaper. I also won't use a lot of national releases, because my station is both an ABC News and Missouri Network affiliate. If it's important enough to air, they'll get it on for me.

Helene Papper, Sr. News Producer/Anchor, KGOU/KROU National Public Radio affiliate

A news release that is actually newsworthy, not pure publicity... I get a lot of press releases from political candidates that focus on his or her schedule and that don't bring anything new into the days events. I could see these being useful in a big news organization where one or more people exclusively report on politics. However I'm a one-person newsroom. The press releases that are most useful either bring an interesting person in the community to the forefront or give me a multi-sided synopsis of a conference. I hate propaganda-type releases. I also get generic releases from industries such as the Beef industry. These generic releases don't bring anything of local importance to my daily news coverage.

Lisa Foxx, On-air host/News & Public Affairs Director, KYSR/Star 98.7 radio, Los Angeles

Uh, honestly...it has to be a big deal! It is our business to be informed and to constantly be reading materials and watching shows looking for content and topics that relate to our audience...many press releases are filled with news a lot people either have already covered or just don't care about. Celebrity appearances or fund-raisers with celebrities are great. It gives the audience a chance to get up close to one of their favorites stars and/or contribute to a worthy cause. Most health-related issues, city/government releases are passed on to the Public Affairs Director for possible use on a morning news segment or on the Public Affairs show. But there are releases that don't fall into the above criteria...again—it's based strictly on content and they all vary so much.

Mike Jaxson, News, Sports and Public Service Director, KVLC-FM 101.1

How many people will it affect and not just a chosen few. An example is a release announcing something like a Veteran's Day Parade or something that has to do with a local high school. Like the marching band is going to march in a major parade on Thanksgiving or New Year's Day. That's something that touches a lot of people.

Government things I also use, again since that touches a majority of people. I usually stay away from grand openings of certain national chain stores that come to town. All those people are looking for is free publicity and they usually don't spend money with the local radio station. They would rather spend it with television or newspaper. Now if a major factory is coming to town that is going to employ 500

people and pay wages of \$20 an hour, that would be big news to me since it involves high wages for a low-wage area.

Janelle Haskell, Producer, Prime Time & Mature Focus Radio

Topics/guests of interest to my audience (50+). Clearly written, with details about the guest/topic that help me determine if there's enough there for an interesting half-hour show.

Mr. Steven Zeigler, Senior Producer, Into Tomorrow

A simple, clear statement telling the basic story, at the top. Direct contact name and numbers. A mention of "more info below." Solid web links.

Jim Bleikamp, News Director, WFUV-FM Radio/New York

I am constantly time-challenged, and I like to know right up front what is most compelling, unusual, or perhaps humorous about the event being promoted. It helps to write it in such a way that is going to make me feel left out of something big if I don't cover it. I hate being left out of big stories.

Jim Anderson, News Director, WBDC - WRZR - WAXL DC BROADCASTING, IN

Witty, smart, to the point, but most importantly, a contact person who is knowledgeable and will speak with me for audio opportunities.... By the way...I have found that doing something generates interest of all of the news releases that I remember most are the ones that included smart gifts....Indiana Department of Transportation sent me a T-shirt in their give-em a brake campaign.... I had another that included nuts...popcorn...just something witty....they were unique and stood out.... I had another that included 30 or more releases....great packet, but I'm busy sorting through enough info without a multi-pack...those are a turn off to me....

Rob Stadler, News Director, WSTR-FM, Atlanta, GA

If they offer a new survey or feature something that will make our listeners talk around the water cooler, then it has a good chance of reaching our airwaves.

Bob Crowley, Host, The WBAP Saturday Morning News

Be famous, reclusive, exclusive, informative, well briefed, and ready to speak in 10 second sound bites.

Sounds simple?

APPENDIX B: *DOES CALLING MAKE A DIFFERENCE? CAN YOU GIVE THE BEST SPECIFIC ADVICE ON HOW TO BE SUCCESSFUL BY PHONE?*

People always ask if calling media, either before or after you send a news release, makes a difference. My own experience is that calling doubles or triple your chances of success. But I decided to find out what the media thinks about this question and find out what works and what doesn't.

The following are responses to a question I posed in a survey questionnaire to over 1,000 radio and TV media executives. The responses were culled to representative responses from over 100 radio talk show hosts, news directors, show producers, and other media executives.

These answers provide extremely valuable insight and guidance on how the media feel about people calling them to get publicity. Here is the question:

What is the single most important piece of advice you would give someone who wants to be featured on your show or station? Does calling to speak with you make a difference?

The media responses overwhelmingly indicate that calling makes a difference.

This first one, by the way, is simply for you to see that not everyone is enjoying e-mail press releases and related communications.

Dear Paul:

I will answer your questionnaire with the understanding that you never ever send me another press release via e-mail again, nor will you distribute my e-mail address for other media outlets. I don't accept ANY press releases via e-mail that I don't ask for. No e-mails, please.

Thank you.

Ms. Margie Szaroleta Producer
Today in Entertainment History [AP]

On to the responses:

Magazines

Lynette Rowland, Executive Editor Midwest Parenting Publications (Publisher of Indy's Child and Cincinnati Parent Magazines)

Calling does not make much of a difference. If anything, calling repetitively merely takes time out of our day. Most of the time editors have to resort to rote responses and publishing releases out of irritation diminishes the integrity of the publication. No one likes saying no and despite popular opinion an editor can easily have their day ruined by a rude public relations caller demanding press coverage.

Develop a relationship with an editor you feel can best reach your market. Do it first by e-mail then when you're familiar enough, make a quick call to develop rapport. Make it very short, ask if they would like to see photos or samples. Listen to ears perk up when you mention samples.

Don't have different people call at various times (interns) and don't act as though you've been guaranteed press when you haven't. A one way ticket to file 13 (otherwise known as the trash can) is demanding to know a press

date for a news release you were never guaranteed coverage for. Developing an amicable relationship, making them know you're really interested in working with them (personal notes, thank you cards or a sample or two) can increase coverage odds for your client but also improve your chance of repeat coverage for new clients.

Keir Graff, Senior Editor, Booklist Online, Booklist

I don't want to be approached by phone unless it's someone with whom I already have a relationship. But relationships are often formed via e-mail.

Joanne Molina, Senior Arts and Culture Editor, Interiors magazine

NO, usually better to email

Elizabeth Devereaux Children's Books Review Editor, Publishers Weekly

I actively discourage phone calls. Email is much more efficient and respectful of other people's time.

Ms. Gina Stepp, Book Reviews Editor, Vision

Editors and writers are usually working against tight deadlines. Personally, I'd rather not be interrupted by the phone--email is less intrusive and allows me to give you my full attention when I'm ready. Sending an email also leaves me with a digital reminder for future reference.

Fran Hawk, Children's Books Contributing Columnist, The Post and Courier, Charleston, SC

Please do not call.

Ms. Denise Mort, Book Reviews Editor, Great Falls Tribune

No. We have so little space for book stories (about Montana or by Montana authors) that the vast majority of other books will never be reviewed by us, perhaps by our wire services. Calling does not change this unfortunate fact.

Shaley Melchior, Freelance Writer

I prefer email over telephone... with email, I can answer when I have a spare moment.

Mr. Jim Adams, Book Reviews Editor, The New Hampshire Union Leader

A followup call a day or so after the e-mail is good. I personally receive more than 50 press releases by mail and more than 100 via e-mail each day and I work for a mid-size paper. Most releases are forgotten a moment after opened. A brief phone call to remind me of the release goes a long way to getting that released published.

Laura Miller, Book Reviews Editor, Contexts

I do not like to receive phone calls.

Kel Munger, Books Editor, Sacramento News & Review

NO! I'm generally *very* busy and phone calls are too big an interruption. If you're calling, ask if I'm on deadline--better yet, don't call. Emails are best.

John Landry, Book Review Editor, Harvard Business Review

Never call me.

J.P. Goldman, Editor, The School Administrator magazine

Not usually thrilled by calls following up a press release about a new proprietary service or product.

Judy Colbert, Freelance Writer

Don't call me. Yes, I received your news release. I will call you or ask you to call me if I need additional information.

WaveLength Magazine, Book Reviews Editor

If you are beginning a relationship AND if you are sure the person is a target, a phone call can help. Me, I personally do 99% by email and will usually tell someone to email me the info if they phone.

Joe Meyers, Book Reviews Editor, Connecticut Post

A phone call reminder that an email has been sent is always good.

Kathleen Robinson, Book Reviews Editor, The Calgary Sun

Calling only helps if you have something specific for me that wasn't covered in the press release - something that localizes the story for me - otherwise I feel like you are wasting my time. By the way, I almost never return calls. I always respond by email. It gives me a automatic record that is filed and searchable. Also, using the phone tends to take my full attention. I can multi-task while sending or receiving emails, and I need to multi-task or I will never get to go home.

Michelle Mills, Book Reviews Staff Writer, San Gabriel Valley Tribune

Sometimes. We're very local-oriented here, but a phone call can help draw attention and offer me something extra to strengthen a pitch to my editor

Morley Walker, Book Reviews Editor, Winnipeg Free Press

Calling makes no difference unless there is a local angle I might have missed in the email. Cut to the local angle.

Jean Westmoore, Children's Books Editor, The Buffalo News

Newspapers get a barrage of information daily. There is way more published material out there than there is room for review. I appreciate hearing from contacts I trust about an excellent, remarkable book or interesting author out there. I appreciate e-mails forwarding starred reviews from noteworthy publications. However, I don't appreciate people making repeated calls about a single title or event.

Carolyn Price, Book Reviews Editor, Outdoors NW

I always appreciate it if they ask, first-hand, if I have time to talk.

Dave Williams, Editor, Asbury Park Press

I hesitate to say this, but yes, it does. It's harder to turn somebody down over the phone, and a phone call probably gets you more attention (especially from less experienced editors who aren't used to saying "no" 20 times a day).

Nanette Morges, Features Editor, The Hour Publishing Company

There is a fine line between calling to inquire and becoming a nuisance. I don't mind being called to see if I have received or would like to receive the information. What drives me insane is when PR people call me repeatedly or get pushy with their demands for coverage. Once that line is crossed, that PR person goes on my list and I am less likely to work with them in the future because they do not respect me or the job I do.

When you call, realize, especially if you are dealing with a newspaper editor, that we are almost constantly on a deadline of some sort. I appreciate it when people ask if I have time to talk before launching into a long pitch. If I say no, respect that and call back later. I will offer a more convenient time to talk if asked.

Do your research. Almost all publications have contact information and their product online. Make sure you are pitching something to that the publication would actually cover and that it is in its coverage area. Also make sure you are calling the right person. Don't call the arts editor if you are pitching a business story. It's a waste of everyone's time.

State exactly why you are calling. I shouldn't have to interrogate you to find out what the event is and where it is happening. Give me the pertinent information immediately. "One of my clients, Jane Smith, will be in your town on XXX day for a benefit performance for XXX charity" is much preferable to "Do you know who Jane Smith is? She's a great up and coming performer who I am sure your readers will love to know more about."

Which brings me to this rule: Never assume to tell me what my readers would want or need.

Lastly but most importantly be polite and gracious. I am always surprised and annoyed by people demanding that I do something for them. Don't ever tell an editor they *have* to do anything. The whole catching more flies with honey than vinegar approach applies. If a PR person is polite, concise and professional, he/she has a much better chance of getting the publicity she/he is looking for than someone who is rude and pushy.

Ellen Barcel, Leisure Editor, Times Beacon Record Newspapers

Calling to make sure the information is received is useful for both the sender and recipient. Be specific, be brief and be pleasant. If I can't include your information, I have a good reason and arguing with me doesn't help. After all, I have guidelines which I must follow.

Colleen Truelsen, Editor, Valley Community Newspapers, Inc.

It does help to call and ask if it was received, but it always makes me cranky because I'm busy. A follow-up e-mail to ask if it was received would actually be better. Then again, those who have called and made me find their release and run it!

Cathy Rubin, Editor, Style & Soul, Philadelphia Inquirer

Calling sets you apart from those who only e-mail, but don't demand that I call you back. Be helpful by giving me all the information I need to know via a written release.

Lauren Gould, Producer, Beauty Talk with Eva Scrivo

If you call me, and I don't know you, and you go straight into your pitch, I will be annoyed. If you don't know me, the first thing to do is introduce yourself to me, ask me if it's a good time to chat about (insert client and topic here,) and if it's a good time, I'll chat. If it's not a good time, offer to email me the info so I can look at it at my own discretion or ask if I can set up a few minutes to chat with you in the near future. Personally, I work off a very detailed schedule/calendar, and if you're not penciled in, you're taking time away from something else.

Lauren Gould, Producer, Beauty Talk with Eva Scrivo

DO NOT pitch me just to pitch me. If your content is completely unrelated, don't pitch...otherwise, I will be annoyed and not consider reading your emails in the future. Martha Stewart is not going to be interested in politics, sex, or world peace. Make sure you check out the content of my shows on the internet and show you've done a little research by suggesting how you'd be a fit to MY particular show. Nothing drives me more insane than pitches that are completely irrelevant. Also, the author should have a list of past media experiences prepared so I can see who else has booked them...a link to a past clip would be great...and, if you haven't done media, let me know that upfront...and perhaps I'll be willing to chat over the phone anyways if I think the content is relevant.

Anne Marie DiStefano, Features Writer, Portland Tribune

Yes, phone follow up is a helpful reminder as long as it doesn't turn into harassment. Call, remind, get off the phone.

Eric Taub, Technology Contributing Writer, The New York Times

Don't call immediately. Don't badger. When calling, ask if the writer has time to speak.

TV***Melinda Thomas, Segment Producer, KDFW FOX 4 Good Day***

Sometimes it helps to brainstorm over the phone, you might find an angle that wasn't in the original release. To me it's easiest to read the idea first, then chat by phone after.

Radio**Kevin Jackson, Program Director, KBUN-AM/KKZY-FM**

Have something that will directly benefit our listeners

Eileen Byrne, Talk Host, WLS

Call and say you're sending the information, then send it. Call to follow up but if you don't hear back—take it as a no, but don't take it personally. Building relationships is key. I may say no to your first try but may really like the next idea you pitch.

Bob Heater, Operations Manager, KKJO/KSFT Radio

Keep it short and to the point....no calls please

News Director, WSIU-FM Carbondale, Illinois

If you want us to do a story, you have to tell us how it might matter to our audience. If there's a significance that isn't readily apparent, tell us that in the news release by giving us a contact who can talk about that significance. And make sure you time the mailing so we can get in touch with the contact when we receive the release, especially if the information is time-sensitive.

Calls can hurt your chances of getting coverage, especially when a PR person calls during drive time. I'm a news person. I'm either on the air, getting ready for air, or on deadline. I probably won't have time to talk to you then.

Lauren E. Faulkenberry, News/ PSA Director, Meia Organization: KWUR (Washington University's radio station)

Calling would certainly help their chances. I receive endless amounts of junk mail and have been known to discard mail from certain addresses without opening it. A telephone call conveys a genuine interest and need.

Ellen Rocco, Station Manager/Program Producer, North Country Public Radio

Write a wonderful book. Don't call me.

Mr. Greg Wymer News Assignment Editor, WFNX-FM

Yes and no... I won't talk to someone who has a bad pitch... One word, though —persistence... Eventually, we all will talk to you...

Katie Leighton, Coordinating Producer

Definitely calling helps. If the person is entertaining on the phone and can charm a producer into using them, they will be looked at and used. Boring topics are one thing, exciting guests are another.

Alicia Maloney, Producer, WQED Pittsburgh

Send info, call to follow up at least twice, and then don't call anymore.

Kristie Credit, News & Public Affairs Director, WOGK K-Country 93.7 FM - Gainesville/Ocala, Florida

Send a press release and call to follow up and make sure that we received the information. We get so much sent, faxed and e-mailed to us that sometimes it does end up in the wrong hands.

Nicholas D. Haines, Executive Producer Public Affairs/News programming, KCPT Public Television

Calling does make a difference. It's harder to say no over the phone. But, please remember producers are busy people and one curt response doesn't mean the producer won't be more favorably disposed the next time. We are all interested in providing new and unique content for our programs. It would be dumb of us not to listen to any new idea.

Ms. Chris Tschida Executive Producer, A Prairie Home Companion [PRI]

Do not call us. We will call you.

Kimberly Henrie, Vice President/Operations Manager, Colorado West Broadcasting, Inc., d.b.a. KMTS/KGLN Radio

Do your homework. Find out what our audience is and if your product or service will be interesting to these people BEFORE you call me. Then be prepared to tell me why and how you think there's a match. Because my show is primarily entertainment, I want to know how you are prepared to entertain my audience by sharing your information.

Maria J. Rittenhouse, News Director, Radio, WMCO

Calling and speaking to me definitely makes a difference. It shows that you are interested in our station. We are not just another address on your mass mailing.

David Moye, Senior Associate Editor, Wireless Flash News Service

Pitch me first before other news outlets and be prepared to tell me the strangest part of your pitch within the first 30 seconds.

Ric Allan, Producer / Host, Digital Village Radio

I never take calls but will call you if interested (so leave a number).

Sue Dieter, News Director, KMRS/KKOK Radio

Answer the question "who cares?" and if it's people in my listening area, I'm more than willing to listen. Direct calls do NOT affect my decision to use releases.

Ms. Alice Ikeda Producer, True Colors

Yes. HUGE. Paper is paper and when you get 50 of them a day it all blends together.

Amy King, News Director, 98.7 KUPL Portland, OREGON

KISS...Keep It Simple & Sweet. Phone calls don't necessarily get you "air time." Also, please don't assume that just because you've sent out a press release, it will make it on the air. The event or story has to be something "special"—something that grabs my attention.

Jana Wyld, , Producer/Anchor, KRVN-fm "Hot talk all day...Cool jazz all night"

You must have a sense of humor and lots of patience. People who are super-serious or overly self-important relay those traits to the audience. Also, our show is formatted in a very loose manner—which means that we don't always get to our guests as quickly as they may wish, hence our adoption of the adage "patience is a virtue." Personal phone calls can be very persuasive—but when a guest or guest-booker is told "no"—repeat phone calls can generate bad feelings, as well.

Mr. Bob Mallory News Director, KLBM-AM

Get my name right and get the station's call letters right. I get mailings for people who used to be in my position 8 or 10 years ago, and I don't use them. It's obvious that they don't care about my stations—which they're trying to utilize—if they've never heard of me or don't know what station they're talking to. I field and return every phone call that comes to me—it makes a difference.

CB Maxwell, News Director, KNRV am 1240

Don't be an ego maniac, don't lie to me, don't feed me a crock of shit, and don't think you are the "only" one with the information. Yes, call me if you dare, but be brief, polite, friendly and above all flexible.

Lorri Allen, News Director, Primedia Workplace Learning

Tell me how it benefits a person in the industries we cover. Calling is fine if I have time—please always ask if I have a few moments before launching into your canned pitch.

Ken

If you call—give your name, affiliation, and purpose of call and description of service or product in your first sentence. Do not say Hi Ken if you don't know me and make me feel stupid that I don't remember you. Don't tell me that you are following up on your press release or telephone call, we get thousands of both and reminding me that I don't remember you makes me feel stupid and reassures me that if your call or release was so unmemorable the first time, why should I waste any more time with you on the phone? PR people, put yourselves in our place and life will be a lot easier. If you have the best new gadget that has ever come down the pike, send a sample rather than a multi-page BS release describing it.

Jim Roper, Owner/Everything That Needs Done, KRTN AM/FM

Keep it short, lengthy releases cause us to edit and quite frankly if it involves much editing it had better be very important to our area.

Laura Santoro, Public Affairs Director, WRUW-FM Cleveland

Give someone a toll-free way to reach you! This can be an 800 number or an email address. I get so many calls from across the country that if I returned them all I would run up a fantastic phone bill. People who have email but then won't use it, and insist that I call them back at their personal number, are placed at the very bottom of my to-do list.

Mr. David Hatcher, Executive Producer, Deco Drive

I think a person needs to be straight forward. Don't waste my time by giving me jive about an event or how great this up & coming singer is...just tell it like it is. I like honesty because if a PR person tells me one thing and the event turns out to be another, I'll think twice the next time I get a pitch. Calling me can work well, I used to be an operator so I'm very polite on the phone...and I do return phone calls. But if I've only talked to you once, don't call back and expect me to remember you..."Hi David, it's blah blah blah."—if you stop there and don't tell me where you're from and what you're pitching, I'm less likely to deal with you.

Jeremy Porter, News Director, KYRO Radio

Calling does help, but is not always the determining factor. In fact, if they call two or three times to hound me about running something that I know my listeners won't care about, that will just turn me off. Again, I would say the main thing is to send me information that my listeners WANT or NEED to know about.

Helene Papper, KGOU/KROU Sr. News Producer/Anchor, Norman, OK.

I don't mind getting phone calls. However it's easier for me to be specific with a person whose looking for coverage if I've read material concerning them. I rather call a group or person after I know about them and tell them whether or not I'm interested and the reasons.

Lisa Foxx, On-air host/News & Public Affairs Director, KYSR/Star 98.7 radio, Los Angeles

The best advice I would give would be—MAKE IT SOUND BIG!!! Treat your press release like a big competition...you don't know what your up against—so make yours stand out. Never embellish. But be creative. A follow-up call is fine...but again, we are getting 5-20 calls a day from people just like you...

Mike Jaxson, News, Sports and Public Service Director, KVLC-FM 101.1

Do you have anything my local and regional audience would be interested in. If it's a cookbook on local or regional recipes chances are I would have that person on the air. If it's someone from New York City wanting to come on the air and talk about his New York City cookbook, chances are I would say no, and yes, calling me in person does make a difference since that person is taking time to speak to me in person.

Janelle Haskell Producer, Prime Time & Mature Focus Radio

It's better to have someone call for you - and, yes, calling can make a difference. I don't mind being pitched, if the pitch is to the point and describes the guest and what he/she can really talk about. There is a fine line, however between pitching and arguing. It's okay to offer reasons why the guest should be on the show, but it's offensive to be argumentative when I express a negative opinion.

Mr. Steven Zeigler Senior Producer, Into Tomorrow

Do some homework. Study our web site. KNOW what we do. In our case, We are a national-International network radio show, all about home technology (consumer electronics - from gadgets to NASA).

Jim Bleikamp, News Director, WFUV-FM Radio/New York

Two things. 1) Acquaint yourself with the nature of the radio station, TV station, or newspaper before you make contact. The station where I am employed, WFUV, happened to be affiliated with Fordham University, but it is not a "college" radio station in the sense that it targets the students in the Fordham campus community. WFUV is actually a professionally staffed 50,000 watt radio station with a weekly cumulative audience of 250,000 bodies, the vast bulk of them in the 25-54 age group. But I constantly get calls from PR people telling me they have a great story for college students. I try to be polite, but sometimes I can't resist saying something like 'that's nice...find a station that's targeted at college students.' Many PR people don't seem to understand that we are living in an age of growing media 'fragmentation.' For example, almost every radio station in the metropolitan area targets an audience that is somewhat different from other stations. This is also true of cable TV networks-CNN, Lifetime, and E target very different audiences.

2) It might be best to save the phone calls for your best stuff—and if you do call...get to the point. I don't have time to listen to a one minute or longer spiel on details about a possible story or guest that I will forget about in another minute anyway. I really think the best pitches are 15-30 seconds. Also save all the editorial comments about how great the guest is...I hear that all the time. I'll be the judge of how great it sounds, and it always sounds greater if it's quick and to the point.

Jim Anderson, News Director, WBDC - WRZR - WAXL DC BROADCASTING

You don't need to call, just send the info and be available....disconnect voice mail...I DO NOT WAIT...It's now or never!

Rob Stadler, News Director, WSTR-FM, Atlanta, GA

Calling may make a difference, depending on the guest. The most important advice—persistence! But be prepared to hear “no” (which I often give to people whose topic just doesn't play into our newscasts or morning show).

Vick Mickunas, Producer/Reviewer/Interviewer, WYSO-FM

Send me the book. Call me once to inquire but don't call me back unless I ask that you do so. I get about 30 “nuisance” calls every day. Every caller tries to tell me why their book is the most interesting. I always say the same thing: Have you sent me the book? If not, send it to me with your phone number. Don't call me, I will call you if I am interested. My program is in very high demand. I turn down 20 guests a day.

APPENDIX C: *GETTING YOUR BOOK REVIEWED*

Getting media to write about a book is no easy task. In fact, many media have been reducing staff and even eliminating book review sections from their publications in the face of budget realities and changing priorities.

Nonetheless, the number of books written each year continues to increase steadily and media coverage of the new literary works is still a goal worthy of achieving. Since getting reviewed is the first step in getting publicity, I asked the editors the following question:

What is the single most important piece of advice you can give book authors who wish to get reviewed or interviewed?

You can see below the unbelievably valuable insight these editors provide. This is raw hard advice and critical business information for those who seek to get publicity. Enjoy!

Lynette Rowland, Executive Editor Midwest Parenting Publications (Publisher of Indy's Child and Cincinnati Parent Magazines)

Include links to read a portion of the book. We don't want to read a book review, we want to know what the content is. Don't send paragraphs of information about a book that don't say what the book is even about. In other words, DON'T BE VAGUE.

Brief snippets of the book are a great lead-in. When sending a sample of the book, make sure that it includes a personal note or something that brings attention to the review team. Make it seasonal friendly or apply it to an editorial calendar.

Offer samples for readers. For many publications we receive so many books for review it's impossible to cover them all which means we have to make up by being very selective in our choices. Bylined articles by the author that are relevant for the publication are also a good method. Small publications frequently seek out free, informative editorial by professionals.

Keir Graff, Senior Editor, Booklist Online, Booklist

Write a great book that makes me want to give YOU a call. Failing that, write a book that doesn't seem derivative of anything else. A lot of times I'm contacted by authors or PR people who want to tie their books to a trend or a news event or even a holiday, and while that's not a bad approach, it's also an approach that has been adopted by everyone they're competing with. Sometimes it's the anomaly that catches my eye. But so many authors have become so marketing savvy that they spend half their time writing and half their time marketing. Make sure the book is worth selling.

Joanne Molina, Senior Arts and Culture Editor, Interiors magazine

Make it clear on the release that you want to be part of the review.

Elizabeth Devereaux, Children's Books Review Editor, Publishers Weekly

Rely on your publicist and let him or her contact the media whenever necessary; if you are self-published, check the internet to see if you can find the procedures for contacting the proper editor and then follow them

scrupulously. In other words, don't try to circumvent established procedures -- the more time you spend talking to a review editor, the less time that editor has to spend looking at books.

Ms. Gina Stepp, Book Reviews Editor, Vision

Put yourself in my shoes by reading other interviews and reviews I've done. This will give you an idea of how to make your book or expertise relevant to the topics I write about. If you can look at your book from my point of view, you will be better able to explain how your material can help reinforce what I want my readers to know.

Fran Hawk, Children's Books Contributing Columnist, The Post and Courier, Charleston, SC

Be familiar with the review source.

Ms. Denise Mort, Book Reviews Editor, Great Falls Tribune

Know the market. If you're from Maine, writing about lobsters, don't waste your time with us

Shaley Melchior, Freelance Writer

Don't be shy about asking for a review or interview, but don't be 'pushy' either... I have a full, busy schedule too.

Mr. Jim Adams, Book Reviews Editor, The New Hampshire Union Leader

Send a review copy and/or e-mail and follow it up with a phone call a day or two later. And don't be fearful of calling more than once. I personally receive about 20 books a week. Even the good ones are easily overlooked when so many are coming in.

Laura Miller, Book Reviews Editor, Contexts

Recognize the differences between media outlets -- differences in their audiences, in their reasons for covering books, in their styles, and in their resources.

Kel Munger, Books Editor, Sacramento News & Review

Tie your pitch to an event. We're far more likely--mostly for space reasons--to feature a book reading/signing/lecture than do a full-length review.

Judy Colbert, Freelance Writer

WIIFM - what's in it for me? Are you an expert?

WaveLength Magazine, Book Reviews Editor

Pick your targets well (i.e., ensure the publication reviews books of your genre) then send the book. No press releases first; no phone queries first offering a book if requested. Good reviewers probably won't even read the press release. The book speaks for itself.

Joe Meyers, Book Reviews Editor Connecticut Post

Schedule a local reading or signing.

Kathleen Robinson, Book Reviews Editor, The Calgary Sun

Find a way to make it suit my market. And give me cover art right away, don't make me ask for it.

Michelle Mills, Book Reviews Staff Writer, San Gabriel Valley Tribune

Be professional, but not pushy. Listen to what the person you approach needs (such as a local tie) and if you cannot meet those needs, be polite and try again in a few months to see if things have changed.

Morley Walker, Book Reviews Editor, Winnipeg Free Press

Get published by a major publisher and/or hire experienced PR people. Do not phone or email yourself.

Carolyn See, Book Reviews Contributing Writer, The Washington Post

Hire an independent PR person, compile your own mailing list, make a list of cities where you have enough friends to support a signing, make a list of everyone you know in any kind of media, make sure you have your own web site and probably a blog. Don't expect anyone, even your own PR person to do anything. People never do anything, as a rule. Accept that you're responsible for the welfare of your book.

Ms. Heather Shaw, Book Reviews Editor, Spirituality & Health magazine

Write a wonderful book. Take your time; put your heart and soul into it. Write a book for any reason except to make money or get famous.

Jean Westmoore, Children's Books Editor, The Buffalo News

Sell yourself by writing a fantastic book and getting it noticed by a first-rate publisher or getting a blurb from an established author. Put an interesting Q&A with yourself on your web site and e-mail that out if you want to be interviewed. A news peg is nice.

Joe Hartlaub, Book Reviews Senior Writer, Bookreporter.com

Get the book to the reviewer, and be familiar with the type(s) of books which that reviewer tends to review.

Sue Corbett, Freelance book reviewer, People, Publishers Weekly, Miami Herald

Target your pitch to publications with a HIGH likelihood of being interested in your book. Do not send "Lighthouses of Maine," to the children's book reviewer at the Miami Herald.

Doug Rieder, Book Reviews Editor, Erie Times-News

For me, it would be establishing a local connection if there is one. We do cover books with a local connection that might be of interest to our readers.

Dan Webster, Book Reviews Editor, The Spokesman-Review

Have the publisher send me a review copy, make sure I know if you are going to make any local appearances and make sure the information is correct and timely

Carolyn Price, Book Reviews Editor, Outdoors NW

Is it editorially relevant to our magazine and geographic readership?

Daniel Grotta, Freelance Writer

Write a book worth reviewing, have your publicist send a release that is especially interesting, thought-provoking, and gives a good argument why readers should connect with this book.

David Neff, Book Reviews Editor, Books & Culture: A Christian Review

Write an original book with a lot of substance. Don't bother to write books that try to ride the coattails of other successful authors. We've probably already done the interview or the review on that topic. So learn to distinguish what your book does from everyone else's.

Deb Taber, Book Reviews Editor, Northwest Horse Source

Write a great book and listen to your editor. I write and edit fiction in addition to editing our trade publication, so I'm not going to give a good review to a book that clearly lacks skill no matter how relevant it is to our audience.

Dave Williams, Editor, Asbury Park Press

Get a good PR person. Seriously. Trying to do it yourself makes you look small-time and amateurish.

Della Watson, Editorial Assistant, Sierra magazine

We work many months in advance. We need to get the book as early as possible.

Carolyn Kuebler, Managing Editor, New England Review

Take a look at the magazine so you can see whether your book fits the content.

Ira "Skip" Singer, Business and Technology Journalist, Freelance for GQ, Men's Journal, Ziff-Davis, Washington Post, Advanstar

Write books that serve a need or fills a niche.

David Cherry, Book Reviews Editor, 21st Century Science & Technology

Target your audience.

Julian Suchman, Producer, Sirius Radio

Offer links to your website or reviews, make sure they look professional.

Nanette Morges, Features Editor, The Hour Publishing Company

Send us information in a timely manner. I have a weekly books section where we profile local authors and authors making local appearances. Too often we get the information too late to do anything. Always give us

enough lead time. Send us a release about a month before your book comes out or you are going to make an appearance. Be sure to include all contact information as well as a head shot and a cover of the book (make sure they are high resolution). I suggest asking before mailing a book itself, though.

Bill Highlander, Editor, Times Media Inc.

Succinctly state why it is a good read.

Colleen Truelsen, Editor, Valley Community Newspapers, Inc.

First thing to do is tell me why it's pertinent to my readers. We publish neighborhood news, so the most important thing is, was it written by someone in our readership areas. Now that people can so easily self-publish, we do get lots of requests -- and what I'm looking for is local news. A local author is local news. An out-of-state author doesn't fit our niche.

Blair Robertson, Staff Writer, The Sacramento Bee

What is special about the book? Why should people care? Is there any kind of connection to our coverage area.

Melinda Thomas, Segment Producer, KDFW FOX 4 Good Day

Tips! That's the way to turn an entire book into a 3 minute segment.. Narrow it down to a focused, tip-driven segment.

John Wilkens, Features Staff Writer, The San Diego Union-Tribune

I do occasional profiles on authors, and for me, in the current economic and newspaper industry climate, it boils down to geography. You have to be from San Diego, or coming to San Diego on a book tour, or your book has to have a San Diego tie for me to write about it. Or your book has to be on a subject I just happen to be writing about at the time. (Example: I was writing a story recently on brain fitness and got an e-mail about a book on memory loss. I interviewed the author for my story.)

Rick Barber, Host, After Midnight with Rick Barber

Tell me how I can link to any current news story or relevant concern in the moment the offer is made.

Antoinette Machiaverna, Senior Producer, The Today Show

Authors need to be more than just a good book. They need to be dynamic speakers. Book publicists need to realize that even a best-selling author needs visual elements to entice us. Think about doing B roll, graphic elements, in-studio show and tell, etc.

Steve Elliott, Managing Editor, North San Antonio Times, Primetime Newspapers (Owned by the San Antonio Express-News, a Hearst newspaper)

Be VERY patient. With advertising revenue down nationwide, editors have precious little room to put in fluff pieces like book reviews. I'd rather use a financial or education article if I have the room.

Scott Tady, Features Editor, Beaver County Times

Explain quickly and concisely why your book has some sort of pop-culture impact. Are you on a best-seller list? Is there interest in TV or movie rights? Have you written about a provocative/ controversial topic that'll have people buzzing? Lots of people are publishing lots of books that don't sell very well.

Jennifer Malloy Zonnas, Editor, *Business Desk*, Associated Press

Pitch yourself shortly and succinctly in terms of something current happening in the market (as in this week) or that is about to happen (govt economic data to be released) that you can be quoted as an expert on.

Nick Valery, Technology Columnist, *The Economist*

Pull a single idea out of the book that's topical or controversial. Write three or four sentences on it that include some surprising facts, add a button-holing catch line, and e-mail it to only those who cover such things.

Christopher Sterling, Book Review Editor, Airways and Communications *Booknotes Quarterly* (CBQ):

"I enjoyed filling this out—and wish you well. You have put your finger on a crucial failing in the publishing industry—getting information on new books into reviewer's and thus reader's hands. As a long-time reviewer in two specialty areas, this has long been a problem."

Ben Pappas, Lifestyle Editor, *Forbes Magazine*

"For *Forbes* there is no set way. Read the magazine and take tips from previous books that have been reviewed in terms of what topics will work."

Alan Caruba, Editor, *Bookviews* (monthly newsletter)

"Authors have to understand that more than 50,000 books are published annually and most are sheer rubbish. They need to find, identify, and promote the hell out of the most unique aspect of what makes their book different, special. The problem is, for example, everyone who escaped the Holocaust seems to be writing a book about it. Others insist that their religious revelations must reach the world. And a world of awful poetry is published. For a reviewer, it becomes *déjà vu* very quickly after you've seen a thousand cookbooks, travel memoirs, etcetera!"

Glenn Abel, Executive editor, *The Hollywood Reporter*

"Know the publication and its audience."

Dan Webster, Books editor, *The Spokesman-Review* (Spokane, WA)

"Tell me why my readers, the people of the Inland Northwest, should be interested in reading your book. And then arrange a reading stop in Spokane and/or Coeur d'Alene."

Robert Schildgen, Managing Editor, *Sierra Magazine*

"Don't waste your time trying to get somebody to review a book that is of a kind or on a topic that the publication rarely or never reviews. Target your efforts to the right magazines."

Richard Nicholls, Literary Editor, *The American Scholar*

“Draw up annotated lists of publications likely to be responsive to your book, and make sure that you go over the list with your publicist. Then follow up to make certain that review copies have in fact gone out to the publications you feel are most likely to be responsive. If you believe particular publications need to be specifically flagged about your book, tell your publicist why this must be done, and what kinds of things should be said.”

Michelle Pilecki, Managing editor, *Pittsburgh* magazine

“Don’t wait until you have finished copies to start the review process. That’s way too late for most publications. And with the mega-chains giving books only six weeks on the shelves, your book is on the remaindered table before it ever gets a chance of a review.

A.J. Hamler, Associate Editor, *Woodshop News*

“Get it to me, the sooner the better. I don’t want to have it in the magazine months after every other magazine has done it.”

Gayle Engels, Sales Manager, American Botanical Council

“Be sure their publishers have a good sales rep sending out review copies to folks like me who are really busy.”

Rebecca A. Stewart, Associate Editor, Journals, International Reading Association

“A good press release is vital. It doesn’t have to be long, but be SURE that all the information is correct, and proofread it several times. It is a complete turn-off to get a press release containing misspelled words.”

Susan Daniels, Associate Editor, *Quality Progress Magazine*, published by the American Society for Quality

“For our magazine, it’s simply whether it is about a topic which relates to the quality field and perhaps breaks some new ground.”

Cheryl Scott, Associate Editor, *BioPharm*, Advanstar Communications

“Do your research. Don’t just look at the name of a magazine or some short description in a guide book and send your stuff en masse. At the very least, check out a magazine’s Web site, which should be able to give you some idea of its focus and approach. Find out who its readers are, and send your proposals only to those magazines that specifically address your subject area; the magazine arena is becoming more and more “niche-oriented,” and authors and PR types need to be aware of that. And they need to approach us accordingly.”

Thomas Burns, Publisher/Managing Editor, *Northern Breezes, Inc. & Sailing Breezes*

“Write well-researched material. Even if it’s fiction, my instructions to reviewers is that if it involves sailing or the sea in some form, you, the reviewer, must look at the material for accuracy and sensibleness. For example I saw this once in a children’s fiction book: ‘(the character) was sailing downwind in ten knots of breeze at 8 knots with the seas on the beam, the finish in view straight ahead and the wind in her face...’ This is the problem: In ten knots of breeze going downwind, the seas are in back of you, not on the beam. If the boat is really going eight knots there is at most two knots of

breeze anywhere on her body and it would be on the back of her neck, not in her face. I don't know how you ever got me to write this much! I hope it is of some use to you."

Milton Moore, Arts Editor, *The Day*, New London CT (a daily newspaper)

"For *The Day*: Just 'don't's': Don't write about self-help, Don't write about angels, Don't write about TV personalities." We have the NY Times and Knight-Ridder wire services, which give us many excellent reviews. However I will often be alerted to a book by perusing or reading the review copy. The best case in point is 'Wind-Up Bird Chronicles,' which I thought was one of the books of the year, but it received little buzz. When a *Globe* review finally moved, I ran it on a section front, because I had read the book (on vacation, without taking notes). Mail it to me with bio info—I find *Publishers Weekly*-type blurbs uniformly upbeat and useless, same goes for blurbs"

Morley Walker, Entertainment Columnist, Book Review Editor, *Winnipeg Free Press*

"Write a great book and get published by a major Canadian publisher."

Frank Moher, Contributing Editor, *Saturday Night*

"Well, unfortunately, the best bet is to get published by a big, mainstream publisher; the small publishers still have trouble getting their books attended to (as I said, I try to mitigate this, best I can). Beyond that, it's largely a fish shoot, depending on editorial mix, timeliness maybe, and editor's taste. Just write."

Arthur Salm, Books Editor, *San Diego Union-Tribune*

"We try to be eclectic, informative, interesting. but I could take our section from any week, scrap it, and put out another section just as worthy and the selection of books every bit as justifiable. Then I could scrap THAT section and do it again. So, try as I do to be thoughtful and fair and respectful of authors' work, there's a lot of randomness involved. Write a good book."

Marjorie E. Gage, Senior Editor, *Country Living*, Hearst Magazines

"WRITE A GOOD BOOK."

Mr. William Cannon, Book Review Editor, *American Scientist*

"Write good books."

Laurie Grassi, Managing Editor, *Style at Home*

"Write a great book!"

Karen Southwick, Editor, Upside Books, Upside Media Inc. (*Upside Magazine*)

"Write a good book that stands out from the herd of business management books."

Steve Wasserman, Book Editor, *Los Angeles Times*

"Just write the best book you are capable of writing; then, take solace in the fact that most people do not buy books on the basis of any review they actually read."

Steve's answer to the following question was also insightful: How do you select the books you review?

“With difficulty; 68,000 titles were published in America last year. We have space to attend to about 600. I feel much as I imagine a First World War doctor felt on the battlefield of Verdun: it's triage every day.”

APPENDIX D: *MEDIA COMMENTS ABOUT EBOOKS*

How do you feel about ebooks and their future role in publishing and education?

Lynette Rowland, Executive Editor Midwest Parenting Publications (Publisher of Indy's Child and Cincinnati Parent Magazines)

Because we are a small publication we have not had the resources to research the e-book/magazine arena but do have it on our radar for possible future use. While a good green alternative, a large percentage of our readers prefer having the magazine accessible at all times. As far as education, we believe that this will have a huge impact not only on cost but also on the environment and the way students learn. While tactile books are preferred, new technology can also encourage better learning habits.

Keir Graff, Senior Editor, Booklist Online, Booklist

How long do you have? Personally, I think they make great sense for school and for reference. I don't want to read galleys or published novels on an e-reader--yet. Hard to say what the public thinks. If e-book prices come down, the Kindle and the Sony reader may help book junkies feed their habits. But real readers are generally not driven solely by price and convenience. They read books for the experience, and often, paper is part of the experience they're looking for.

Joanne Molina, Senior Arts and Culture Editor, Interiors magazine

Not a huge fan.

Elizabeth Devereaux Children's Books Review Editor, Publishers Weekly

Optimistic.

Ms. Gina Stepp, Book Reviews Editor, Vision

If they are well-researched and the author has a credible reason to present him or herself as an expert on the subject, I have no objection to them.

Fran Hawk, Children's Books Contributing Columnist, The Post and Courier, Charleston, SC

I think the Kindle is about to take over the world, but my personal jury is still out on the rest

Ms. Denise Mort, Book Reviews Editor, Great Falls Tribune

Speaking as a book-loving dinosaur, I think e-books don't exist. It would save a lot of money if college textbooks, for example, were available via computer, rather than students having to buy the expensive volumes, but as for general readers, well, as I said, I'm a dinosaur.

Shaley Melchior, Freelance Writer

In my mind, a hard copy wins over an ebook any time. With a hard copy, it's so much easier to keep track of my place and my eyes don't tire so easily. I do use ebooks for various educational courses I take, but I always prefer a hard copy.

Mr. Jim Adams, Book Reviews Editor, The New Hampshire Union Leader

I can see the benefits of e-books from a financial standpoint, but as a reader, I still like the "feel" of a book in my hands.

Laura Miller, Book Reviews Editor, Contexts

I believe they will thrive in some areas (such as reference), and make minimal inroads into areas where reading a print book is much easier (and cheaper). For the kinds of books I mostly deal with -- scholarly books -- ebooks are of limited use. I do not necessarily read such books cover to cover, nor do I read discrete sections once. I need to be able to page back and forth rapidly between sections, between text and footnotes, and return to sections I recall reading in the past. Ebooks are not set up well to do that. I also find that students read print more carefully than electronic text.

Kel Munger, Books Editor, Sacramento News & Review

I'm not interested in e-books.

John Landry, Book Review Editor, Harvard Business Review

I expect they'll be an important alternative to print, but won't replace them in my lifetime.

J.P. Goldman, Editor, The School Administrator magazine

Don't deal with ebooks now.

Judy Colbert, Freelance Writer

Ebooks are a great wave of the current (pun intended).

WaveLength Magazine, Book Reviews Editor

I see no place for them at this stage. If people want a book they want it to be portable. If they want electronic access to information on a certain subject they can get that through search engines. Books have not yet bridged the technologies for the vast majority, and I don't expect this to change soon.

Joe Meyers, Book Reviews Editor Connecticut Post

The jury seems to be out on this question.

Kathleen Robinson, Book Reviews Editor, The Calgary Sun

Hard to imagine personally. I must be old-school. I like to read reclined in my bed or lounging in a chair - and I don't want a computer anywhere near me. They mean work, not relaxing.

Michelle Mills, Book Reviews Staff Writer, San Gabriel Valley Tribune

Personally I don't care for e-books as I like something I can take anywhere. And they also do not meet our needs here at the paper.

Morley Walker, Book Reviews Editor, Winnipeg Free Press

Ebooks will rule some day. But that future is still not here. Until then, if a book is not published conventionally, I usually don't consider it.

Carolyn See, Book Reviews Contributing Writer, The Washington Post

No one knows yet.

Mary E. Gallagher, SSJ, General Editor of Catholic Library World (the official organ of the Catholic Library Association

The wave of the future even though not my personal choice.

Ms. Heather Shaw, Book Reviews Editor, Spirituality & Health magazine

All for it.

Prudy Taylor Board, Book reviewer, Boca Raton News, Florida Weekly, Fort Myers, FL, Florida Weekly -- Naples, FL

They will unquestionably play a role. I'm not convinced they will ever totally supplant the hard copy. There's a tactile pleasure derived from holding and paging through a book.

Florence Waszkelewicz Clowes, Book Review Editor, The Polish American Journal

I think it will be a long time before being accepted by the general public.

Joe Hartlaub, Book Reviews Senior Writer, Bookreporter.com

I am impressed with the Kindle, though it needs some tinkering. I think that eventually e-books and books will co-exist comfortably, perhaps even in my lifetime (I am 57). I think it will happen first in the educational field in response to the high cost of textbooks.

Sue Corbett, Freelance book reviewer, People, Publishers Weekly, Miami Herald

They definitely have a future, I just don't know what it is yet.

Doug Rieder, Book Reviews Editor, Erie Times-News

I own an Amazon Kindle and think it's great, so I think the future of e-books is unlimited.

Dan Webster, Book Reviews Editor, The Spokesman-Review

It's the wave of the future. But it's not there yet.

Javy Awan, Book Reviews Editor. Transportation Research News

Ebooks are over hyped.

Daniel Grotta, Freelance Writer

Undecided. I like paper, but then I'm a romantic anachronist. Once there's an affordable, practical e-book reader and a transparent delivery system, we'll see a movement towards e-books in the same way mass paperbacks eventually displaced hardbacks.

David Neff, Book Reviews Editor, Books & Culture: A Christian Review

Until e-book readers get a lot better and come way down in price, they won't get much use.

Deb Taber, Book Reviews Editor, Northwest Horse Source

Personally, I have no problem with ebooks, but for our market, they just won't sell. Until the general reader can solve the issues of onscreen reading eye fatigue, I don't think ebooks will do nearly as well as print.

Dave Williams, Editor, Asbury Park Press

I think they have lots of potential.

Carolyn Kuebler, Managing Editor, New England Review

They're fine, but don't have an interest in the format of a book but rather in its content.

Peter Cannon, Book Reviews Editor, Publishers Weekly

I'm uninterested.

Jon Fear, Editor, Waterloo Region Record, Kitchener, Ontario

If it happens, it happens. Have yet to see a Kinder book or Sony e-book, but would like to.

Ira "Skip" Singer, Business and Technology Journalist, Freelance for GQ, Men's Journal, Ziff-Davis, Washington Post, Advanstar

They are an inevitable fact and are certain to occupy an important space in the future.

John Williamson, Professor, Book Review Editor, SIM News

I don't like them. Personally, I have trouble getting comfortable reading in front of a computer screen. Nevertheless, the ability to search for key words and such are very handy.

David Cherry, Book Reviews Editor, 21st Century Science & Technology

I prefer hard copies.

Jeanette Larson, Book Reviews Editor, Parent Wise Austin

I think ebooks work for certain kinds of books and will play a huge role in education. In publishing ebooks also means more self-published books.

Julian Suchman, Producer, Sirius Radio

I still prefer hard copy.

Ellen Barcel, Leisure Editor, Times Beacon Record Newspapers

I have mixed feelings. I don't like reading books from a screen, but publication on demand, that is printing out a copy of a book as ordered is another story. That makes unique or unusual books available without a large, expensive print run. It also means that virtually no book will ever go "out of print" again.

Bill Highlander, Editor, Times Media Inc.

Right now I prefer a regular book in my hands.

Ted Newsom, Features Editor, Hustler magazine

It saddens me...like the loss of drive-ins, b/w tv and my virginity...but they're inevitable.

Rich Ott, Business Editor, West Valley View newspaper

I have never read an ebook and I don't plan on reading any either.

Colleen Truelsen, Editor, Valley Community Newspapers, Inc.

I like paper. I browse the internet, don't curl up with it.

Todd Shryock, Managing editor, Smart Business Magazine

I think they are very viable and will continue to grow in popularity.

Blair Robertson, Staff Writer, The Sacramento Bee

I'm a big fan. I have bought 6 or 7 e-books, all of them in very specialized niche categories.

Tim Logan, Business Writer, St. Louis Post-Dispatch

Seems like they're the future. That's fine with me, as long as the content stays more or less the same. Print, online or electronic, it's just a medium.

George Mocharko, Editor of Tomorrow's Business Leader, PBL Business Leader, The Professional Edge & Several Advisers' Hotlines.

Personally, I like ebooks, but I do not foresee that they will substitute for printed books for awhile.

Rick Barber, Host, After Midnight with Rick Barber

E-books are useful only for a taste. The real thing is always better.

Eric Taub, Technology Contributing Writer, The New York Times

Iffy; I prefer the printed page; but maybe people 2 generations down, don't.

Rob Sherman, Retired morning drive talk show host, The Rob Sherman Show on WJGG Chicago

Great concept. Fabulous concept that nobody's interested in. The reality is, people want their books on paper. I wish people would get with e-books, but most people want things to be as simple as possible. That's books on paper.

Chris Freeman, Editor, McHenry County Business Journal, Crystal Lake, IL

Lukewarm; it's kinda like reading a story on a Web site. I think the only real benefit is that it saves printing costs, which I'm sure will continue to be an issue for many publishers.

Steve Elliott, Managing Editor, North San Antonio Times, Primetime Newspapers (Owned by the San Antonio Express-News, a Hearst newspaper)

The technology has to be made a WHOLE lot simpler and easier to use. I still like holding a book or newspaper in my hands!

Dave Thatcher, Producer, Tuned in to Connecticut

They are a bit ahead of the curve at this point for us to give too much thought to. We're still dealing with blogs and web-sites.

Scott Tady, Features Editor, Beaver County Times

E- anything has a bright future. But you've still got to prove there's a buzz if you want news coverage.

Susan Blanch, Producer, WCCO radio

Can everyone afford a reader? What would that cost school districts? And at the rate that technology changes, your reader would be obsolete in a few years, and that means school districts would have to spend even more money for an uncertain technology.

Randy Cook, Host, The Morning Drive with Randy Cook

My wife wants a kindle for Xmas. No real opinion on that one yet.

Don Edrington, Freelance Writer, Computer Applications

I think they will continue to acquire an even larger chunk of the world's reading audience as time goes by, assuming kids in the future actually attain something beyond a sixth grade literacy level.

Albert Reinoso, Producer, SIRIUS Satellite Radio

People still like paper. Ebook Appliances will not be standard for another generation.

John Biggs, Technology Contributing Writer, The New York Times

eBooks are the future. The Kindle and devices like it will replace printed text in the next 30 years.

Nick Valery, Technology Columnist, The Economist

E-books are legitimate fare, and will get more so.

APPENDIX E: *MEDIA COMMENTS ABOUT SELF PUBLISHED BOOKS.*

How do you feel about self published books?

Lynette Rowland, Executive Editor, Midwest Parenting Publications (Publisher of Indy's Child and Cincinnati Parent Magazines)

Self published books are a positive step towards allowing talented writers with little resources to print and market their own talents and we encourage writers from all publishers to submit their work. As an independent publication we enjoy seeking out local and independent self-published books.

Keir Graff, Senior Editor, Booklist Online, Booklist

I'm willing to consider them, certainly, but in our business we really value the expertise of established publishers. They perform a valuable vetting process that we don't always have time to do. I'm all for democracy in publishing, but I can't tell you how many self-published books I've seen that suffer from fundamentally poor use of the English language--sometimes on the cover itself. A lot of press releases for self-published titles suffer similarly. But there have been self-publishing success stories and I'm certainly happy to see them.

Elizabeth Devereaux, Children's Books Review Editor, Publishers Weekly

Times are changing. Occasionally -- very occasionally -- a self-published book merits serious appraisal. Self-published authors can do themselves a favor by educating themselves before contacting us, however, and checking out the detailed guidelines for review submission that are posted on our web site.

Ms. Gina Stepp, Book Reviews Editor, Vision

If they are well-researched and the author has a credible reason to be considered an expert on the subject, I have no objection.

Fran Hawk, Children's Books Contributing Columnist, The Post and Courier, Charleston, SC

Occasionally there's a gem.

Ms. Denise Mort, Book Reviews Editor, Great Falls Tribune

If it's not good enough to be real-published, it's not good enough to be published at all. Most self-published books I've encountered are a horrid mess, needing enormous amounts of editing and organization before they'd be anything approaching book level, even if they had a point to make or story to tell. Usually they're so vague, self-indulgent, and confused, no one will ever know what they intended to say or tell.

Meredith Jacobs, Book Reviews Editor, The Fayetteville Observer

We do not review POD or self-published books. This policy was based on a number of factors, such as what our readers wish to see on our books page, the overwhelming number of books published in this category of varying quality, and on the best use of time on a small daily newspaper with breaking news to cover and without a full-time Books page editor or writer. As a courtesy, we will publish a short, fact-based book-release announcement for local authors ONLY.

Shaley Melchior, Freelance Writer

As long as they have been proofread and edited extensively, I don't mind reading and reviewing them. However, I'm much less likely to review self-published books, because they typically are so much less cohesive and 'put-together' than traditionally published books.

Mr. Jim Adams, Book Reviews Editor, The New Hampshire Union Leader

We don't review self-published books. The general feeling is, if the book was good, a "real" publisher would have published it. Yes, there are some good self-published books, and some go on to be big sellers, but in general, self-published books tend to be poorly written, poorly edited, poorly marketed, "hard" to read and, well, boring.

Laura Miller, Book Reviews Editor, Contexts

They are of very uneven quality. For the most part, I don't have the time to do without a publisher I can count on to have performed some level of screening and editing of a book.

Kel Munger, Books Editor, Sacramento News & Review

Most of them would be better off not published at all. I've written about it here:

<http://www.newsreview.com/sacramento/bibliolatry/blogs/post?oid=659278>.

The rare good books that are self-published take too much work to find; most of them really need an editor.

John Landry, Book Review Editor, Harvard Business Review

I'm skeptical about them, so these have to do more to prove themselves appropriate for review, but I'm open to considering them if the accompanying press release focuses on the new idea in the book, the insight that's surprising or contrary to intuition. .

WaveLength Magazine, Book Reviews Editor

The standard is normally very low. Most are ill-conceived vanity works. The focus is usually very narrow and doomed commercially. They are usually immediately evident as self-published works for all the wrong reasons, even if carefully hidden by creation of a publishing company, etc.

Joe Meyers, Book Reviews Editor Connecticut Post

They go to the bottom of the pile.

Kathleen Robinson, Book Reviews Editor, The Calgary Sun

I have maybe seen one ever that would rate coverage in a newspaper. Usually the audience is way too narrow.

Morley Walker, Book Reviews Editor, Winnipeg Free Press

From an author's perspective, there can be many advantages to self-publishing. But getting reviewed or interviewed is not one of them.

Carolyn See, Book Reviews Contributing Writer, The Washington Post

It's a pathetic swindle 99% of the time, because writers expect that company to do the work of distribution, getting reviews, etc., when that never happens. If you want to publish 50 copies just for your family and friends, that's OK. Otherwise, it's pitiful.

Ms. Heather Shaw, Book Reviews Editor, Spirituality & Health magazine

I'll look at anything.

Prudy Taylor Board, Book reviewer, Boca Raton News, Florida Weekly, Fort Myers, FL, Florida Weekly -- Naples, FL

I'll consider them, but seldom review them because the quality isn't sufficient. I recently reviewed a self-pub, but only because the author had sold a substantial number of copies. I definitely do make the distinction between self published and print-on demand.

Jean Westmoore, Children's Books Editor, The Buffalo News

We do not review self-published books. Most of the ones I see do not match in quality the books from established publishers.

Doug Rieder, Book Reviews Editor, Erie Times-News

They must be looked at with some caution. I'm not saying that there are no worthy self-published books, just that there are a lot of unworthy ones, and that the standards of the actual publishers of these books can be very low. Still, we've run many a review of local vanity works.

Dan Webster, Book Reviews Editor, The Spokesman-Review

If there's a local angle, I will look at them.

Carolyn Price, Book Reviews Editor, Outdoors NW

I applaud these authors but I don't think the books would have as much clout as if they were published by a publishing house.

Daniel Grotta, Freelance Writer

Under no circumstances, do not query me on them, do not send them, i will not read them, i will not review them. Period.

David Neff, Book Reviews Editor, Books & Culture: A Christian Review

Self-published books have a much higher threshold to get my attention. There are reasons for self-publishing, but those very reasons will usually preclude coverage in a mass medium.

Deb Taber, Book Reviews Editor, Northwest Horse Source

The self-published books I have received thus far have considerably lacked appeal, and I'm very wary. I'll still take a look at them in hopes of finding that one gem, but so far I have not found one that I would recommend to any reader, or even that I could read all the way through. Small press publications (not vanity press) that are

well edited, however, receive equal treatment to those received from major publishers, and I've read a few excellent offerings from small presses that take editing and story selection seriously. For self-published authors, remember that your delivery is just as important as your message. It makes our magazine look bad to recommend a poorly written book. If your idea is worth writing about, it's worth writing right and getting the input of a qualified editor.

Dave Williams, Editor, Asbury Park Press

My feelings are irrelevant, since my paper has a strict policy against covering them (if we didn't, we'd be deluged with local would-be authors, most of them dreadful).

Della Watson, Editorial Assistant, Sierra magazine

We will consider them, but it is unlikely that they'll be reviewed.

Carolyn Kuebler, Managing Editor, New England Review

We don't review them, but we have no hard feelings toward them.

Peter Cannon, Book Reviews Editor, Publishers Weekly

We don't review them.

Jon Fear, Editor, Waterloo Region Record, Kitchener, Ontario

I have no bias against these. Some are incredibly sloppy, however. Self-published authors shouldn't expect a review to sell their book. Writing a book and selling it are two different things. Authors of self-published books should pay as much attention to all of these questions and answers as any book industry professional would. In the course of a year, I probably get sent about 60 self-published books written by people who live in my market area. I try to look at them all.

Ira "Skip" Singer, Business and Technology Journalist, Freelance for GQ, Men's Journal, Ziff-Davis, Washington Post, Advanstar

Not as turned-on by them, unless they are outstanding.

John Williamson, Professor, Book Review Editor, SIM News

Rarely do I examine such a book, the quality is likely unappealing to readers.

Jeanette Larson, Book Reviews Editor, Parent Wise Austin

There is nothing necessarily wrong with self-published books but my experience has been that few self-published authors do the groundwork, such as editing and revising, that is needed for a successful book. In 4 years of reviewing for Parent Wise I have published a review of one self-published book. I've looked at some others that sounded good but were poorly edited, didactic or preachy in their message, and illustrated by amateurs. I feel sorry for some of these authors because even if I did review their book they are probably never going to sell more than a small number of copies.

Julian Suchman, Producer, Sirius Radio

They must look great and be well edited to compete with professional publications.

Nanette Morges, Features Editor, The Hour Publishing Company

It varies as the quality does. There is a world of difference between self-publishing/POD and vanity projects. Given how hard it is to break into the traditional publishing industry these days and how repetitive the product from those houses can be, I am more willing to give self-published books a chance. It can be a source of new, edgy material. But it is all about quality. Books still need to be well-written, look professional and be marketed professionally to be taken seriously. Don't send me something that is in 12 points, double spaced, with spaces between the paragraphs, bad layout and an awful cover and expect me to consider it a published book to be profiled in my paper.

Ellen Barcel, Leisure Editor, Times Beacon Record Newspapers

Many self-published books are excellent. Large publishing houses are looking to sell a lot of copies and turn down important or interesting books as a result, because they only seem to have a limited market. I am, however, more cautious in reading self-published books since I don't necessarily know the credentials of the author.

Bill Highlander, Editor, Times Media Inc.

Not likely to get reviewed.

Ted Newsom, Features Editor, Hustler magazine

Sorry, but if an author doesn't make the grade with a fellow editor and there are thousands of them), why would i waste my time plowing through essentially a printed version of an over the transom manuscript?

Rich Ott, Business Editor, West Valley View newspaper

They are not "real" books. The quality on several we received in the newsroom is pretty low.

Colleen Truelsen, Editor, Valley Community Newspapers, Inc.

They're fine -- but too many of them needed a good editor to catch grammar and misspellings. A book with even a few glaring inappropriate words makes me hesitate to tell our readers about it.

Todd Shryock, Managing Editor, Smart Business Magazine

Depends on the quality of the information. I know it's difficult to get published in today's world of a few giant publishers with cookie-cutter books, but some of the self-published stuff is awful, both in presentation and quality.

Blair Robertson, Staff Writer, The Sacramento Bee

I'm not necessarily biased if it's a good book, but newspaper editors are reluctant. If it's a new idea and it resonates, then go for it.

George Mocharko, Editor of Tomorrow's Business Leader, PBL Business Leader, The Professional Edge & Several Advisers' Hotlines.

I like the fact that anyone who is interested in authoring a book has the ability to publish one as well. That being said, a lot of self published books do not have a clear audience. The first thing an author must figure out is: who will read and benefit from this book?

John Wilkens, Features Staff Writer, The San Diego Union-Tribune

Depends on the book and why it's self-published. Paper generally avoids them, but I have done both reviews and features on self-published books. I reviewed Jim Bouton's Foul Ball, because the reason it had to be self-published was part of the story. I did a feature on a woman who self-published a book about people from all over the country named George Bush. A couple of the George Bushes were from San Diego County, so it had a local tie. And it was just an interesting idea for a book.

Eric Taub, Technology Contributing Writer, The New York Times

Don't expect to get many sales; and be prepared to spend a lot of time doing pr around it.

Barbara James, Business Deputy Editor, The Columbus Dispatch

My husband's cousin does that. how do you spell 'e-g-o'?

Albert Reinoso, Producer, SIRIUS Satellite Radio

A good book is a good book. If they let me know about it, there's no difference.

John Biggs, Technology Contributing Writer, The New York Times

I find them dubious at best and foolhardy at worst.

Mike Cottrill, Business Associate Editor, Smart Business

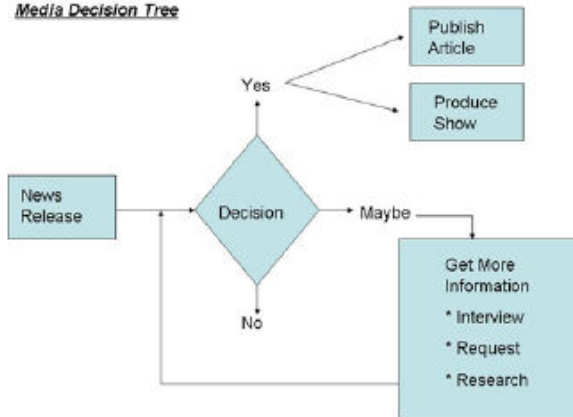
My take is this: if a book is solid, it's solid. I don't much care about how it got glued together.

What Really Happens When You Send Out a News Release?

Steps to Achieving Maximum Book Publicity ROI

Understand the Psychology of Dealing with Media

Media Decision Tree



What is a News Release?

A written proposal, containing a request for media coverage, and an offer to provide the media the content and people needed to achieve that end.

Goal of a News Release & Outreach = Media Coverage that Results in Action (ROI)

1. Write about you or interview you
2. Request more information

Step 1: Write a Great Book That Has Real Value for an Audience You Can Reach



SIX ESSENTIAL PARTS OF A TRASH PROOF NEWS RELEASE

1. The *Call to Action*
2. A Real Story That Relates to Real People
3. The Value to the Audience
4. Crucial Information
5. Highlights of Qualifications
6. Access to Key People



Step 2: Create a Trash Proof News Release That Makes Media Laugh, Cry and Want to Share You with Their Audience

Length doesn't matter, content matters. Help the people you can help the most. Don't sell. Engage with the best news, education or entertainment you can offer.

Step 3: Create a Custom Targeted Media List

CISIONpoint

Plan your campaign ▾ Connect with the media ▾ Monitor coverage ▾ Analyze results ▾

Home

PowerSearch

My Saved Searches Configuration

A1 Editor Search - By O...
All media contact search...
All media editor beat DV...
Associations

Select

Options

Database Package(s)
☒ North America

Media
Print
Broadcast
Internet
Opportunity
Other

Geography

Beats and Topics
Contact Beats
Outlet Topics
Opportunity Topics

Contact Beats

Search Contact Beats: men's Search Beats

Recent Contact Beats

Top Level Beats

Beats Selection Clear Beats Selection

Agriculture & Farming
Arts & Entertainment
Automotive
Building & Construction
Business & Finance
Education
Energy & Environment
Fashion & Beauty
Food & Beverages
Government & Politics
Health & Medicine
Home
Law
Leisure Activities
Lifestyle
Manufacturing & Industry
Media & Communications
News & Current Affairs

Men's Fashion
Men's Health
☒ Men's Interests
Women's Fashion
Women's Health
☒ Women's Interests

Prime Media

Newspapers
Magazines
Radio Stations and Shows
TV Stations and Shows
News Services & Syndicates
Columnists and Freelance Writers
Online counterparts to all the above
- Media and Journalist Blogs

Internet Media

Specialized Search Engines
Bloggers, Ezines and Newsletters
Mailing Lists and Discussion Groups
Forums and Article Posts
Audio/Podcasts, Videos
Social Media (Facebook, Twitter, etc).

Step 4: Transmit Your News Release by Email Html - Tuesday, Wednesday and Thursday are the best days to transmit

Snapshot of Email Inbox Showing Media Requests Incoming

Step 5: Respond to Media

Send media review and promotion copies, tailored media kits with feature story material, interview Q & A's, and photography.

Step 6: Enjoy, Leverage & Get More Mileage Out of Your Publicity Success

When you give the media what they need, they'll give you what you want.

Media Requests		
From	Subject	Received
Connie Fitch	RE: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
Vivien Bruss	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
Barton Goldsmith	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
Rita DeMontis	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
Gabriel Cervera	Thank you very much Maggie's work looks great.	Thu 2/4/2010 9:43 AM
Kelly Anderson	Re: Maggie Lamond Simone's "From Beer to Maternity"	Thu 2/4/2010 9:43 AM
Ronald Holden	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:10 AM
Colleen Coplick	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
Patrick Sullivan	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
Stephanie Wetzel	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
Ann Harrison	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:54 AM
Tammy Duplessie	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:29 AM
Ochoa, Edgar	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:17 AM
Nancy Goss	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:17 AM
Kock, Tom	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
Stephen Baertge	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
Christina	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
Dawn Smith	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
Laura Lacy	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM

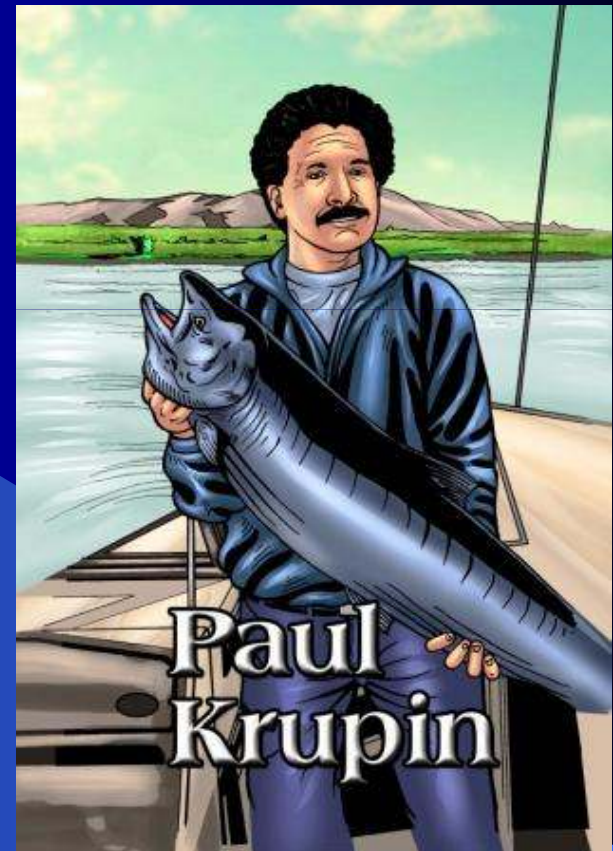
To get started call or email me any time. I operate a highly personalized, custom-targeted, task-based, and cost-effective publicity service. Send me a book and tell me about your specific goals so I can advise you intelligently.

Paul J. Krupin Direct Contact PR
2404 South Lyle St. Kennewick, WA 99337
509-582-5174 (office) 509-531-8390 (cell)
Paul@DirectContactPR.com www.DirectContactPR.com

Trash Proof!

News Releases (and other MarCom) That Really Work

Paul J. Krupin
Direct Contact PR



My Objectives

To Show You How To:

1. Turn YOUR People On
2. Make the MEDIA Fall in Love with You
3. Write Trash Proof News Releases
4. Achieve Return on Investment (ROI)

Once Upon a Time ...

- Salmon, Idaho June 28, 1979
- The Recorder-Herald, circulation 2,700

Water poses new hazard

"Don't drink the water" warns Bureau of Land Management Hydrologist Paul J. Krupia.

"It would be better for you to go thirsty for one afternoon, than to take a small sip of stream or river water and come down with the 'Salmon River Revenge.' If you catch this bug you're in for a horrible time. Right now its a case of what you don't know can hurt you — quite seriously.

"The problem is a microscopic, parasite called 'GIARDIA' (pronounced GEE-AR-DEE-A). Giardiasis, as those who have

disposal. According to researchers three to seven percent of the general population are carriers of giardia. Infected individuals are capable of shedding over four million cysts per gram of excreted solid waste.

"Thus just a few infected individuals can have a devastating impact upon downstream water users. The potential to exposure to giardia lies in the various animal hosts, including people, which pick up, harbor and transmit the parasite to surrounding ecosystems.

Cases are now coming in from the Challis area as well.

It is estimated that there are perhaps two to three times as many infected individuals walking around, unaware of the disease they have contracted.

Many people who contract the disease will probably attribute their physical condition to a virus, stomach flu, food poisoning or other condition. But when the symptoms described earlier don't disappear or get worse the affected individual should see a physician as soon as possible.

What Happened

- Associate Press in Boise picked it up
- Backpacker's Disease
- Giardia epidemics
- US government passed new regulations requiring better filtration in municipal water supplies.
- Woody Allen wrote a play (*Don't Drink the Water*).
- Light Budweiser commercial
 - “*you can drink the light beer in America, but DON'T DRINK THE WATER!*”
- I tasted the exhilarating experience of positively affecting the lives of millions of people across America.

Growing with the flow

- Self-published 30 books, specialized business databases and software.
- Turned successful using publicity.
- On the Internet in 1994

from Tampa Tribune..

A gift for people who love nature work

By Sandra Pesmen

Anyone who believes in God will have little trouble believing that he probably sent Paul Krupin down here to help him out.

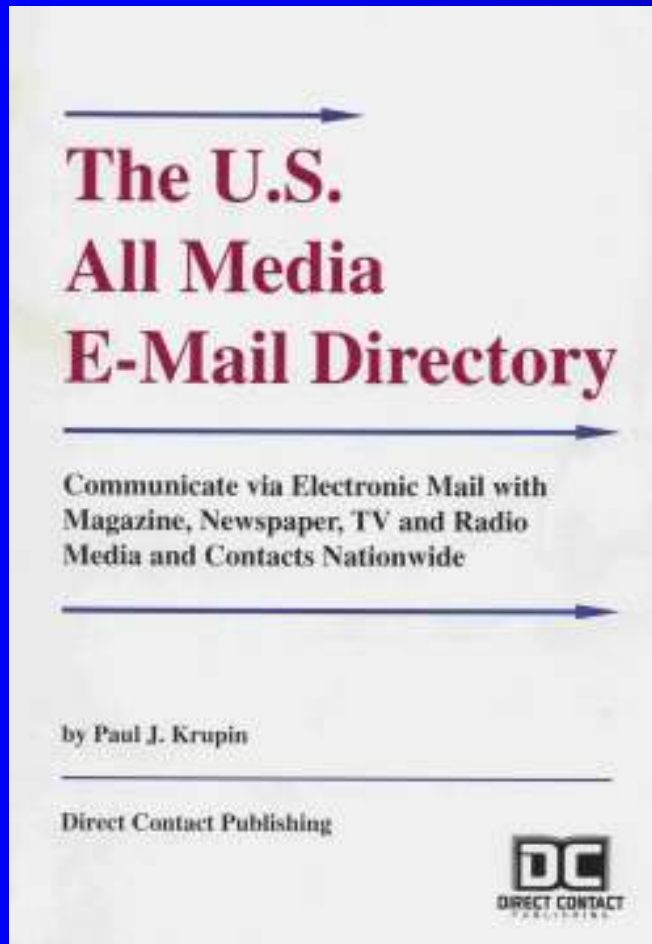
Krupin's Toll-Free Environmental Directory

A comprehensive nationwide 800 phone number listing of over seven thousand environmental firms, organizations, government agencies and private institutions that every career seeker and working professional can call long distance for free.



Paul J. Krupin

E-mail & the Media



July 1995 to July 1999



Downloaded > 3 million times

DIRECT CONTACT PR

- Internet to Media Fax Service (1995 to 2005)
- Direct Contact PR (2005 to present)

Custom targeted publicity services

Specialize in really good copy, custom targeted news release distribution, & phone follow up.



The Magic of Business

- The country is huge
- Market potential is phenomenal
 - 330 million people
 - 30,000 towns
 - 75 big cities
 - 50 states
- There's even more in China...

The Miracle of the Microcosm

- Universally trained to use media
- Homogenously programmed to respond
- Media has learned how to turn us on
 - Respond predictably to the same communication stimuli.
 - We can be persuaded to buy things.
- *You can learn how to do this anywhere.*
- Then you can use technology as a force multiplier to repeat the message and duplicate the action produced.

Learn How to Turn People On

- Location doesn't matter – develop your script in your backyard
- THINK, Test, Practice, Improve
- Be scientific and systematic.
- Practice makes perfect.
- Use what you prove in your news releases

The Magic Formula

- Content is the ultimate determining factor to getting media attention.
- Key elements to the equation:
 - Dramatic
 - Personal
 - Adversity
 - Achievement
 - + Humor

DPAA+H

Example

Terri Schindler-Schiavo Foundation
4615 Gulf Blvd # 104-103, Saint Petersburg Beach, FL 33706

News Release

Contact: Pam Hennesy phenn@zimp.org

DPAA *no H*

FOR IMMEDIATE RELEASE

October 15, 2003 Tampa, FL:

Disabled Woman Ordered Starved to Death by State!

A Florida court has ordered the removal of the feeding tube that feeds Terri Schiavo who is disabled from an unknown injury. The court has decided that she should DIE OF STARVATION beginning on October 15, 2003, *however:*

Terri IS NOT IN A COMA - she is reactive and has sleeping and wakeful periods

Terri is NOT A BURDEN. Her parents, brother and sister have offered to care for her in a safe environment and she has a fund so is not a burden to anyone, tax-payers included.

Terri's condition CAN IMPROVE with proper treatment (Local medical evidence supports

What is a News Release?

- A written proposal
- containing a request for media coverage
- and/or an offer to provide media the content needed to achieve that end.
 - Sent directly to media decision makers.
 - Placed where they can find it and use it.

Who Are the Prime Media?

- Daily and Weekly Newspapers
- Magazines & Trade Publications
- Radio Stations and Shows
- TV Stations and Shows
- News Services and News Syndicates
- Freelance Writers
- Internet media counterparts to all the above
 - Blogs

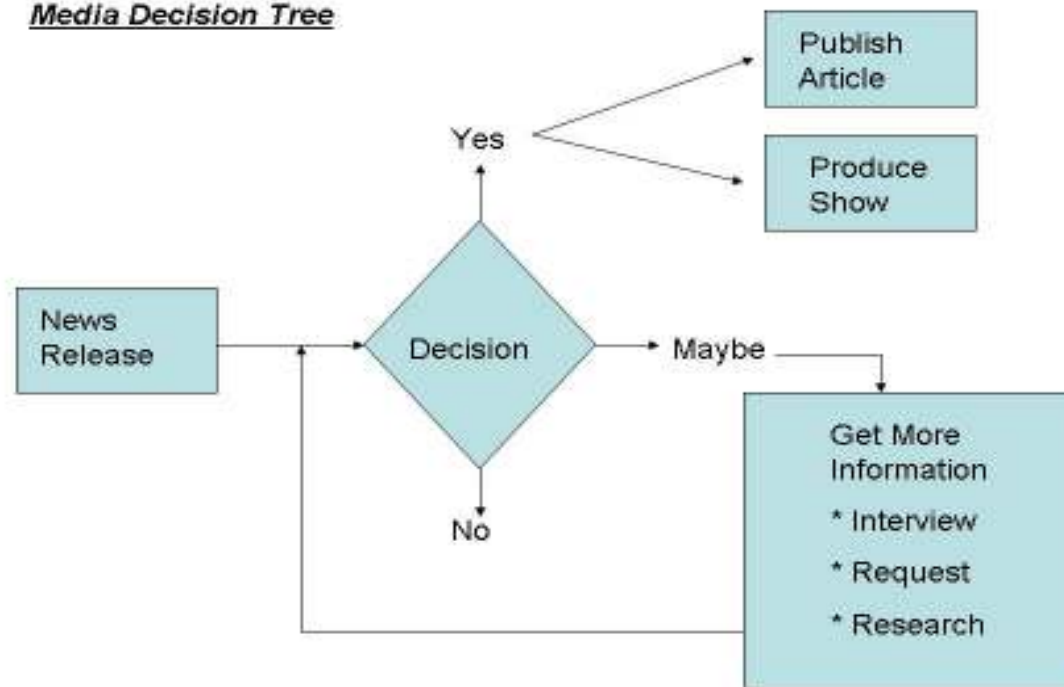
What are Internet Media

- Web sites
- Ezines and newsletters
- Blogs, Wikis, Libraries
- Mailing lists and discussion groups
- Forums and article posts
- Audio/podcasts, Videos
- Social media

Goal of a News Release = media action & coverage

1. Write about you or interview you.
2. Request more information .

Media Decision Tree



Psychology of Dealing with Media

- \$\$\$ come from:
 - Paid subscriptions
 - because of the valuable content
 - Paying Advertisers
 - because of the size and interests of the audience
- Content is King!

Media Gauntlet

- Media will not give you free advertising.
- They only publish news, education, or entertainment that their audience will pay for and that their advertisers won't object to.

Make the media fall in LOVE with you

Key questions:

- 1. How many people in my audience are interested in this?**
- 2. What's in it for my audience?**
- 3. How much time, effort, and money will this project require?**

Pass Fail Test Answers:

1. A lot. 2. A lot 3. Very little

Trash Proof News Release

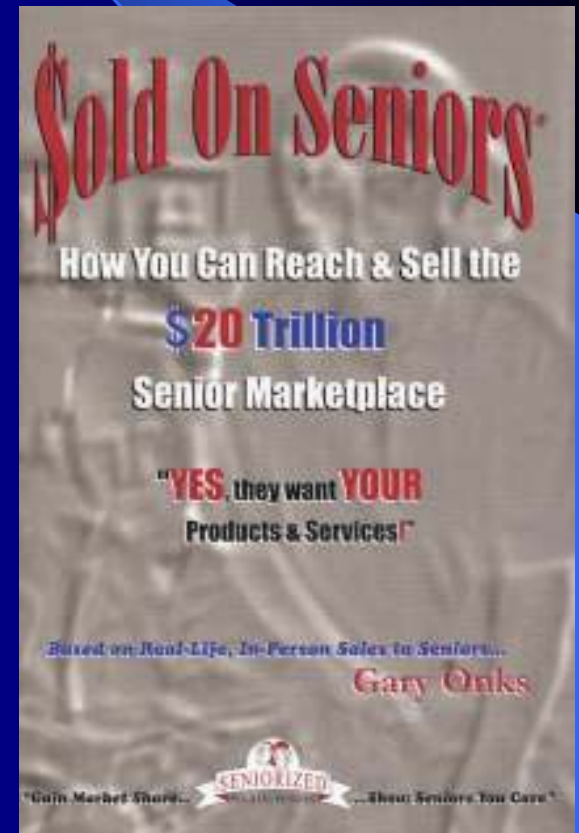
- Interest and even expand the media outlet's target audience.
- Provide news, educational or entertainment value.
- Be easy to verify, trust, and work with.

Sold on Seniors

- Business media & editors targeted
- Weekly campaign identifying senior friendly businesses

“Seniorized Seal of Approval”

- Borders Books
- Cracker Barrel Restaurants



\$old on Seniors

Why Seniors?

- Biggest of all consumer groups
- Control 79% of all money assets
- Spend over \$2 Trillion annually
- 26 % higher disposable income
- Demographic increasing

New York Times
Sunday Edition

SENIORITY
FRED BROCK

Catering to the Elderly Can Pay Off

AT first glance, there may not seem to be much in common between a Borders bookstore in a suburban mall and a Cracker Barrel restaurant along an Interstate highway somewhere.

But both are examples of "senior friendly" retail establishments, says Gary Onks, president of Sold on Seniors Inc. He is an author and consultant who helps corporations attract older customers.

And there's every reason they should, argues Mr. Onks, who spells it all out in his book, "Sold on Seniors: How You Can Reach and Sell the \$20 Trillion Senior Marketplace" (Sold on Seniors Inc., \$29.95). Mr. Onks points out that:

- The 50-plus age group is the fastest growing segment of the population.
- Seniors control 48 percent of all discretionary spending; 43 percent of new cars are bought by seniors.
- The net worth of seniors is five times that of other Americans; people over 50 had a total net worth of \$20 trillion in 1998, up from \$7.6 trillion 15 years earlier, according to data from AARP, an organization of retired people and those approaching retirement.

So why are advertisers so fascinated with the 18-to-49-year-old age group? What makes television executives act like they've just been handed a stack of Enron stock when one of their shows starts attracting older viewers?

"For 40 years, corporate America has been focused on the baby boomers, viewed as a youth group for many of those years," Mr. Onks said. "Executives are used to looking to younger people; older people were seen as retired, over the hill, done. The corporations have gotten into a pattern, just like people do, and it's hard to change."

He also faults advertising agencies and companies' advertising departments for being composed mostly of people 25 to 30 years old who "only see their own plateau."

Younger people also forget about the elderly, in part, he said, "because of the increased divorce rates in recent decades and the breakdown of the traditional family, not to mention



Dave Kling

the mobility of Americans."

"As a result," he said, "a lot of younger people have lost contact with their grandparents and don't know how to bond with older people."

He says this attitude will change as seniors become a force that companies cannot ignore without the risk of declining sales. Smart companies, he contends, already recognize this.

Which brings us to Borders and Cracker Barrel, a unit of CBRL Group Inc., based in Lebanon, Tenn.

Borders, Mr. Onks writes in his book, makes it "so very easy to shop, browse, linger and socialize: lots of chairs, sofas, helpers, refreshments, room to move about and excellent lighting." He adds: "Their stores simulate warm, cozy dens or family rooms. Seniors love it."

On a recent weekday morning, I spent an hour at a Borders bookstore in Wayne, N.J. The atmosphere was indeed pleasant and a number of older customers were sitting about in comfortable chairs reading magazines or books from the store's shelves. In the cafe area, there were newspapers available for people to read with their coffee.

The bookstores also offer free musical programs and literary discussion groups.

Jenie Carlen, a spokeswoman for Borders Group Inc. in Ann Arbor, Mich., said the company wanted people to think of its 360 bookstores around the country as a "third place" besides work and home.

"We provide an atmosphere where people can meet," Ms. Carlen said. "This is good for people who are retired and want to start book clubs or discussion groups. It helps get them out of the house and into a more so-

cial atmosphere."

Of Cracker Barrel restaurants, Mr. Onks writes: "These places literally ooze every aspect of marketing to seniors. The buildings themselves are designed to look like old country stores. The wide front porches are filled with rocking chairs, just like front porches of homes and stores used to have. The food is down-home, country-style cooking."

It's hard to disagree with his assessment; a Cracker Barrel sign can be a pretty welcome sight for a hungry driver. But, let's face it, Cracker Barrel's cloverleaf competition is usually pretty mediocre, especially for older people who might want more than a smashed hamburger and salty fries.

Julie Davis, a spokeswoman for Cracker Barrel, said the chain had no data on what percent of its customers were seniors, but the number was "clearly significant."

"We didn't start out to appeal particularly to seniors, but it has certainly evolved that way," Ms. Davis said, adding that older customers especially liked the restaurants' large-print menus.

SAM CRAIG, professor of marketing at New York University's Stern School of Business, agrees that there are a lot of untapped opportunities for the senior market. But he contends that mass-market advertisers sometimes appear to ignore seniors not out of ignorance but because of a "basic and subtle dilemma" rooted in the fact that a lot of older people, especially the aging baby boomers, don't think of themselves as old. And they don't want to be seen as old.

"So if advertisers target the 18-to-49 group, they will pick up some older viewers," Professor Craig said. "But if they skew their ads to older viewers, they'll lose the younger ones as well as the older ones who don't see themselves as old. Companies are aware of the demographics, but if they target old they run the risk of being rejected by both groups."

He added: "Look at ads specifically directed to older people, like vitamins. They don't put people in these ads who are old and decrepit. They pick people who look younger, with gray hair the only real sign of aging. They could be 35-year-olds with prematurely gray hair."

Fred Brock is an editor at The Times. His column on the approach and arrival of retirement appears the first Sunday of each month. E-mail: fbrock@nytimes.com.

SIX ESSENTIAL PARTS OF A TRASH PROOF NEWS RELEASE

- 1. The Call to Action**
- 2. A Real Story That Relates to Real People**
- 3. A presentation of The Value to the Audience**
- 4. The Crucial Information**
- 5. The Highlights of Qualifications**
- 6. Access to Key People**

SIX ESSENTIAL PARTS OF A TRASH PROOF NEWS RELEASE

1. The *Call to Action*

2. A Real Story That Relates to Real People

3. The Value to the Audience

4. Crucial Information

5. Highlights of Qualifications

6. Access to Key People

For Immediate Release ¶
¶ Media kits, review copies and local author interviews available on request. ¶

CONTACT: For any additional assistance please contact Heather McNamara on 818-364-0699 hmcnamara@verizon.net or just hit reply and provide us with your best street address. Local author contact information is provided below or (gag) free to contact us for assistance. ¶

Local Authors Featured in New Chicken Soup for the Soul Children with Special Needs ¶

¶ Several local authors each wrote an original short story that has been published in the newly released *Chicken Soup for the Soul: Children with Special Needs, Stories of Love and Understanding for Those Who Care for Children with Disabilities* - the latest book in the NY Times best-selling *Chicken Soup for the Soul* series. ¶

¶ Each story was selected from thousands of other potential stories to be included in *Chicken Soup for the Soul: Children with Special Needs* because of its unique and special ability to offer encouragement and insight to anyone whose child faces extraordinary challenges. ¶

¶ *Chicken Soup for the Soul: Children with Special Needs* is filled with heartfelt stories that provide insight, comfort and connection with others who have walked this powerful and transformational journey. The authors of these candid stories relate their own experiences of adjusting, reaching out and flourishing. ¶

¶ Written by various authors who share in this distinctive relationship, *Chicken Soup for the Soul: Children with Special Needs* offers a glimpse into the lives of others who are on a similar yet diverse path. ¶

¶ Section Break (Continuous) ¶



¶ *Chicken Soup for the Soul: Children with Special Needs* ¶
by: Jack Canfield, Mark Victor Hansen, Karen Simmons and Heather McNamara ¶

¶ Release Date: September 2007 ¶

¶ The *Chicken Soup for the Soul* books were first published in 1993 and quickly rose to number one on the New York Times bestseller list. With over 100 million copies sold and 145 titles in 37 languages, *Chicken Soup for the Soul* has made international publishing history and garnered numerous prestigious awards for creators, Jack Canfield and Mark Victor Hansen. ¶

¶ Jack Canfield and Mark Victor Hansen are the bestselling coauthors of the #1 New York Times and USA Today best-selling *Chicken Soup for the Soul* series. They are joined in this book by Karen Simmons and Heather McNamara. ¶

¶ # # # ¶

¶ Media kits, review copies and local author interviews available on request. ¶

CONTACT: For any additional assistance please contact Heather McNamara on 818-364-0699 hmcnamara@verizon.net or just hit reply and provide us with your best street address. ¶

¶ Local author contact information is provided below or (gag) free to contact us for assistance. ¶

¶ Local contributor contact information: ¶

¶ Local contact information: ¶

¶ Hillary Mims Key.....678-795-0365...hillkey@bellsouth.net ¶

¶ Shari Madonna Youngblood.....706-592-5593...
shari.youngblood@gmail.com ¶

¶ © ¶

¶ A Direct Contact PR News Release ¶

¶

The Call to Action

1. The Action Line
2. Media Incentives
3. Media Contact

The Action Line

Pick One (or Two):

- For Immediate Release
- News Release
- Press Release
- New Product Release
- New Book Release
- Public Service Announcement
- Media Advisory
- News Conference
- Photo Opportunity
- Available for Interview

Media Incentives

*What is available to the media to help them do their job
how it can be obtained:*

- Media kits, high resolution photography, and interviews.
- Unique local photo opportunity by arrangement please.
- Interviews with key people available after the press conference.
- Media passes available upon request.
- Online media center.

Key Contact Information

Media Point of contact

- Name
- Phone
- Email

The Call to Action

1. The Action Line
2. Media Incentives
3. Media Contact

For Immediate Release -- Available for Interview ¶

¶
Media review copies, high resolution photos, and interviews available upon request. ¶

¶
This article may be used in whole or part with short bio and links to website please. ¶

¶
Contact: Scott Ginsberg, The Name Tag Guy, 314-256-1800 email scott@hellomynameisscott.com or just hit reply to this email and provide us with your best street mail address. ¶

A Real Story That Relates to Real People

Tell me a story

give me a local news angle (my audience!)

touch my heart (make me laugh or cry)

teach me something new

astound or amaze me,

make my stomach churn with horror or fear,

hit me in my pocketbook

or turn me on.

A Real Story

What is the value of being approachable? ¶

Priceless. ¶

¶

What would happen if you wore a nametag all the time? Would people be friendlier? Would people say hello? Or would people stare at you with confused looks on their faces while ridiculing you and assume you were a complete idiot? ¶

¶

The answer is, yes... All the above and more... ¶

¶

And if you want to be approachable, your luck with people and the opportunities that come your way will dramatically increase. ¶

¶

All you have to do is act as if you are wearing a name tag. ¶

¶

Scott Ginsberg knows this works. He has now won a name tag every day for over eight years two months and counting --- more than 3,000 days in a row. He's the world's record holder. He's even had his nametag tattooed on his chest. ¶

¶

Value to the Audience

Help the People You Can Help the Most

- Create a vivid and compelling word picture that allows people to see, smell, taste and even experience what you can do for them and what they can do with it.
- Deliver the very best immediate actions, tangible real-time or near-term benefits, facts, impacts, humor, insights, advice, or whatever you can bring.

Value to the Audience

Scott Ginsberg knows this works...He has now worn a name tag every day for over eight years two months and counting --- more than 3,000 days in a row. He's the world's record holder. ¶

¶

He's even had his name tag tattooed on his chest...¶

¶

This high-energy marketing student turned entrepreneur and author of numerous books is now walking talking life-changing expert on approachability and the good fortune it brings. ¶

¶

His newest book --- actually an innovative two books in one book published back-to-back inverted, captures his hard-earned lessons learned on how to attract people and get more opportunities in your life. ¶

More Value Added

¶ Here he offers some of his top lessons learned about approachability. ¶

¶

1.→ Approachability wins business. We live in a culture of sales resistance. Consumers are skeptical and require confidence before deciding to buy. Remember: If they can't come UP to you; how will they ever get BEHIND you?.. ¶

¶

2.→ Be The Origin, not The Echo. There are no cover bands in the Rock and Roll Hall of Fame. Similarly, in business: The more imitable you are, the less valuable you are. Be un-competable. Be un-confusable. ¶

¶

3.→ Create Points of Dissonance (POD). Curiosity is a natural motivator of human engagement. Before someone gets to the "Aha!" about what you do and who you are, they have to be captivated by the "Huh?". ¶

¶

4.→ Don't be stopped by not knowing how. Focus (first) on the WHAT, and the HOW will eventually appear. Remember: Ideas are free; execution is priceless. ¶

¶

5.→ Create fans, not customers. More Fans = Less Selling. You need fans; and you need to give them megaphones. The secret is three words: Build a following. Post on your blog everyday, because writing is the basis of all wealth. ¶

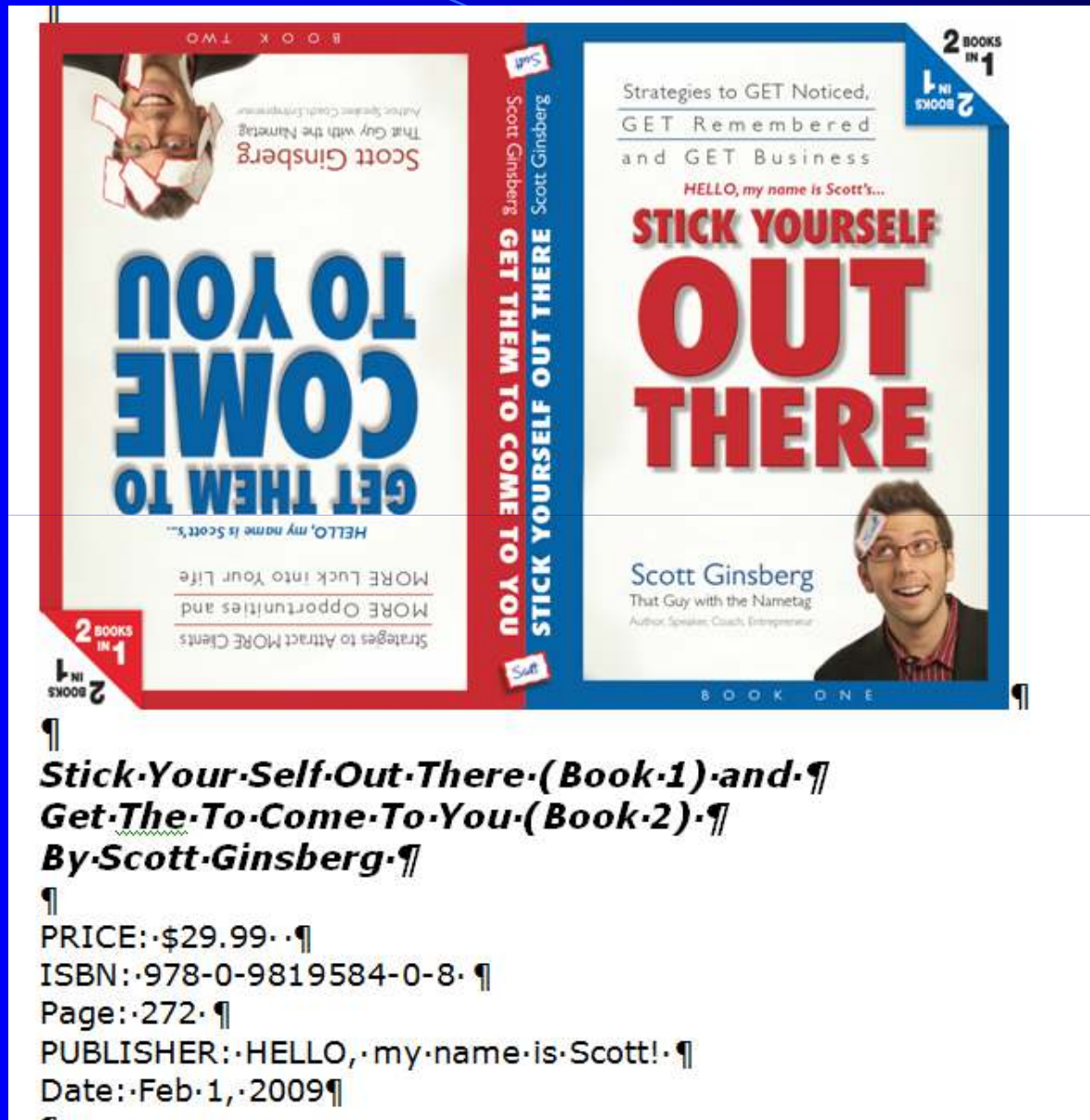
¶

Crucial Information

Sweeten the pot with photos, perks and additional value added incentives or available information

- Product details and availability
- Photography for the media to use
- Incentives for the audience:
e.g., special brochures, problem-solving-tips sheets, helpful or entertaining web sites, tools, calculators, special reports, white papers, questionnaires, surveys, other value-added, interactive resources

Crucial information



Highlights of Qualifications

Why should we believe this person?”

Provide convincing proof of expertise.

- Biography
 - Relevant Credentials
 - Testimonial Proofs
 - Reviews and What People Are Saying

Highlights of Qualifications

About the Author¶

¶

Scott Ginsberg is a fun, lively, energetic and experienced media guest who has been interviewed and featured in USA Today, CNN, NBC, 20/20, Fast Company, Redbook, the Wall St. Journal and dozens of radio and tv talk shows across the nation. Scott is a regular contributor to the *St. Louis Small Business Monthly*, *INSTORE Magazine*, *PR Canada* and *Expert Village*. His conversational, content-rich articles have appeared in hundreds of online and offline publications worldwide. Also, his work has been reprinted in dozens of textbooks and resource guides. ¶

¶

His other books include The Approachable Salesperson, The Approachable Manager, The Approachable Frontline, The Power of Approachability, How to Be That Guy, Hello, My Name is Scott, and Make a Name for Yourself. ¶

¶

He is based in St. Louis, Missouri. ¶

Access to Key People

Media review copies, high resolution photos, and interviews available upon request. ¶

¶

This article may be used in whole or part with short bio and links to website please... ¶

¶

Contact: Scott Ginsberg, The Name Tag Guy, 314-256-1800 email scott@hellomynameisscott.com or just hit reply to this email and provide us with your best street mail address. ¶

¶

Results

RECENT NEWS:

- [The Associated Press interviews Scott about his new book!](#) (2/6/09)
- [Scott Celebrates 3,000 Days of Wearing a Nametag!](#) (1/28/09)
- [NBC Stops By Nametag Headquarters!](#) (1/22/09)



Welcome to Direct Marketing Newswire!
Breaking News for Direct Marketers!
Internet - Mail - Print - Broadcast

Recent Posts

USPS Summer Sale
NEWPAGE TO HELP
CATALOGERS REACH
MORE CONSUMERS
New Survey Shows
Dramatic Effect of
Payday Cycles on
Consumer Spending
In Line with Recent
Stock Market Uptick 60

What is the value of being approachable? Priceless

1/28/2009 8:20:15 AM

What would happen if you wore a nametag all the time? Would people be friendlier? Would people say hello? Or would people stare at you with confused looks on their faces while ridiculing you and assume you were a complete idiot?

The answer is, yes. All the above and more.



Results

NBC Stops By Nametag Headquarters to Hang with Scott Ginsberg



Scott's comment: "I stripped for the cameras again..."

Targeting the Right Media

1. Who are your customers?
2. What do they read, watch or listen to?
 - Particularly when they are receptive to learning and are open to taking action

Targeting the Right Media

- Media Type
- Classification
- Industry
- Outlet Topic
- Specialty Editor
- Geography
- Circulation

- Prime Media

- Daily and Weekly Newspapers
- Magazines & Trade Publications
- Radio Stations and Shows
- TV Stations and Shows
- News Services and News Syndicates
- Freelance Writers
- Internet media counterparts to all the above
 - Blogs

- Internet Media

- Web sites
- Ezines and newsletters
- Blogs, Wikis, Libraries
- Mailing lists and discussion groups
- Forums and article posts
- Audio/podcasts, Videos
- Social media

Custom List Sources

- Media Database Producers
 - Cision (formerly Bacons)
 - Burrelle's
 - Vocus
- PR Firms
- Publicists

Distributing News Releases

2001

- street mail
- fax
- e-mail
- in person
- telephone

2009 – in addition we now have:

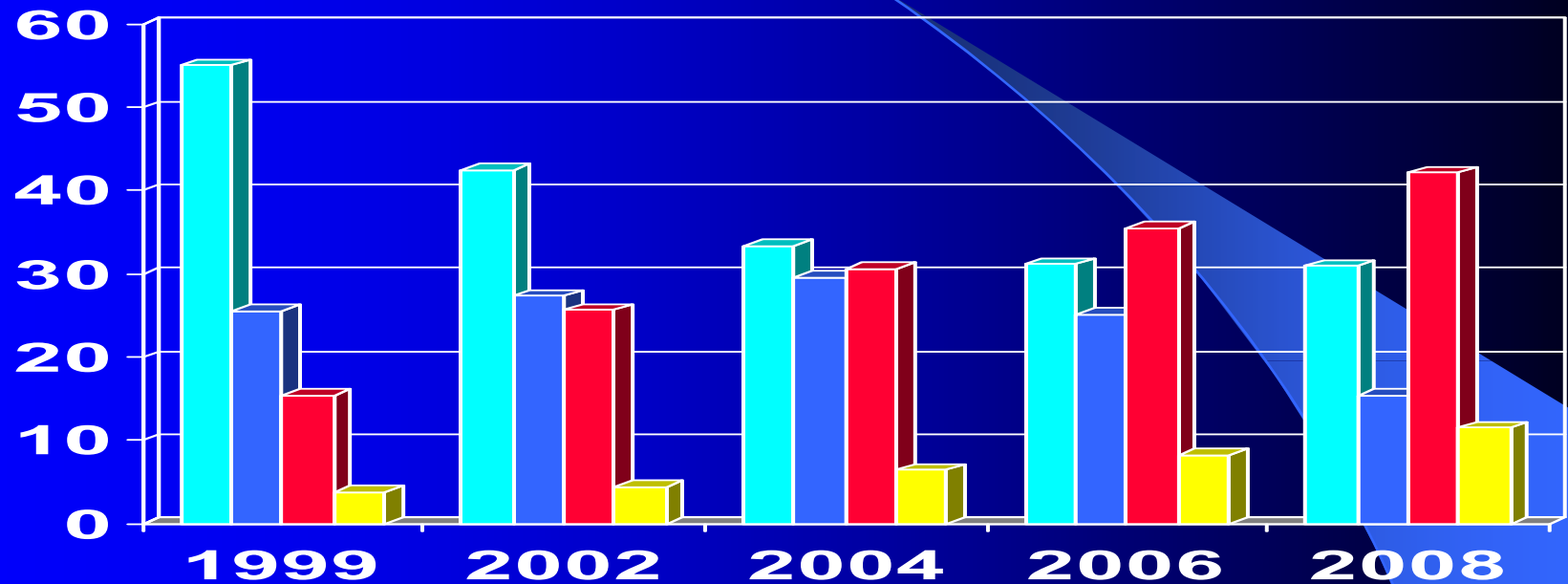
- web pages
- regular search engines
- news search engines
- specialized search engines
- online libraries, directories, databases
- newsletters and ezines
- discussion groups, forums and mailing lists
- audio and podcasts
- video (You Tube)
- chat rooms
- blogs
- social media (MySpace, Facebook, LinkedIn, Twitter, etc)
- cell phones and PDA's

Distributing Vs. Posting

- Active direct contact methods
 - Email, fax, phone, in person, street mail
- Passive contact methods
 - Posting to news search services
 - PR Web, Marketwire, PR Newswire or Business Wire
 - Posting to newsletters, forums, discussion groups, mailing lists
 - Posting to blogs, social media, etc.
 - Snippets to social networking sites, cell phones and PDA's

Media News Release Preference

Email Surveys March 1999 to January 2008



■ Street Mail ■ Fax ■ E-Mail ■ Web Site

Percent	1999	2002	2004	2006	2008
Street Mail	55.1	42.5	33.4	31.20	30.9
Fax	25.6	27.3	29.6	25.10	15.4
E-Mail	15.4	25.7	30.6	35.50	42.2
Web Site	3.8	4.4	6.4	8.20	11.5

SEO for News Releases

- Keyword phrases that your target audience uses only when they are shopping!
 - Add phrases to the title, sub heading and body copy
- Add rich media
 - images, video, audio
 - alternative formats of the release (MS Word, PDF)
- Use tracking codes in the URLs
- Post the release to your media web page
- Online news release distribution for news search engines (PRWeb, PRNewswire or Business Wire)
- Wait for people to search, find your news release and contact you.

Slices, Snippets, Blinks & Tweets

- Slice – searching with key words
- Snippets – what you see - search results page
- Blinks – what you think you know from a glance
- Tweets – one liner you send to communicate

News Search Engines

Web Images Maps News Video Gmail more ▼

Google
News

writing news releases [Advanced news search](#)
[Preferences](#)

The following words are very common and were not included in your search: **news**. [\[details\]](#)

News results: [Standard Version](#) | [Text Version](#) | [Image Version](#)

Today's Top News

Recent

[Last hour](#)
[Last day](#)
[Past week](#)
[Past month](#)

Archives


[All dates](#)
[1999-2009](#)
[1990-98](#)
[1980-89](#)
[Other dates](#)

[Blogs](#)

☒ [News Alerts](#)

☒ [RSS](#)

How To Write Releases
[eon.businesswire.com](#) Step by step tips to help you write how to write press **release**!

 **Writing** biography was 'traumatic' says Coleen Nolan
stv.tv - 3 hours ago
She explained: "**Writing** it **releases** all those feelings and emotions you thought you'd buried. "You relive all the traumas and you do feel angry again. ...

Writing news releases seminar
Cabinet.com - May 1, 2009
MANCHESTER – The Mackey S. Loeb School of Communications is sponsoring a daylong workshop to help land your **release** in the news. ...

Deep Pocket Series releases ABC Cursive Writing for iPhone/iPod Touch
prMac (press release) - May 7, 2009
[prMac.com] Lantana, Texas - Deep Pocket Series LLC has announced ABC Cursive **Writing** 1.0, their handwriting improvement solution for iPhone and iPod Touch. ...

Reviews of new bluegrass releases
The Star-Ledger - NJ.com - May 8, 2009
"The **Writing's** All Over The Wall," a duet with Bradley Walker, tells of a love that has ended, with nothing left to do but say good-bye. ...

101: Writing Press Releases
Worcester Business Journal - Apr 26, 2009
But be careful: there's more to **writing** a press **release** than you might think. The following advice, gathered from prwebdirect.com, will guide you through ...

Cash-strapped county seeks Twitterer
OregonLive.com - 7 hours ago
The position entails Tweeting, using Facebook, blogging and producing video, in addition to **writing news releases**, editorials and Web content on deadline. ...
[DREAM JOB: \\$70K to use Twitter and Facebook](#) Mashable
[all 57 news articles »](#)

Slices, Snippets, Blinks & Tweets

- Attention Grabbing Short Phrases

1. Problem Identified
2. Problem Warning
3. Problem Solved
4. Someone in Trouble
5. Someone Saved or Rescued
6. Something Bad Happened
7. Something Good Happened



cookbooks

Search

[Advanced news search](#)
[Preferences](#)

News results: [Standard Version](#) | [Text Version](#) | [Image Version](#)

Today's Top News

Recent

[Last hour](#)
[Last day](#)
[Past week](#)
[Past month](#)

Archives

[All dates](#)
[2006-09](#)
[1993-2005](#)
[1990-92](#)
[1980-89](#)
[Other dates](#)

[Blogs](#)

[News Alerts](#)

 [RSS](#)

Cookbooks: [Sips & Apps by Kathy Casey](#)

January magazine - May 9, 2009

Author, chef and expert mixologist Kathy Casey had me at Zen Turkey Dumplings. With peanut sauce. They are, in a way, typical of the type of food she's ...



Los Angeles
Times

Comedic actor and **cookbook author Dom DeLuise dies at 75**

New York Daily News - May 5, 2009

He wrote a pair of **cookbooks**, "Eat This!" and "Eat This, Too!", filled with his favorite Italian recipes. He also wrote a pair of children's books. ...

[+ Video: Not Just A Second Banana](#) CBS

[Comic legend Dom DeLuise dies at 75](#) CNN

[Actor Dom DeLuise Dead at 75](#) FOXNews

[The Associated Press](#) - [WDEF News 12](#)
[and more »](#)

Cookbook: [The Joy of Cooking, 1943 edition](#)

Henderson Gleaner - May 7, 2009

By Linda Negro (Contact) The binding on my mother's favorite **cookbook** is old and crumbling but the book is so precious she won't allow me to take it for ...

Cokes Chapel UMC has new **cookbook**

Newnan Times-Herald - May 7, 2009

By Nichole Golden Some of the best collections of recipes are church **cookbooks**. The Cokes Chapel United Methodist Women of Sharpsburg recently released its ...

Today, nearly new books are a decorator's chic find

News Chief - 7 hours ago

Alongside this bin was a tag marked "**Cookbooks**." Roberts explained that **cookbooks** and gift-books are favorites of his customers. Giving used or nearly new ...

Home Cooking: **Cookbook Sales Rise With Recession**

CBS 5 - May 6, 2009

Read more in our Privacy Policy A woman browses a collection of **cookbooks** on a bookstore shelf. Americans have some catching up to do in the kitchen. ...

Nuggets of Galvanizing Clarity

- The best micro content
 - short
 - identify the crucial impact or event
 - who is involved or affected
 - how much or how many
- Headlines & Email Subject Lines
- Tweets

DPAA+H

Stories, photos, graphics and more Search powered by Google

USA TODAY | Subscribe to newspaper | USA TODAY Mobile

Home News Travel Money Sports Life Tech Weather

Classifieds Jobs Weekly Deals Franchises USA TODAY Store Real Estate

Essentials Markets Scores Washington Games Lotteries Video Photos Subscribe Reader Services Blogs Site index

Top News 8/15/2009 - Updated 01:26 PM ET

College world series: Darv double gives Arkansas 4-3 win

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Comments 21 | Recommend 10
Rain stalls first round of Open
 • WILL TIGER WIN? • TOP CONTENDERS • SCORES • TWITTER

Comments 48 | Recommend 18
Pilot dies midflight; plane lands safely
 The co-pilot took over the flight and landed it at Newark before noon. There were "no announcements, no panic, no nothing" aboard the flight, a passenger said.

Comments 10 | Recommend 5
Video: Indy 500 winner live at 1:30 p.m.
 Helio Castroneves will come to USA TODAY for an interview at 1:30 p.m. ET. Submit your questions now.
 • GALLERY: Helio Indy 500 in pictures

economy | Comments 357 | Recommend 10
Geithner defends new oversight plan
 Treasury chief: We could have prevented the downfall
 • VIDEO: Watch the Geithner testimony live
 • OVERHAUL: Aims to boost financial marketplace
 • INVESTMENTS: Regulation eye long-forgotten fund rules

Markets As of 1:27 PM ET

Dow 6,981.75 ▲ +94.55
 NASDAQ 1,813.70 ▲ +5.54
 S&P 500 920.88 ▲ +10.25

Enter symbol(s) or keywords Go

Featured video

Talking Tech Ed Belg reviews the new iPhone and iPhone software.

2016 Olympics Chicago went to the voters to plead its case to host.

T-Swizzle raps Taylor Swift raps her hit song 'Love Story' with T-Pain.

More Video

Photo galleries

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Sports Air show News Weather Travel

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MOST POPULAR

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2. Discord grows over public health care plan
3. Upgrade makes great iPhone even better
4. Lifetime Live: Celebrity Gossip & Entertainment News from...
5. For Boomers, recession is redefining retirement

Most commented | Most recommended | Most e-mailed

ACROSS THE USA

environment | Comments 106 | Recommend 22
Though energy-savers, fluorescent bulbs have drawback
 By Tina Spang, USA TODAY
 More states have started to address the mercury content of popular compact fluorescents.

news | Comments 35
Mystery: Do these photos show the same person?
 John Barnes, right, claims he's Stephen Damman, a 2-year-old snatched on Long Island in 1955. Barnes' father calls the story "bull."
 AP photo

USA TODAY Best-Selling Books
 Check out this week's top 150 books
 CLICK HERE

DPAA+H

1. Problem Identified
2. Problem Warning
3. Problem Solved
4. Someone in Trouble
5. Someone Saved or Rescued
6. Something Bad Happened
7. Something Good Happened

Types of News Releases

- *Problem Solving Tips Articles*
- *Radio & TV Talk Show Interview Releases*
- *Major News Event Release*
- *New Product Releases*
- *Event News Releases*
- *Fundraising News Releases*
- *Road Tour News Releases*
- *Book Announcement News Releases (Fiction & Non-Fiction)*
- *Cookbook News Releases*
- *Children's Book News Releases*
- *Independent Film, Theatre and Video News Releases*
- *Music & CD News Releases*
- *Travel News Releases*
- *Query letters*

The 3 I Technique

- *Identify* a success story.
- *Imitate* the media you want to be in.
- *Innovate* with your own information.

➤ Do Your Homework!

- Study your target media.
- Give it to them the way they publish it.

The Magic Formula

- Content is the ultimate determining factor to getting media attention.
- Key elements to the equation:
 - Dramatic
 - Personal
 - Adversity
 - Achievement
 - + Humor

DPAA+H

Problem Solving Tips Articles

- Provide the best professional branding effect that you can achieve.
- Share your expertise and knowledge so that you are perceived as a knowledgeable, giving, enthusiastic and helpful expert.

Problem Solving Tips Articles

- Focus on problems that affect a large number of people in the media audience.
- Do this, do this and this.
 - Offer actions and knowledge that people can use to experience and acquire benefits quickly, to important problems that they wanted to solve yesterday.
- Produce real tangible benefits for the person you are speaking to, RIGHT NOW.
- Offer your best advice
 - real value-added content that you can offer that is not available elsewhere
 - - a hefty taste of your skill, knowledge and expertise so that you build trust.

My Electronic Vending Machine Theory

- Only Four Types of Candy
 - Products
 - Services
 - Software
 - Information

YOU Have to Make CANDY

- Candy produces pleasure
- Chemical memory results
- Hoarding or Clutching Response

Timely New Product



FOR IMMEDIATE RELEASE:

¶ Samples available for product tests and stories, high resolution photography and interviews with the creator available on request. Please call for more information. ¶

¶ *In-studio live, on camera demonstrations (with Jay Ginsberg and his wife Lesley along with the dog Solomon) available on request this week and over the weekend and beyond in NYC and vicinity, and elsewhere by arrangement please.* ¶

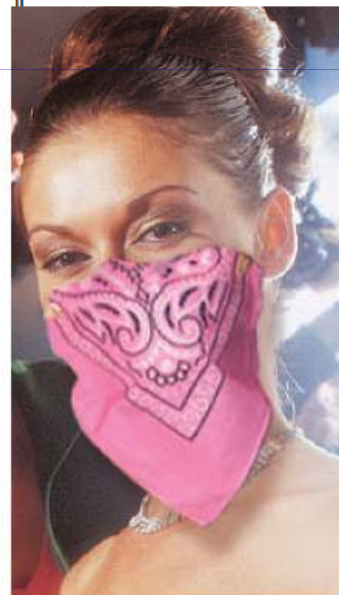
¶ Contact: Sol Wahba on 800-997-6886 212-6296523 ext 104 or email swahba@nuvostuff.com or simply hit reply to this email. ¶

¶ **Look Great, Breathe Easier and Protect Yourself in Style with New FLU Fashion Respirators** ¶

¶

¶ **New! - Just in time for Swine FLU season. - Now you can look great and breathe the air with maximum protection.** - ¶

¶



DPAA+H

¶ Don't count on cheap disposable masks to protect you against the swine flu. The best available protection in a face respirator comes from the unique newly designed high fashion **NIOSH Surgical N95-Particulate Respirators (Masks)** which uphold a filtration

Book Author Candy

- **Galvanizing Interview or Feature Story**

- **Step 1:** Identify the topic, challenge, or problem situation that will interest the maximum number of people you can think of.
- **Step 2:** Now give them your very best advice, tips, problem solving actions, ideas, lessons learned, humor, entertainment or whatever you can offer on this topic.

- You have three minutes.

- Goal: *Knock their socks off !*

Susan Casey

For Immediate Release¶

¶
Review copies, photographs and interviews available upon request. This article may be used freely in whole or part with short attribution please. Special feature story inquiries welcome. ¶

¶
Contact: Susan Casey 310-821-3824 · susan@susancaseybooks.com or simply hit reply to this email. ¶

¶
March is Women's History Month ¶

¶
Some of the Greatest Inventors in History are Women ¶

¶
If they say it can't be done, just ignore them! So Say Women ¶

¶
People may be surprised and happy to find that there have been who ask questions and find world-changing solutions. ¶

¶
Venice, California based journalist and author **Susan Casey** has creativity and innovation. She has collected an amazing array of inventors. ¶



¶
She can tell story after story about women inventors who changed the world. Here's a sample: ¶

¶
Patsy Sherman, with partner Sam Smith, invented the fabric protector Scotchgard. ¶



¶
In the early 1950s while working at the 3M Co., Patsy Sherman and her co-worker Sam Smith were trying to create a new latex or kind of rubber for use in the fuel lines of the then newly developed jet engines. Accidentally, some of the material spilled onto the tennis shoe of one of the technicians. When it dried, Sherman and others tried to remove it with soapy water and organic solvents. Nothing would even wet the spill. ¶

Susan Casey

FAST COMPANY



TECHNOLOGY

DESIGN

ETHONOMICS

MAGAZINE

LEADERSHIP | COMMUNITY

Some of the Greatest Inventors Are Women

BY: SUSAN CASEY Tue Mar 31, 2009 at 4:11 PM



Do you know who invented liquid paper or the first solar home heating system? Well, those inventors were women. And with Women's History Month coming to an end, and the celebration of [Ada Lovelace Day](#) last week, we tapped into author Susan Casey's book, [Women Invent!](#) and came up with 14 women inventors you probably never heard of.



Patsy Sherman, with partner Sam Smith, invented the fabric protector Scotchgard: In the early 1950s while working at the 3M Co., Patsy Sherman and her co-worker Sam Smith were trying to create a new latex or kind of rubber for use in the fuel lines of the then-newly developed jet engines. Accidentally, some of the material spilled onto the tennis shoe of one of the technicians. When it dried, Sherman and others tried to remove it with soapy water and organic solvents. Nothing would even wet the spill.

Mothers of Invention

Paul-

Here's a few other links to articles/slide shows.

Wow!

Check out the *Slide Show - 9 Women Inventors Who Changed the World on a new*

website for women created by Whoopi Goldberg, Candace Bergin, Lesley Stahl, Joni Evans and Liz Smith.

<http://www.wowowow.com/entertainment/women-inventors-who-changed-the-world-229371>

Success for Women magazine ran an article on, of all things, me! *Success for Women*

<http://www.sfwmag.com/index.php?s=susan+casey>

TV Coverage:

I was on *KTLA, Channel 5 Morning News with host Gayle Anderson and with two women inventors*. I'm in all four segments and the inventors are each in two. You can watch them at:

<http://www.ktla.com/gayleanderson>

When you go to the page you'll see a large video window/screen and three smaller windows to the right of it. Under the 3 windows, there are small letters on a bar-previous to the left and next to the right. Click on next and go on to about page 20 and you'll see the words Women Inventors. Look for the 4 segments.

I was also on a local LA Filipino TV show:

Kabayan LA 18

<http://www.la18.tv/video.aspx?vid=3bc0fd86-a252-4be5-b6e0-4a89ccd3f3b7>

I was also on Time warner cable in Palmdale. I'll send a clip when I get a link.

Websites/Newspapers/Magazines:

Education News - THIS CONTAINS THE FULL PRESS RELEASE THAT I SENT OUT

<http://ednews.org/articles/34318/1/Some-of-the-Greatest-Inventors-in-History-are-Women/Page1.html>

Story by the Education Columnist in the News Times, Danbury, Connecticut
http://www.newstimes.com/ci_11804274?IADID=Search-www.newstimes.com-www.newstimes.com

NO LONGER ON LINE BUT I CAN SEND YOU A COPY.

Scroll down the page for the piece on *Chick History in The Florida Times Union*

<http://jacksonville.com/lifestyles/2009-03-03/story/amstir>

Thanks for all the help, Paul. I was also on four radio shows in Chicago, NY and

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Photos



Susan Casey's book, "Women Invent! Two Centuries of Discoveries That Have Shaped Our World" helped set the record straight on the importance of women inventors and inspires fledgling inventors like Athens' own Harriette Rost, above, to be mothers of invention.

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Published May 09, 2009 08:00 pm - As a teacher and journalist, Susan Casey was looking for information about women inventors when she realized information was scarce but women inventors weren't. So, she decided to write a book to correct the problem and inspire young inventors.

Book describes women who helped shape our world

By Jean Cole

jean@athensnews-courier.com

As a teacher and journalist, Susan Casey was looking for information about women inventors when she realized information was scarce but women inventors weren't.

"I kept finding invention books with 100 men and only 3 women in them," Casey recently told The News Courier.

So, she decided to write a book to correct the problem and inspire young inventors. Her invention: "Women Invent! Two Centuries of Discoveries That Have Shaped Our World."

If you have ever used Liquid Paper, you can thank the mother of the invention, Bette Nesmith Graham, according to Casey's book.

As a secretary and divorcee with a son, she invented and started bottling the white stuff in 1956. She got the idea while painting holiday windows at the bank where she also worked part time. She made a mistake and decided to paint over it. She wondered if she could do the same at the office. She eventually sold the business for \$47.5 million.

Not bad, mom.

The Miracle of the Microcosm

- Learn how to sell yourself and your products.
 - Refine your recipe till you get it right.
 - Do it at home in your backyard market.
- Then apply technology as a force multiplier.
- Repeat and expand.

PR Candy

- Create a news release based on your best 3 minute talk.
- Help the People You Can Help the Most
 - Problem solving tips articles & feature stories
 - Interviews on radio or TV
- Add a DPAA + H story.
- Present your credentials and reviews.
- Offer the media incentives (review copies, interviews, etc,...)
- Add your best contact information. Be accessible!

Never have a conversation with a media prospect without making another offer or proposal!

For Immediate Release¶

¶

Pole dancing demonstrations are mobile and can be arranged in studio on request. You can arrange for an interview at fitness studio in Thornhill, Ontario upon request. ¶

¶

Contact: Barbara Almond 647-294-5953 balmond@sensuallyactive.com or hit reply to this email. ¶

¶

Pole dancing for fitness gaining in popularity.¶

No longer just a fitness club activity — now it's going in-home, mobile and corporate¶

¶

Barbara Almond hopes to see her dream come true. She wants to see Pole Dancing officially become a competitive sport in the Olympics in 2012. ¶

¶

"Just watch what they do on the rings, the parallel bars or uneven bars. It's every bit as hard and demanding as any of those activities. The skill required rivals that of ice skating, dancing, gymnastics or any individual sporting event in the Olympics," she said. "Pole dancing deserves to be recognized." ¶

¶



¶

¶

Ms Almond is the region's leading pole dancing instructor at Sensually Active, a fitness studio, in Thornhill. ¶

¶

This 40 something wife and mother of two was first introduced to pole dancing as a form of fitness in early 2004. However, she quickly realized the boost to her confidence outweighed the toning benefits of the workout. ¶

¶

She decided to try teaching to share this empowering experience with other women. ¶

¶

Now she has classes filled with women in their teens all the way to seniors in their 60's and 70's shaking their booty to the music, working their bodies hard, and swinging around the pole. ¶

¶

"I enjoy seeing people come out of their shell and do something courageous and new." ¶

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News | Toronto & GTA

Pole dancing an Olympic sport, mom insists

Vertical thinking

By **BRIAN GRAY**, SUN MEDIA

Last Updated: 28th May 2009, 8:57am

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Barbara Almond, 47, certainly raised the bar when she took up pole dancing five years ago. (DAVE THOMAS/Sun Media)

Pole dancing deserves a gold medal.

Barbara Almond, who took up pole dancing five years ago, said the activity deserves consideration for the 2012 Olympics.

"If you look at the parallel bars or any gymnastic sport -- the flexibility, the movement, the co-ordination, the strength -- all of that has to be done on this bar that's vertical," said Almond.

The 47-year-old mother of two said she's never been in better shape since taking up the activity that strengthens the arms, legs and the muscles in the core of the body.

And anybody can do it -- even if men are a little timid to take on the challenge.

"My husband won't even go near the bar," she said laughing. "But if the goal is a corporate team-building exercise, then there's nothing better than to convince someone, man or woman, to come out of their shell and give it a try."

Almond now has her own business -- Sensually Active -- and teaches pole dancing.

Classes are taught in a fitness studio in Thornhill although the mobile nature of the activity makes it ideal for house parties and business events, she said.

There are women of all ages participating in her classes, she said. And all

fitness levels.

"You can always modify the moves depending on what kind of shape a person is in," Almond said. "But the great thing is that you get all these women into the studio and nobody judges, everyone is just having a great time."

And if someone is looking for a little something more -- nudge, nudge, wink, wink -- Almond said it's as simple as changing the tempo of the music and putting on heels.

But it's the stigma of pole dancing as a form of expression best left to gentlemen's clubs that will likely hamper any chance of someone someday winning Olympic glory, she said.

"I haven't pushed it too hard but it's got everything needed to qualify as a world-class athletic event."

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Have you ever been on a flight that had an emergency landing?

Pole dancing an Olympic sport, mom insists

Vertical thinking

By **BRIAN GRAY**, SUN MEDIA

The Toronto Sun

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TORONTO -- Pole dancing deserves a gold medal.

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And anybody can do it -- even if men are a little timid to take on



Barbara Almond, 47, certainly raised the bar when she took up pole dancing five years ago. (Sun Media/Dave Thomas)

Internet Candy

- Web sites (content copy)
- Search engines (SE Placement – content copy)
- News search engines (news coverage and news releases)
- Newsletters/ezines (articles)
- Mailing lists/Discussion groups (posts and advice)
- Forums (posts and advice)
- Blogs / Blog Tours (posts and advice)
- Audio / Internet Radio/ Podcasts (interviews)
- Video (You Tube)
- Social marketing (My Space, Facebook, Linked In, Squidoo ...)

Search for and reach your target audience wherever you find them and communicate with them to produce the action you want them to take.

Analyze your ROI

- *\$500 outreach*

- If you make \$2.50 a book, then you need to sell 200 books.
- If you make \$10 per book, then you need to sell 50 books.
- If you make \$100 on a box of books, you need to sell 5 boxes.
- If you can consult at \$100 an hour, you only need 5 clients.
- If you can get \$20 per person and talk to 25 people for an hour, you need to conduct a single one hour talk.
- If you charge \$500 per client, then you only need one client to break even
- If you charge \$1000 per client you make 100 percent on your investment.

Multiple Streams of Income

- Diversify your product and service lines.
- Sell in quantity (Books by the box load!). Target people who can buy in quantity.
- Create a *menu of options* to sell your intellectual property and skill sets as many ways as you can.

Build your business

- Create or acquire more products and services.
- Sell more product.
- Command higher prices.
- Acquire more customers.

Leverage Your Proven Success Process

- *Create the magic words first! Prove they work!*
- *Then* you get to use electronic technology to inexpensively repeat the message to duplicate the response to multiply your sales.
- Spinoff Products and Communications You Can Create
 - Publicity (prime and Internet media)
 - Marketing (direct, retail, wholesale and affiliate)
 - Speaking (live, telephone, web seminars)
 - Posting (groups, ezines, groups, blogs, blog tours)
 - Consulting (live, phone, email, Internet)
 - New products and services
 - Teaching (live, telephone, web seminars)
 - Licensing

*What's good for the few
is also good for the many*

Parting Words of Advice

- Learn how to turn people on in your back yard!
- Use the 3 I Technique.
- Use news search engines.
- Use the Magic Formula DPAA+H – make candy!
- Get the word out. Reach people not machines.
 - Have quality conversations.
 - Achieve meaningful communication.
- Track your ROI & continuously improve.
 - If it works do more of it.
 - If it doesn't stop and do something else.
- Persist! Never give up.

My Objectives

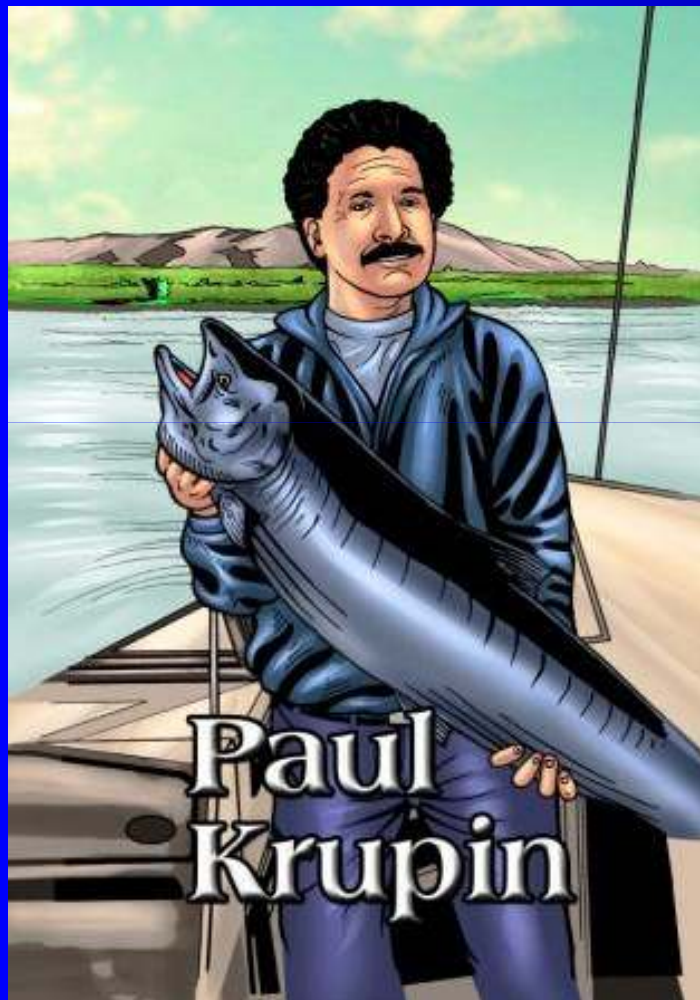
To Show You How To:

1. Turn YOUR People On
2. Make the MEDIA Fall in Love with You
3. Write Trash Proof News Releases
4. Achieve Return on Investment (ROI)

My Definition of Success

You achieve happiness and success when you
help the people you can help the most
and get rich at the same time.

Happy Fishing!



Paul J. Krupin
"The PR Meister"

VITAL STATISTICS

Occupation: Publicist Extraordinaire

Strength: Bringing out the best in people
and letting them shine!

Special Skills: Trash Proof Copywriting +
Custom Targeted PR & Marketing

Hobbies: Fishing, Cooking, Exercising, Surfing
the Internet, Reading and Writing

Favorite Quote: You achieve happiness and
success when you help the people you can
help the most and get rich at the same time.

**Call me when you want to catch the big
media fish.**

**We'll Reach the Right Media in the Right
Market with the Right Message.**

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