

Radio and TV News 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 the topic
2. You will be an entertaining and great 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.

For Immediate Release

**Contact: Marsha Berman, 410-997-2731
E-Mail: perry2@home.com**

Napkins: Lunch Bag Notes from Dad is ideal material for a heartwarming story.

Because... your audience will be inspired when they hear how the author, Courtney Garton, as a divorced dad, wrote poems on lunch bag napkins for twelve years in an effort to stay in touch with his daughters during difficult times.

Because... your audience will be touched when they learn that, unbeknownst to him, Courtney's younger daughter was saving the napkins that he wrote her, and three years ago, after graduating from college, she presented him with a shoe box full of old, yellowed, wrinkled napkins. "Here Dad," she challenged, "why don't you write a book about them." So he did. Napkins is that book.

And, because... your audience will be moved when they learn what Courtney's daughters wrote at the end of the book, when they give their views on their father: "I admired him because he tried... Everything he did as a parent, he did to improve our lives, to make us happier, to teach us about life."

Napkins: Lunch Bag Notes from Dad is getting great press and reviews.
Here are some excerpts:

Washington Post: "... a breezy, lighthearted book of good advice."

Full Time Dads Magazine: "A good read for any parent, but a must read for divorced parents! FTD highly recommends this book."

The Richmond Times Dispatch: "... a charming compilation of 50 poems, put in context with Garton's musings on parenting. The writing is light and the tone fun, but also poignant."

Parent-Teen Community Newsletter: "...a truly unique book...very enjoyable reading...treat yourself!"

The book was also the subject of a half-hour local television show, "Peace Begins at Home," and will be featured around Father's Day in the Baltimore Sun.

Courtney has previously appeared on **Good Morning America, Dr. Ruth and CNN Live** (video of GMA and CNN available upon request).

He and his daughters will make excellent guests for your program.

Call for an interview. Available nation-wide by arrangement.

Media kits and review copies available on request.

For Immediate Release Contact: Ruth Alvarez, 800-791-8799, to schedule interview, request review copy, press kit. Fax 954-927-3068

Tips to Help Solve Household Holiday Headaches by Joy Krause, Author of “Spring Cleaning for the Soul”

Time and patience are in short supply during the holiday season. Twinkling store lights remind us that we are about to shop til we drop. Cookie pans emerge from their hiding places. And Aunt Mildred’s annual visit forces us to confront the dust bunnies that have been multiplying for months. But have no fear. Help is here!

The Queen of Clean, Joy Krause, offers some time and money saving holiday tips so you’ll have extra time for relaxation and enjoyment...and more shopping.

Shopping Spree Sanity: Eliminate package fallout by keeping a plastic laundry basket in the car trunk. This helps keep small packages together and makes them easier to carry into the house.

That’s the way the cookie...: Crumbling cookies will crumble no more if they’re packed in popcorn before mailing.

Wax on...Wax off: Candle wax drip on your favorite tablecloth? Just place pieces of a brown paper bag under and above the hard wax and press with a warm iron.

Furry friends with fleas: Fleas hate pine needles. A layer of fresh pine needles in the doghouse or underneath the bed pad will make them disappear.

Package wrapping and ripping: Never guess again about how much paper to cut from the roll. Simply wrap a string around the package, cut off desired length and use as a measuring guide.

Stuck-up stamps: Give them the big chill by putting them in the freezer for one hour.

Spring Cleaning for the Soul tip: Be good to yourself during this busy season. Buy a present just for you, eat some cookies, light a candle and take time to smell the pine needles.

“*Spring Cleaning for the Soul*” by Joy Krause (Abbondanza, \$9.95) is available at bookstores or by calling 800-791-8799.

Joy Krause just returned from L.A. where she was a huge success! She held a small media event where she cleaned up a Homeless Shelter for Women. The Tom Snyder show was a smash, as was KTLA and Body by Jake. The biggest news is that by a twist of fate, MGM discovered her and her book and heard she was in town. Their show developers met with her and indicated they they are considering a TV movie and TV series based on the book!

MEDIA ADVISORY
KILL DATE

Contact: Sharon Castlen, 800-949-4416
Unique Photo & Interview Opportunity

Former Cleaning Lady Helps L.A.'s Homeless Families Sparkle

Former cleaning lady, Joy Krause, who has scrubbed over 30,000 toilets in her 20-year house cleaning career, recently retired, wrote a book, then dedicated the rest of her life to...well, scrubbing more toilets. For free. In some really dirty places.

“No, I’m not crazy,” she laughs. “I’ve spent a lifetime serving others and have learned that love and service go hand-in-hand.” So with one hand holding a mop, Joy travels across the country cleaning homeless shelters. The campaign, called *Sparkle America*, is helping to promote awareness of America’s homeless kids and their families. **We are excited about Joy’s scheduled cleaning at the Union Rescue Mission’s Los Angeles facility for women and children on November 9, 1998.**

“The kids grab feather dusters and run around dusting everything, including their day care teachers,” Joy laughed. “We teach them that they deserve a clean, attractive place to play, eat and learn. It’s important that they know they’re worth the effort.”

Joy came close to being homeless. When she was 27, her husband walked out, leaving her with two babies and a shoebox stuffed with bills. She put an ad in the local paper which read, “Cleaning lady for hire. Windows included”. Every day Joy packed up some cleaning supplies, the kids and a playpen in her old pickup truck and went out scrubbing floors. That career lasted 20 years and her cleaning company became one of the largest in the Northeast.

She tells stories about the people she met during those years and the life lessons she learned in her new book, *Spring Cleaning for the Soul*. It is simple wisdom shared from someone who has been in the trenches and knows that the roots of happiness grow deepest in the soil of service. Joy has dedicated her life to bringing some sparkle back into the lives of America’s homeless families.

JOY is in Los Angeles Monday November 9 and Tuesday November 10
Call today for an interview with Joy

Our Thin-Crazy Society Hates Fat People But did you know 1 out of 3 people is obese?

And the other two thirds have a friend, spouse or family member who is overweight.

The authors of a new book called **BodyLogic** have a way to customize your healthy lifestyle by focusing on gains, not losses. **BodyLogic** is a new, esteem-building concept that encourages you to listen to your body and to focus on health and activity rather than calories and numbers on the scale. **BodyLogic** can help remove the compulsion, the craziness of overeating. It is a new way to save your life, day-by-day.

Developed by Melonie Heaton RN, and Jan Heaton, BodyLogic is a program for any woman over 200 pounds and men over 250 who have had trouble losing weight.

Dieters are spending an average of \$30 billion a year on commercial weight loss programs to take it off, yet their weight loss is almost always temporary. Many have reduced the number of calories they take in, putting their bodies in starvation mode, which actually promotes obesity! **Dieting can make you very fat!!**

Your audience will be inspired when they hear the success stories of:

Melonie Heaton, overweight her entire life, lost 90 pounds and has stayed at her trim figure for over three years, without the stress and strain of dieting.

Jan Heaton, has lost 45 inches so far and has gone down three dress sizes. Jan is still considered obese, but that is changing, her body is shrinking, and she is healthier than ever before.

What is BodyLogic?

- **Your weight is a destination, not a destiny**
- **Your weight may be the result of allowing food, people and events control you**
- **Being overfat and overweight are not the same thing**
- **It's not so much the quantity of food but the quality of food that matters**
- **Each person's body reacts differently to food, activity and stress. One size does not fit all when it comes to weight loss and health improvement programs.**
- **Eat plenty of real food, take activity breaks, and your body will adjust to the size and shape it was meant to be**

BodyLogic: How to Customize Your Healthy Lifestyle by Focusing on Gains, not Losses is a how-to guide for healthy living. Jan and Melonie are available nation-wide by arrangement. Media kits and review copies of **BodyLogic** available on request.

For Immediate Release

Contact: Polly Gardenier 503-844-4960

E-Mail: polly@binfordandmort.com

Confuse'us Says – The Y2K Problem is nothing compared to the YRU Problem 379 New Humorous & Witty Sayings for Life in the 21st Century

Portland OR Year 2000 – Birth of a New Era! Whether it was an era of the birth of philosophy or the death of freedom, mankind has always longed for expression of knowledge. Confucius himself wrote in his 6th Century Analects, “Without knowing the force of words it is impossible to know men”

Two and a half millenniums later, it is no different, except it is finally not just a men's club.

Pacific Northwest author James Wetherhill, who goes by the pen name of Kimo, has written a book containing 379 humorous & witty sayings for life in the 21st Century. The book is delightful to read and covers all the subject near and dear to our hearts including: children, politics, money, religion, truth and honesty, family and friends, success and failure.

Here is just a sample of the golden nuggets of wisdom contained in Kimo's book “Confuse'us Says ‘Franklin, my dear, I don't give a damn’”:

- ❑ Time is just a fragment of your imagination.
- ❑ Don't let gravity get you down.
- ❑ Men who travel with women seldom get lost.
- ❑ Two wrongs don't make a right, but three lefts do.
- ❑ Don't believe everything you say.
- ❑ It is easy to think the best part of life is behind you when you look for it in a mirror.
- ❑ Success can only be known by failures.
- ❑ When the going gets tough, find an easier way.
- ❑ If you want to be an asset, don't stop halfway.
- ❑ Bet on yourself; it's the legal form of insider trading.

So kick back, cool your heels, check your priorities, place tongue firmly in cheek, and in the words of Gluteus Maximus, “Maximize Yourself”.

Confuse'us Says ‘Franklin, my dear, I don't give a damn. By Kimo (James Wetherhill), is available for \$7.95 (paper) from Binford and Mort Publishing, 503-844-5960. <http://www.binfordandmort.com>
Publication Date October 1999, ISBN 0-8323-0534-0

Media review copies and media kits available on request. Media may excerpt relevant portions of the book for feature articles to tailor to your audience interests. For information call Polly Gardenier on 503-844-4960, fax reply to 503-844-4959, or e-mail polly@binfordandmort.com.

FOR IMMEDIATE RELEASE **CONTACT: Harriet Wallace 1-888-238-3959**
Available for Interview Media Review Copies Available on Request

FIREFIGHTER TO IGNITE THE BARBARA WALTERS SHOW!

When Are Men Going to Get IT?

Firechief "Captain Bob" is scheduled to be a guest on the Barbara Walters Show "The View" on August 30, 1999. Speaker, author, humorist and firefighter "Captain Bob" Smith, has two passions: One is putting OUT flames and the other is putting FIRE back into relationships by helping couples **communicate**.

He'll reveal how he keeps his own 34-year marriage HOT and he will get sparks flying between couples in your audience and heat up your ratings as he reveals:

- ◆ **The top 5 things that show romance to a woman.**
- ◆ **The biggest myth women have about men in relationships.**
- ◆ **The top 5 things that make your partner feel special and loved.**
- ◆ **How to get your partner to listen to EVERYTHING you say.**
- ◆ **Take the mystery out of buying gifts . . . and flower therapy.**
- ◆ **Why women need romance for SEX, men just need a place.**
- ◆ **Why 30% of women of all ages lose sexual desire.**

The Captain will share practical and humorous real-life scenarios guaranteed to keep your audience captivated. He offers unique solutions to educate and inspire change in those who want to keep their relationships strong and HOT! In addition, he'll explain how men can learn simple tools that will keep them out of the penalty box.

"Captain Bob" Smith, author of the book
"FIRE UP YOUR COMMUNICATION SKILLS",
is a 28-year veteran firefighter, recognized speaker and authority
on stress, communication and relationships, frequent talk show guest
(completing 116 interviews in the last year), as well as a member of the
prestigious National Speakers Association.
He is listed in Who's Who in Professional Speaking.

**PRODUCERS: "Captain Bob" Specializes in Last Minute---
911 EMERGENCY INTERVIEWS!**

AVAILABILITY: California, nationwide by arrangement and via telephone

CONTACT: "Captain Bob" Smith, 1-888-238-3959 fax: 925-846-9650
E-mail: captbob@verio.com Web Site: www.eatstress.com

CHICKEN SOUP FOR THE COUPLE'S SOUL

FOR IMMEDIATE RELEASE

CONTACT: Scott Pierce

Available for Interview

(602) 508-8956

Love Story Central! This Real-Life Couple will move Your Audience to laughter, tears and everything in between with their Amazing Stories of Love & Relationships.

Love is the most powerful force in the universe, which is why

Mark & Chrissy Donnelly,

co-authors of the new #1 New York Times Bestseller,

Chicken Soup for the COUPLE'S Soul,

can tell some of the most moving love and relationship stories you've ever heard.

And yes, they can even bring controversy to your airwaves.

Mark & Chrissy, a husband-and-wife team, are ready to move your audience with real-life stories of:

- Couples who found each other in miraculous, or hilarious, ways.
 - Couples who are keeping their passion alive, even through the hectic family years.
 - Couples who've dealt with every kind of crisis, from the loss of health to the loss of a child.
 - Celebrity couples who have stayed together through extraordinary challenges.
 - And couples who've had to say goodbye to a soul-mate after many - or all too few - years together.

But Chicken Soup isn't just nourishing, it's hot! How about throwing these controversies out to your audience:

- Are the two sexes really from different planets?
- Does "unconditional" love really exist?
- Are women as commitment-phobic as men?
- Is there just one perfect person for you in the world, and if so, what are the chances of finding that person?
- Do men still expect women to do the majority of the domestic chores?
- Which sex is really more romantic, women or men?

And while you're at it, don't shy away from tough questions for the Donnelly's themselves. How about these:

- Did you do anything in particular to meet each other, or was it just pure luck?
- And hey, you two have only been married for 3-1/2 years. What do you really know?

However you approach it, Mark & Chrissy can give you great radio.

Their dynamic back and forth responses (they don't always agree) will keep the ball moving. And keep your audience moved, too.

To schedule an interview today, call Scott Pierce at (602) 508-8956.

Anatomy of The Big Lie: Physical Tattletales that Clinton Couldn't Hide

**Your viewers will be shown the "hidden" evidence they probably
didn't
notice while watching the Clinton Grand Jury testimony.
Contact Tom Antion: 301-459-0738, Cell Phone 301-346-7403**

YOUR VIEWERS WILL SEE AND HEAR:

- Selected scenes juxtaposed to match the president's body language and non-verbal cues to tough questions.
- Insights into what is going on in the president's mind during his testimony.
- The scariest trait of the president.
- The greatest trait of the president.
- Expert, yet fun, commentary about what they are viewing.
- Key scenes and what they might mean to the president, the grand jury, the prosecutors and the viewing public.
- Behind the scenes look at how too much polish and practice can backfire.
- Informed opinion on how the president most likely prepared for this testimony.

WHO IS TOM ANTION?

Past president of National Capital Area Professional Speakers Association, Executive Presentation and Speaking Coach, Expert in Speaking Style and Non-Verbal Speaking Cues,

Author: *Wake 'em Up Business Presentations* (2nd printing)

Tom is an Experienced, Credible, and Fun Media Guest

Tom Antion is available in person by arrangement. Call today to discuss arrangements for making your show. Visit: <http://www.antion.com> Call Tom Antion 301-459-0738 or Cell Phone 301-346-7403

Y2K: Technical Bug—Social Disease

ONE OF THE ONLY GUESTS WHO CAN HELP YOU AND YOUR AUDIENCE REALLY UNDERSTAND THE YEAR 2000 PROBLEM & WHAT TO DO ABOUT IT



Bill Bruck, Ph.D.

Are We Looking At Inconvenience or Catastrophe?

That's what people want to know. Will the Y2K bug be a technical glitch, a temporary interruption in our cable TV, a minor annoyance? Or will it cause the power grid to go down, the food and water supply to be interrupted, people to flee urban areas, and widespread chaos? No one knows for sure.

A Systems Approach is Critical.

This means thinking about the Y2K in a totally different way. To paraphrase Albert Einstein, we can't **solve** the Y2K problem with the same type of technical thinking that **created** the problem. No decision is *just* a technology decision any more. Dr. Bruck has a fresh new approach to the Y2K that will inform and motivate you to look at fresh, new positive alternatives.

An Up to 60-minute Interview

Bill Bruck is a psychologist and futurist who focuses on the effects of rapid technological change on information intensive industries, integrating technical expertise honed over two decades with his understanding of organizational systems and the people who make them work. **A best-selling author**, Dr. Bruck has written nine information technology books that are translated into two foreign languages and sold internationally. His clients include: Price Waterhouse Litton Industries Ziff Davis American Bankers Association Insurance Services Organization.

Your Audience Will Learn:

- **The rationale behind alternative best- and worst-case Y2K scenarios.**
- **How the psychology of denial impacts our ability to effectively deal with Y2K.**
- **A new, systems approach that sees the Web as the neural network of Gaia's biosphere.**
- **A "holistic approach" to understand the Y2K problem from a social, not merely technological, framework.**
- **How thinking outside of the box permits us to see this *crisis* as an *opportunity* for our families, our communities, and our nation as a whole.**

His down-to-earth interviews are lively and interesting, leaving the audience with immediate life-changing solutions to the last great challenge of this millennium.

"I am very impressed with the level of 'homework' you did on our industry. No speaker has ever shown that level of dedication." William Hauswirth, Senior Vice President, American Insurance Services Group.

Attend it! This was a great presentation regarding some of the most important issues facing today's corporations. Robert Ware, Technology Consultant.

To arrange an interview, call Dr. Bruck directly at (800) 585-4919.

2686 Hillsman St. (703) 204-8300 Falls Church, VA 22043
(703) 204-8301 (fax) www.bruck.com bill@bruck.com



FOR IMMEDIATE RELEASE

Free Review Copy Available On Request

CONTACT: Denise Pias (800) 866-5208

CHANGE KIDS FROM “A REAL MONSTER” INTO HUMAN BEINGS WITH THIS GUEST!!

(Tempe, Arizona, October 19, 1998) "The children now love luxury; they have bad manners; contempt for authority; show disrespect for elders. Children are now tyrants, not the servants of their households. They contradict their parents and tyrannize their teachers."

It's hard to believe Socrates said that in c. 390 B.C.

The good news is the solution to those problems is in Dr. Sal Severe's book "**How To Behave So Your Children Will, Too**" (\$21.95, Greentree Publishing).

The big shocker is the solution to the problem of children's behavior:

"Parents need to understand that their children's behavior is often a reflection of their own behavior. That's what makes this book unique. It does not focus on what children do wrong. It teaches what they can do differently." -- Sal Severe

Severe is a 20 year veteran school psychologist and conducts parenting seminars. He has taught over 20,000 parents things that really work with their children.

A father himself, Severe learned from his children that the way he behaved toward them showed up in the way they behaved toward him. And that became the foundation for his personal and professional life.

Dr. Severe is available in New York for in studio interviews October 29th and 30th and may be contacted through Greentree Publishing at (800) 866-5208. Dr. Severe would be happy to accommodate you if you would prefer another date and can do a phone interview.

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Your guests will enjoy and benefit from Dr. Severe's experience, wit and humor.

Divorce and Your Money:

WAR IN THE COURTROOM?

This Guest Will Help Protect Your Money & Loved Ones

Divorce shatters the hearts of millions of families each year. But long after hearts heal, divorce can attack a second time...this time at your house, your money, and your children.

Divorce leaves families vulnerable to will contests, property battles, and guardianship fights. If anything happened to you, there may be war in the courtroom over “who gets what” — including who gets your children. It’s never been more important for divorced families to arm themselves with a smart estate plan.

Attorney Lee Phillips, author of *Protecting Your Financial Future*, will help your listeners avoid pitfalls divorced people often find themselves in. An experienced radio guest, Lee can share easy strategies to help listeners gain control of their financial future.

Lee Phillips will reveal how to...

- Use smart legal tricks to keep your “ex” away from your \$\$
- Protect your kids from a will contest
- Make sure your wishes are carried out even after you’re gone
- Shield your home from your “ex”
- Safeguard your small business in case of divorce
- Avoid the dangers of joint tenancy and divorce
- Ensure your kids receive the guardian you want

ATTORNEY LEE PHILLIPS is a nationally acclaimed speaker and author who has helped more than 500,000 people protect themselves from financial disaster. Lee has **made phones ring off the hook** on more than 100 radio and TV shows across the nation. Lee’s latest book, PROTECTING YOUR FINANCIAL FUTURE, is a 1998 Money Book Club Selection, Book-of-the-Month Club, Inc., that’s been highly praised by professionals, media, and readers nationwide.

“The phones rang incessantly while Lee was on. Listeners thanked me for weeks!”

CHRIS DESIMIO, Host, WVXU, Cincinnati

“Lee’s strategies will change your financial future.”

BRUCE WILLIAMS, Nationally Syndicated Talk Show Host

Book Lee Phillips today! Call Valerie Knaupp at (800) 950-5952.

**Family Feuds Are
Frightening**

Emotions run high when it comes to money, property and former spouses. Bitter feelings often drive people to fight their battles in the courtroom. A few questions your listeners should ask themselves...

1. Is your “ex” still in your will?
2. Is your “ex” still in your parents’ will or trust?
3. Have you protected your kids from your “ex” if anything happens to you?
4. Will your kids be caught in the cross-fire between your “ex” and/or stepchildren over your property?
5. Is your small business protected in case of divorce?

Every one of your listeners has been through a divorce, or has a loved one who is divorced. Book this guest today to make your phones ring off the hook!

Dear \$\$CONTACT\$\$: This veteran media guest makes a great call-in show, and has a proven record for tremendous audience response. Call me at (801) 377-5952 for interview arrangements. Thanks, Valerie Knaupp

This guest almost died of cancer at age 27!! Interview Lee Phillips to Learn How to Crisis-Proof Your Financial Future

It was February 1982. Lee Phillips had graduated from law school the year before, and landed his first job as a patent attorney at a prestigious law firm in Salt Lake City. He had a loving wife, three young children, a promising legal career, and his own small business to boot. He also had very aggressive cancer.

Doctors told him he had up to 3 months to live. The first six weeks of treatment, Lee was basically in a coma. At times he was blind. On several occasions, his wife was called to the hospital for a final goodbye. After months of debilitating treatments, Lee was an 80-pound pile of bones.

His illness almost took his life, family, business and financial future. It changed his dreams forever. But Lee found new dreams, and forged out a completely different future than he had ever anticipated.

Profitable Learning for Your Listeners

LEE PHILLIPS is now available to share his story, plus a fistful of smart strategies with your audience. During an interview with Lee, your audience will learn:

- *Smart ways to **crisis-proof** their finances from illness, divorce, accidents, taxes, and failure*
- *How to use the **3 most powerful legal tools** available for families and entrepreneurs today*
- *Easy tips to **minimize risk** in their business ventures*
- *Why applying 3 “lessons-learned” from Lee’s tragic past can **make or break their future***
- *How to build a **rock-solid financial foundation***

A Happy Ending

Lee’s story has a fortunate ending, and in fact, it’s still being written. At age 45, Lee is cancer-free and living a new dream. Lee has:

- ☞ Taught more than 500,000 people, face-to-face, about how to protect their financial futures
- ☞ Started 3 successful corporations, and is now the president of LegaLees Corporation
- ☞ Sold \$10 million of his originally developed asset protection software
- ☞ Written 8 books, including a 1998 Money Book Club Selection, *Protecting Your Financial Future*
- ☞ Appeared before more than 100 radio and TV audiences, teaching asset protection and estate planning strategies to build and protect wealth

ATTORNEY LEE PHILLIPS, author of the critically acclaimed financial planning guide, ***Protecting Your Financial Future***, has been a successful guest on more than 100 TV and radio shows, including numerous major market stations. Lee is a humorous, dynamic, highly sought-after speaker who has addressed more than 1,000 live audiences during the last 15 years.

To schedule Lee Phillips, call Valerie Knaupp, (801) 377-5952.

For Immediate Release

Contact: Joanne McCall 503-245-3107

10 WAYS TO BECOME IRRESISTIBLE

Let's face it. We all want to be liked. We want clients to want to do business with us. We want people to want to be around us. And we certainly want the opposite sex to be attracted to us! In short, we want to be irresistible in both our business and personal lives.

*"Remember the popular kids in high school and college? Do you think that just happened?" asks **Jason Hartman**, America's foremost leader in the area of Personal Branding™ and relationship marketing. "The answer is no. There are specific strategies that you can use to become a master at creating relationships that last a lifetime."*

Whether you simply want to make big money, or establish yourself as a local celebrity, Jason has the answers. He will show your audience how to become the irresistible "**brand of choice**" and achieve every dream! Jason can address the following:

- How to become a local celebrity
- Strategies used by Madonna, Cher, Michael Jordan used to become the **Brand of Choice**, and how you can too!
- More simple ways to create a powerful "brand identity" for yourself
- How to increase your enjoyment in business ventures and make big money at the same time
- How relationships can make you rich by creating friendships and partnerships for life
- Move beyond the stress and instability of "roller coaster" income
- Use media to your advantage, avoiding marketing mistakes
- Guarantee yourself reasonable work hours and more vacation time
- Double your profit in half the time by shifting one primary focus

Your listeners will feel like they're listening to a good friend when you interview **Jason Hartman**, no matter what business they're in! --From accountants to real estate, from doctors and dentists to financial advisors, from running an event for a local charity, to teaching your kids how to sell chocolate bars for the Little League team—creating and developing any endeavor is about relationships. **And Jason Hartman can help make you irresistible to others!**

Jason Hartman is an entrepreneur, acclaimed speaker and author of ***BECOME THE BRAND OF CHOICE: How to Earn Millions Through Relationship Marketing***. He has won numerous awards for top sales performance in the real estate industry and is a well-known corporate motivational speaker. **Call and book Jason on your show today! A resident of Irvine, CA, Jason Hartman is available nationwide by phone.**

**FOR A REVIEW COPY OR TO BOOK JASON HARTMAN,
CALL JOANNE McCALL AT 503-245-3107 OR E-MAIL
<joanne@teleport.com>**

Heatwave™ PRODUCTIONS

www.menomaven.com

P. O. BOX 3164, MOSS BEACH, CA 94038

FAX: 650-728-2734 E-MAIL: info@menomaven.com

Contact: Jackie Brookman, 1-888-283-9991



Greetings Menos! Go From 'Hormone Hell' to 'Hormone Heights' with Minerva the Menopause Maven (Jackie Brookman)

Every day some 4,000 women in the United States and Canada reach the phase of life known as perimenopause, the threshold of what once was covertly referred to as "The Change," but for today's outspoken and informed mid-life generation is simply what it is: Menopause.

For the next 10 years or more, they will experience the effects of hormonal imbalance, symptoms ranging from simple discomfort to serious quality-of-life impositions. To combat hot flashes, weight gain, dry skin and osteoporosis they will spend billions of dollars annually on nutritional supplements, hormone replacement therapy, plastic surgery, diets, spas and health clubs - not to mention wardrobes in fabrics that breathe, necklines that never hug and dispensable layers.

They need all the help they can get.

Enter the Minerva Maven's new Heatwave™ Conversation Cards, an innovative collection of solution-based, artfully designed "wisdom cards" that help women navigate the aging process. As the journey progresses a renewed woman emerges, eager to take charge of her health and her life.

Heatwave is:

Engaging: making it easy to tackle the problems we face as we get older

Informative: providing invaluable information to help you make healthy choices

Empowering: redefining aging as a time to appreciate who you are

Versatile: great for individuals and in group settings

Humorous: a thoroughly entertaining and engaging journey

'Hormone Hell' to 'Hormone Heights' is Minerva the Menopause Maven, at her best. A sassy, sensible and downright audacious character bound to capture the hearts of women (and their men) everywhere.

Heatwave may be purchased at www.menomaven.com - for \$21.00 per deck, plus shipping and handling. Call 1-888-283-9991 today for more information about Heatwave - the perfect tonic for women coping with the perils of perimenopause, the joys and discontents of aging and other mid-life marvels.

As a guest -- Minerva the Menopause Maven, Jackie Brookman, is the perfect mid-life tonic to help your mid-life listeners cope with the perils of perimenopause, the joys and discontents of aging and other mid-life marvels. Media kits available on request. Please give Jackie Brockman a call at 1-888-283-9991 if you'd like her to entertain your audience.

FROM: Margaret Lawler. Phone: 802-257-3064. Fax: 802-257-3097.

After the Jonesboro Massacre How Can We Help Our Kids Feel Safe?

Kids aren't safe in school anymore and they know it. It is extraordinary for violence to erupt on the scale that it took in Jonesboro. But it is not at all extraordinary for middle schools and high schools to have students whom teachers describe as dangerous, even sociopathic. It is not at all unusual for girls to be grabbed, boys to be hustled, kids to be threatened and mugged, and guns to be waved in menace. And while the Jonesboro massacre was unusual for the enormity of its violence, it is the third school massacre in five months....

- * How does a sense of threat affect an adolescent's developing psyche?
- * In the aftermath of Jonesboro, what can adults do to help kids feel safe?
- * Should adults even try to help kids feel safe? (Is it wiser to keep them on alert?)
- * If violence erupts in a school, what can members of the community do to help victims and the families of victims heal?
- * What can members of the community do to help the rest of the students heal?
- * Do kids ever get over surviving an event like the Jonesboro massacre?

Rebecca Coffey, an award-winning mental health journalist and author of the highly acclaimed* new book, *Unspeakable Truths and Happy Endings: Human Cruelty and the New Trauma Therapy*, is available for radio interviews.

To schedule an interview with Ms. Coffey or to get a free, review copy of *Unspeakable Truths and Happy Endings*, call Margaret Lawler at 802-257-3064.

* "Beautifully written"--Ellen Bass, co-author of *The Courage to Heal*; "Coffey has achieved an extraordinary goal. Read this book and you will find that it stretches your heart and mind."--Jennifer Freyd, Ph.D., author of *Betrayal Trauma*. "A passionate, thorough, and 'for Everyone' discussion of very divisive issues."--Charles Figley, Ph.D., author of *Trauma and its Wake*. "Writing that is articulate, compassionate, and committed."--Sandra Bloom, M.D., author of *Creating Sanctuary: Toward the Evolution of Sane Societies*.

Lawler's Books. 111 Main Street. Brattleboro, VT 05301. 802-257-3064.

An Imediatfax News Release

Creativity Guru, Suzanne Falter-Barns, author of
***HOW MUCH JOY CAN YOU STAND?: HOW TO PUSH PAST
YOUR FEARS AND CREATE YOUR DREAMS,***
is available for **RADIO INTERVIEWS!**

She's quick, she's witty, she's funny, your audience will LOVE her, and she's helping people all across America get off the couch and into creating their "secret dreams!"

What is your secret dream? Is it to buy a sailboat (or maybe build one) and sail around the world? Climb Mt. Everest? Start your own business? Go back to college? Get your Ph.D.? Build your own home? Take tap dancing lessons, or play baseball really, really well?

But we PROCRASTINATE. And we are not alone.

- **What are some of the funniest ways people in your audience procrastinate?**
Remove the lint off sweaters? Wash the outside of the washing machine? Scrub the floor of the garage? Eat? Call the one person you know who talks incessantly? Look for a crisis, any crisis?

Suzanne Falter-Barns is an expert at helping people break through their procrastination and couch potato habits, and into creating what it is they want! She's a writer, workshop leader, speaker, and author.

Suzanne can share with your listeners:

- Simple, yet inspiring tips that will get those creative juices flowing
- When talent does and doesn't matter
- Proof that rejection won't kill you
- When to run, not walk, from advice
- 11 truths and 10 lies of creativity
- Why power is more than a trip

***Suzanne says, "Your creative juices are a lot like your underwear;
they're right there in your drawer waiting for you to use them."***

There will never be a dull moment with Suzanne Falter-Barns!!

**FOR A REVIEW COPY OR TO BOOK SUZANNE FALTER-BARNs,
CALL JOANNE McCALL 503-245-3107**

Author Interview, Review Copies and press kits available on request.

Why Are Children Killing Each Other In Our Schools?

"Violence comes from the belief that other people cause our pain and therefore deserve punishment", says Dr. Marshall B. Rosenberg. "From an early age we learn to think that people who don't agree with us are wrong or bad. To avoid violence, we need to learn how to connect compassionately with others no matter how they express themselves."

"I wish you could have taught me two years ago about anger what you taught me this morning, I wouldn't have had to kill my best friend." a prisoner said just after completing a training course in Nonviolent Communication. It came two years too late.

Rosenberg's new book "Nonviolent Communication: A Language of Compassion" (NVC) emphasizes compassion as the motivation for actions, rather than fear, guilt, or shame, and teaches your audience how to take personal responsibility for their communication. NVC explains how they can use language to avoid either expressing or hearing blame, criticism, or demands.

Rosenberg, who created and teaches "Nonviolent Communication" world-wide can show your audience how to focus on their feelings and needs and how to make clear and "do-able" requests. NVC helps people take personal responsibility for their communication and relationships.

Rosenberg offers a simple four step process your audience can use to express and receive messages "in ways that leads people to give from the heart, and connect with themselves and with each other in a way that allows natural compassion to flourish."

Using these proven techniques they will:

- transform potential conflicts into peaceful dialogs
- break patterns of thinking that lead to anger, resentment and violence
- help people learn to speak their mind without creating hostility, and
- communicate compassionately using the healing power of empathy

With specific examples and actual dialogues, NVC gives us a way to help prevent violence that has proven its value around the world. Visit Dr. Rosenberg's Center for Nonviolent Communication at www.cnvc.org

For review copies contact Meiji Stewart @ (619) 452-1386 or puddledncr@aol.com

For Immediate Release

Contact Katherine at 619-454-3314

Unlock the hidden power of your heart with the
world-famous Institute of HeartMath

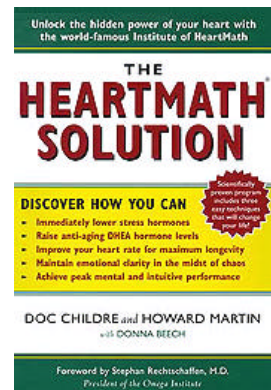
The HeartMath® Solution

by Doc Childre & Howard Martin

The heart -- for centuries poets and philosophers have sensed that the heart is the very center of our lives. Throughout the ages, the heart has been referred to as a source not only of virtue but also of intelligence. Even today we use phrases like, "I know in my heart it's true," indicating that we know the heart is more than merely a pump. The HeartMath Solution (Harper San Francisco) provides the stepping stones to easily dial in to the heart and reap the benefits of its intelligence.

HeartMath studies prove that by learning to utilize the heart's intelligence we can:

- increase immune system efficiency
- balance hormones
- decrease stress
- and raise DHEA levels
(which help us look younger!)



AMAZING HEART FACTS FROM THE INSTITUTE OF HEARTMATH!

- According to HeartMath research, being angry for five minutes suppresses your immune system for 6 or more hours. A simple 5 minute HeartMath technique such as "Freeze Frame®" can quickly boost your immune system for 6 or more hours!
- The source of the heartbeat is within the heart. When the heart is removed from the body (for a transplant) it continues to beat on its own! When it is placed in the new body it continues to beat even though it is not connected to nerves that go to the brain.
- Neuroscientists have discovered that the heart has its own nervous system referred to as "the brain in the heart."

**Discover from Howard Martin the fast, easy techniques
to reduce stress -- even in a traffic jam --
that will make you feel great and improve your heart!**

**For Interviews Please Contact Katherine At The Ford Group:
619-454-3314 or Kkellmeyer@aol.com**

For Immediate Release

Contact: Gregg Stebben
(800) 347-6134

Ken Starr Report as *Comedy*???

Presidential sex-n-scandal author draws laughs with White House sex stories from the past

As the author of the recent book *White House: Confidential*, Gregg Stebben tells some of the funniest -- and most scandalous -- stories you've ever heard about our presidents, dating all the way back to George Washington.

"Despite what history and conventional wisdom tell us," Gregg says, "Past presidents weren't any better behaved. In fact, in the book's entire 275 pages, Bill Clinton appears in less than a dozen paragraphs -- which leaves about 273 pages for the sex and scandals of all the other presidents."

As trouble brews in Washington, let Gregg put Ken Starr's report into perspective by telling your audience about:

1. America's first gay president
2. The president who lived at the White House with both his wife *and* his mistress
3. Three different presidents who seduced their best friends' wives
4. The president who was the "King of Corruption"
5. America's biggest goofball president
6. And more!

Gregg has experience in all media; he's completely at home on camera. He has appeared on *CNN*, *Entertainment Tonight* and many metropolitan news programs. A journalist himself, he has interviewed figures ranging from Bill Clinton to Mikhail Gorbachev to Dear Abby -- so he knows what to do to give you a great interview.

To schedule an interview today, call (800) 347-6134. For more information on the Web, see:

<http://pw2.netcom.com/~stebben/whitehouse.html>

<http://www.guestfinders.com/stegre.htm>

<http://www.cnn.com/books/news/9808/20/presidential.hankypanky.cnn/index.html>

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FOR IMMEDIATE RELEASE
Available for Interview

CONTACT: "Captain Bob" Smith, 1-888-238-3959
Media Review Copies Available on Request

Vacation Escapes

You deserve an adventure! For your own mental health, it's mandatory, but if you don't plan, you won't go. By investing just a little time, you will find the right trip and adventures that will interest you and fit your budget. Then suddenly, "viola", you're off to distant lands having fun mingling with the locals or on a healthy last minute bargain weekend get away. You will be the envy of those around you. This is the right time to plan your escape!

The great thing about getting away is the anticipation of going and the precious memories after. Even if it's only a serendipitous gas tank day trip to anywhere. When was the last time you took a recess?

"Captain Bob" will ignite the interest in your audience as he reveals how to:

- Plan, calendar, and follow through and GO!
- Adopt the philosophy, "If you're not on one trip, you're planning the next."
- Overcome the guilt of leaving the children.
- Find discount-bargain trips.
- Find all-inclusive travel packages.
- Deal with a partner that never wants to go anywhere.
- Negotiate where you want to go.
- Be a spontaneous serendipity.
- Use his secret formula for getting the best hotel rate.
- Plan last minute trips . . . There's still a room at the inn.
- "Go first class once in awhile . . . If you don't, your heirs will."

The captain will share practical and humorous real-life scenarios that are guaranteed to get your phones ringing. He offers unique solutions to inspire those who want to plan their escape.

"Captain Bob" Smith, author of the new book FIRE UP YOUR COMMUNICATION SKILLS, is a 28-year veteran firefighter, well-known speaker and authority on communication and relationships, frequent talk show guest, as well as a member of the prestigious National Speakers Association. He is listed in Who's Who in Professional Speaking.

**PRODUCERS: Captain Bob Specializes in Last Minute ---
911 EMERGENCY INTERVIEWS!**

"Captain Bob" offers media and call ins free autographed books, his "Five Free Nuggets For Successful Relationships" and his free "Stress Buster's List," from the "Eat Stress For Breakfast" interview (which producers also might be interested in).

AVAILABILITY: California, nationwide by arrangement and via telephone

CONTACT: "Captain Bob" Smith, 1-888-238-3959 E-mail: captbob@aimnet.com 1-925-846-3959
Website: <http://www.aimnet.com/~captbob/Relationships>
Media Web Site: <http://www.GuestFinder.com/smibob.htm>

"Most people don't change because they see the light . . . They usually feel the heat!"

For Immediate Release
Review Copies Available on Request -- Author Available for Interview

Heaven's Gate Suicides Can Be Stopped

Last week another Heaven's Gate member committed suicide. Author Mary Alice Chrnalogar created a tool, "Twisted Scriptures," to break victims free these types of destructive groups. In her new book, Mary Alice reveals that Heaven's Gate leader, Marshal Applewhite, used the standard methods to control minds just like other destructive cult leaders.

Some leaders even in mainline churches are using these methods to control their flock. Learn these typical techniques of control that manipulators use to prevent spiritual abuse and from falling into the clutches of a cult.

Twisted Scriptures:

- (1) heals the suffering victims from spiritual abuse and speeds their recovery.
- (2) frees victims still being controlled in cults and other destructive groups.
- (3) gives parents, therapists, families and friends a tool to pull the victims out.

Twisted Scriptures frees victims from all kinds of controlling groups and from an extreme authoritarian churches. It is healing deep wounds like no other book. Victims often say, **"I read everything I could after I left my spiritually abusive group, Twisted Scriptures helped me more than anything else did."** Finally there is a tool that that breaks victims from this psychological bondage.

Secular Publisher
Control Techniques, Inc.
PO Box 8021
Chattanooga, TN 37414-8021

Publisher for the Christian Market
Whitaker House
30 Hunt Valley Circle
New Kensington, PA 15068

**TO INTERVIEW THE AUTHOR OR
FOR A REVIEW COPY
CALL 423 698-9343 OR FAX 423 629-0082**

Reviewers Comments

I could not leave an abusive community that controlled every aspect of my life for 20 years until I read the book, Twisted Scriptures. Steve Deyo - St. Paul, MN ; Without Twisted Scriptures I would still be in a cult. I will be forever grateful to the author for writing this. Glenna Neece, fashion model -NY, NY; For sixteen years I was in an abusive ministry and did not know it until I read Twisted Scriptures. I then left this group. Gary Breed - Dallas, Texas; After half way through Twisted Scriptures, I left an extremely destructive religious movement. I was in for 14 years. Former victim -Toronto, Canada; Twisted Scriptures will become a standard for years in the future for dealing with people in cults and for those in abusive churches. Mary Woodard-Kochan - Douglasville, GA; "By far the best book on the subject..." Dr. Paul Martin founder of Wellspring Retreat.

FOR IMMEDIATE RELEASE

Contact: Melissa Heller Phone: (941) 467-8771

Who's going to crack next? What are the clues to tell if someone you know may snap?

According to a mental health expert, there are recognizable signs to detect if you or someone you know or love is about to "go over the edge."

Surprising symptoms such as things seeming unreal, deja vu and "looking through someone else's eyes" are huge warning signals. Writing death poems, obsessing about death and violence, deliberately injuring or mutilating the body, pulling out hair, road rage, "freaking out" over minor stress, substance abuse and punching walls should never be ignored. Anyone talking about suicide, homicide, violence, hate, or death is also showing signs they may "snap" - particularly under stress.

"If you can spot the person before he/she cracks, you can help them dramatically and quickly with the right treatment," says Dr. Leland Heller, a Florida family physician, mental health expert, and author of the new book, "**Biological Unhappiness**" (Dyslimbia Press, 1999). His first book "Life at the Border" is on the recommended reading list at the National Institute of Mental Health.

Dr. Heller says some obvious signs that a tragedy may be brewing are when a person says things like, "I don't want to live, there's no point to living, everyone seems to have it in for me, life has no purpose, I'm worthless, why bother trying, or others would be better off if I was dead."

"Going over the edge is usually part of a treatable biologically based problem," explains Dr. Heller. "The trick is to recognize the problem before they snap. Many individuals have more than one diagnosis, and some combinations can be deadly."

Stress at work, home, and even at play is causing more people to crack, or mentally "break down," than ever before. The problem is leading to a staggering amount of murders, suicides, road rage, family abuse, drug abuse, unhappiness, and much more.

Dr. Heller has a free screening test online at <http://www.biologicalunhappiness.com>. The test helps determine if someone has any of a variety of disorders, from the Borderline Personality Disorder or Attention Deficit Disorder, to Bipolar Disorder or Panic Disorder, all of which are treatable biological conditions that can cause even a "good person" to lose control and commit a horrible tragedy.

"If we detect and handle the problems now, we can help keep many people from snapping," says Dr. Heller. "Most of the killing can be prevented and the suffering stopped."

Dr. Heller has answered a thousand "ask the doctor" questions for a website on the borderline personality disorder - which may have afflicted Princess Diana. You can email a question to him at the "Borderline Personality Disorder Sanctuary" at <http://www.navicom.com/~patty>.

ISBN # 192894700X, \$22.95 - available at Amazon.com, B&N.com, directly from Dyslimbia Press with a 30 day unconditional money back guarantee, 109 NE 19th Drive, Okeechobee, FL 34972 (\$3.00 S&H), and soon in bookstores everywhere.

- end -

Editors: For a review copy of the book, "Biological Unhappiness," more information, or to interview the author, call (941) 467-8771.

109 NE 19th Drive, Okeechobee, FL 34972 * 941.467.8771 * Fax 941.467.1883

www.biologicalunhappiness.com

FOR IMMEDIATE RELEASE

CONTACT:

Joanne McCall 503-245-3107

Think about the commute, the lines at the checkout counter, the wait to get a table at a restaurant...

IS IT GETTING TOO CROWDED?

October 12th, 1999, has been designated as the Day of 6 Billion (Y6B), a day to commemorate the birth of the world's 6 billionth child. The world's population is expected to double again to 12 billion within the next 40 years! Staggering, isn't it?

Perhaps it's time we celebrate the growing numbers of women in the United States who are choosing not to have children.

DID YOU KNOW: 20% of the women in our culture do not have children, and that number could increase to 33% within 10 years. Terri Casey, author of *Pride and Joy: The Lives and Passions of Women Without Children* shines light on an issue rarely talked about openly, but the time has come.

Terri Casey is 45 and childless. How does that make you feel about her? Do you feel pity? Do you imagine her grieving for the children she might have had? Do you assume she spent years and money at infertility clinics? Terri and her husband decided **not** to have children. Now how do you feel about them? Have they suddenly become selfish in your eyes? Do you think they're perhaps a cold, ambitious career couple? Or child-haters? Why else would a woman choose not to have children?

IT'S A TREND: 20% of the women in our culture, ages 40-44, do not have children, according to the U.S. Census Bureau. This is a choice we rarely talk about in this era of women's choices. Sure, we discuss whether women should be working mothers or stay-at-home moms. But how often do we talk about whether women truly consider motherhood an option?

WHY? Terri interviewed a diverse group of 25 women from different races, family backgrounds, income levels, and areas. What are they doing with their creative energy if not raising children? Her book, *Pride and Joy*, is filled with their responses.

WHO WOULD BE INTERESTED IN AN INTERVIEW WITH TERRI CASEY?

- ◆ **Women** who have already decided not to have children
- ◆ Women who are debating whether or not to have children
- ◆ Women who have struggled with infertility
- ◆ Women with mates who don't want children or no more children
- ◆ **Family and friends** of women who chose to remain childless
- ◆ **Men** who are trying to understand their wives, sisters, or daughter's choices

TERRI CASEY is available for radio interviews, nationally by phone
October 11th and 12th for Y6B.

TO BOOK AN INTERVIEW WITH TERRI CASEY, PLEASE CALL
JOANNE McCALL AT 503-245-3107

For Immediate Release

Contact: Penny Perkins 877-791-8189

Boom! Will Y2K Detonate the World's Nuclear Weapons and Reactors? New Book Contains Disturbing Answers

On Friday, October 22 a full-page ad ran in the New York Times under the headline, Y2K and the World's Nuclear Systems: The Deadliest Gamble in History.

The emergency statement, endorsed by concerned scientists and physicians, alerted the public to Y2K risks in 4,400 nuclear weapons on hair trigger alert in the US and Russia and in 433 nuclear power plants worldwide.

Just imagining the possibility of widespread nuclear reactor meltdowns<-or accidental firings of nuclear weapons<-is difficult enough. But to contemplate the long term aftermath of such potential tragedies is almost impossible.

However, there is a new book that addresses just these concerns, and dares to imagine the unimaginable.

Based on extensive scientific research, **BOB BRIDGES: AN APOCALYPTIC FABLE** (Chrome Deco Press, \$13.95) considers the fate of humans and the planet in the event of widespread nuclear catastrophes as a result of Y2K computer problems, power failures, and other natural disasters.

The author of this innovative first novel, Penny Perkins, is the resident expert on Alternative Media at About.com, the Web's number one source of news and entertainment. She states: "Imagine hundreds of Chernobyls and Three Mile Island catastrophes all detonating at the same time. What would be the fate<-short term and long term<-for humans and the planet as a whole?" This is what the book boldly attempts to answer.

BOB BRIDGES contemplates this possible future and arrives at some disturbing<-as well as some outrageously amusing<-answers. Part millennium manifesto, part ecological cautionary tale, and part slapstick comedy, this hybrid novel confounds all expectations.

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Review copies of the book are available by calling toll free 877-791-8189. Based in Albany, NY, the author is also available for interviews. For more information, visit www.bobbridges.com or email the author at penny@bobbridges.com.



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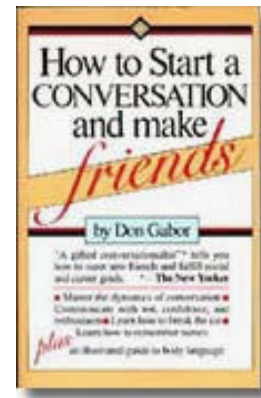
Contact: Don Gabor 1-800-423-4203

WHAT ARE THE 10 BIGGEST MISTAKES PEOPLE MAKE IN HOLIDAY PARTY CONVERSATION?

According to author and "small talk expert" Don Gabor, on a scale from 1 - 10, most people rate about a "3" when it comes to making small talk at holiday parties. To make matters worse, based on a report in the NY Times, 74% of adults surveyed said that meeting strangers at a party caused them more anxiety than giving a speech-and 40% of all Americans considered themselves shy. That's more than 100 million shy people! (Now that's what I call a quiet party!)

Don Gabor wrote the book and audiotape, **How to Start a Conversation and Make Friends**, to show how anyone can have more fun at parties and communicate with wit, charm and enthusiasm. **Call him to find out the ten biggest mistakes people make in holiday party conversation, plus how to:**

- **Break the ice and introduce yourself.**
- **Give off friendly body language signals.**
- **Remember names of the people you meet.**
- **Get other shy people to open up and talk to you.**
- **Keep the conversation going and change topics.**
- **Send the message that they want to see the other person again.**
- **End conversations the right way and leave a great lasting impression.**



Ask Don:

"What can you do to prepare for conversation before you go to the party?" "Why is small talk so important?" "How do you handle bores or loudmouths?" "How do you talk to your boss?" "How can you ask a co-worker for a date?" "How can deal with personal questions?" "What are the big conversational taboos?"

Ask Don to tell how people can receive his free conversation tip sheet,
"50 WAYS TO IMPROVE YOUR CONVERSATIONS."

Don has been interviewed on hundreds of radio and TV programs and has been quoted in many national magazines and newspapers. Call Don and see for yourself why the New Yorker called him "a gifted conversationalist" and why phone lines light up when he's on a talkshow. For more information about his programs, books and tapes, visit him at his website, www.dongabor.com.

Availability: New York and via telephone: 1-800-423-4203. Call Don Gabor for a review audiotape or book and to schedule an interview. Need a guest in a hurry? Call Don now!

For Immediate Release

For Advance Review Copies - Call Kate Bandos at 800-304-3269

Doctor to Las Vegas Showgirls Reveals Fitness Twist in Upcoming Book

THIS ISN'T JUST ANOTHER DIET BOOK. Instead, it's the first book to reveal a powerful, proven, breakthrough formula for anyone to start a personal fitness program, follow through, and attain the results they want.

It's called **THE FITNESS GROOVE**, and the author, Dr. Scott Lewis, has already tested it on more than 150,000 people---everyone from housewives and accountants to professional athletes and even Las Vegas Showgirls!

And the really good news is that his method works--so well, in fact, that several top fitness equipment manufacturers are selling his programs internationally.

THE FITNESS GROOVE features Dr. Lewis's breakthrough SEARCH method as well as other powerful techniques created specifically to help the reader go from "couch potato" to "fitness fanatic" within just a few days.

Flip through the book and you'll see that it answers such vital questions as these:

- How do you set up a fitness program that's right for YOU?
- How do you burn more fat with less effort?
- How do you create constant motivation with one simple process?
- Why should you eat more to weigh less?
- What are seven ways to measure your results---without using a scale?

Dr. Scott Lewis, a chiropractic physician, created the **SEARCH** method and **THE FITNESS GROOVE** to help his patients easily achieve weight loss and permanent fitness. With a doctorate of chiropractic from Los Angeles College of Chiropractic, he has been in private practice for over 11 years and has personally coached hundreds of people including Olympic athletes, celebrities and professional dancers. Through his seminars around the country, and his audiotape program on the SEARCH method, he has reached more than 150,000 people.

THE FITNESS GROOVE, scheduled for publication in September 1999, is being published by Breakthrough Enterprises.

If you would like to receive an advance review copy, interview the author, or receive additional information, please contact KSB Promotions at 800-304-3269 or by e-mail at KSB_Promo@aol.com.

FOR IMMEDIATE RELEASE

CONTACT: Dr. Scott Lewis, (949) 721-1967

The Best and Most Effective Ways to Keep Your Weight Loss Resolutions -- Fitness Expert Dr. Scott Lewis Reveals How

Imagine this: Live on your show, Dr. Scott Lewis will reveal surprisingly new ways for your listeners to keep their weight loss resolutions for life ---and how to burn fat faster - even while they sleep!

But that's not all this fun, upbeat, charming and popular talk show guest can do for you. **He will also reveal---**

- ❑ The seven secrets for burning fat faster - even while you sleep!
- ❑ How you can stop smoking or beat other bad habits
- ❑ The scientific reason why you should actually eat more to weigh less
- ❑ The common foods in your fridge and in the store that promote weight loss!
- ❑ And the simplest, easiest and quickest way to dramatically get fit fast!

Dr. Lewis is a chiropractic physician whose audiotape programs have sold more than 150,000 copies worldwide. He's been in private practice for more than 11 years, coached hundreds of people, given seminars around the country, and hosted his own motivational radio show. He has helped olympic athletes, celebrities, professional athletes and even Las Vegas showgirls!

Dr. Lewis is an experienced and galvanizing media guest who can relate to your audience. He tried diet after diet until he created his own unique system for losing weight and getting in shape. As a result, he lost 36 pounds! He calls his revolutionary technique The SEARCH Method. It is the subject of a new audiotape program to be released in January and will also be featured in his upcoming book, "The Fitness Groove."

But your listeners don't have to wait for the book or tape set. They can hear all about these exciting new methods for losing weight and getting in shape as soon as you book Dr. Scott Lewis on your show!

NOTE: Dr. Lewis is also willing to give your listeners a free new Special Report titled **"Seven Secrets for Burning Fat Faster---Even While You Sleep!"**

"Dr. Scott Lewis is a gem. He's enough to inspire anyone to get in shape. He gives eye-opening insights and proven tips---and they all work! He's fun, lively and articulate!"

---Denise Kovac, Producer, "Spotlight America"

AVAILABILITY: California, nationwide by arrangement and via telephone;

Dr. Scott Lewis is available for last minute emergency interviews

CONTACT: Dr. Scott Lewis, (949)721-1967 (CA); e-mail: askdrlewis@aol.com

⋮

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248-360-5731 fax

Cody Jones
jonescod@123.net
www.codyjones.com

King Solomon's Top 10 Pickup Lines

August is "Romance Awareness Month" Biblical "come on lines" with a real WOW! Factor

Detroit: 3,000 years ago, King Solomon was the hottest man alive. On a horse-trading venture in Egypt, Pharaoh's daughter propositioned him. "Take me with you. Come, let's run! Bring me into your bedroom, O my king" (*Song of Songs* 1.4 NLT). After that, they had to get married!

What was the secret to Solomon's charm? Here are Solomon's top 10 compliments in *Song of Songs* from inspirational speaker Cody L. Jones, author of *The Complete Guide to the Book of Proverbs*:

1. "I liken you, my darling, to a mare harnessed to one of the chariots of Pharaoh" (1.9 NIV).
2. "Your eyes behind your veil are like doves" (4.1a).
3. "Compared to other women, my beloved is like a lily among thorns" (2.2).
4. "Your hair falls in waves, like flocks of goats frisking across the slopes of Gilead" (4.1b).
5. "Your teeth are as white as sheep, newly shorn and washed. They are perfectly matched; not one is missing" (4.2).
6. "The scent of your clothing is like that of the mountains and the cedars of Lebanon" (4.11).
7. "Your lips are as sweet as honey" (4.11).
8. "Your breasts are like twin fawns of a gazelle, feeding among the lilies (4.5).
9. "You are tall and slim like a palm tree" (7.7).
10. "I will climb up into the palm tree and take hold of its branches" (7.8).

Cody Jones has researched King Solomon so thoroughly he can seamlessly portray the monarch to your audience. It's a fun, unique, and spellbinding experience for all!

For an in-depth look at Solomon and his wise sayings read Cody Jones' new book The Complete Guide to the Book of Proverbs (Quinten Publishing, ISBN 0963894471) available through your favorite bookstore or library or online at www.codyjones.com. Audiences will be given the chance to receive a free report on King Solomon's 7 Secrets to Success sent via e-mail or self-addressed stamped envelope.

EVERYONE IS NOT DOING IT!

The Key to THE BEST Intimate Relationship May be Abstinence

If you're single and in between relationships—or just about to embark on a new one—then you can't underestimate the importance of making the right choices when it comes to physical intimacy. When should it happen? If it's already a part of your relationship, is it meaningful to both of you? Is there a strong emotional foundation in place? Or did you jump right in—and get hurt? And how can you preserve your self-respect the next time around?

Donna Marie Williams, author of *Sensual Celibacy: The Sexy Woman's Guide to Using Abstinence for Recharging Your Spirit, Discovering Your Passions, Achieving Greater Intimacy in Your Next Relationship* (Simon & Schuster/Fireside, 1999), wrestled with these questions for years until she discovered the empowering nature of celibacy: abstaining from sex for a self-determined time while embracing new opportunities for self-discovery, personal growth, and heightened self-esteem.

Now she can share her knowledge with your audience in a simple but effective **10-Step Program** that will help them lead a happier, healthier, and even sexier life. Donna Marie Williams can talk about:

- **Why charting your relationship history can be a real eye opener**
- **How celibacy can help you focus on what you really want out of life**
- **Ways to stay true to your celibacy commitment, even if you're in a relationship**
- **When to end your celibacy, with intelligence, confidence, and joy**

--For those in your audience who are ready to rethink their approach to relationships and reconnect with themselves, then let Donna Marie guide them to a happier, healthier lifestyle.--

Donna Marie Williams is the author of *Black-Eyed Peas for the Soul* (Simon & Schuster), and *Sister Feelgood: 365 Days of Health and Fitness for Our Bodies and Our Souls* (Crown). She lives near Chicago.

Articulate, fun to talk to, Donna will deliver one incredible show.

Donna Williams is available nationwide by phone, and in some cities by request.

For a review copy or to book an interview with Donna Williams, call Joanne McCall, 503-245-3107 or e-mail <joanne@teleport.com>

FOR IMMEDIATE RELEASE

Contact: Laura Cruger Fox (804) 355-7567 • Email: creativespirit@mindspring.com
Further biographical details: www.vernonsylvest.com

Noted Pathologist Presents

Workshop in Houston on Body/Mind Medicine

Vernon M. Sylvest, M.D. Leads Workshop at Unity Church of North Houston
Based on His Book “The Formula”

HOUSTON—Conditions considered incurable may in fact be curable through a holistic approach. Vernon M. Sylvest, M.D. and many of his patients are living proof. When this successful medical doctor was overtaken with “incurable” chronic arthritis, he embarked into a study of the relationship between medical science, quantum physics and the “science” of body/mind healing, which culminated in his book *The Formula: Who Gets Sick, Who Gets Well, Who Is Happy, Who Is Unhappy, and Why* and the workshops and lectures he currently presents.

Dr. Sylvest will appear at Unity Church of North Houston Sunday, August 15. He will present a three-hour afternoon workshop from 12:30 to 3:30 P.M. The workshop is open to the public by love offering. The church is located at 13702 Falba. Please call (281) 955-0404 for more details.

In referring to Dr. Sylvest’s book, Gladys Taylor McGarey, M.D. says, “Any doctor who would seriously study this material could not help but become a better physician. It could be used as a key to help unlock the mysteries of health and disease,” Dr. McGarey is President of the Arizona Board of Homeopathic Medical Examiners, AHMA Board Member and Founding President of the Gladys Taylor McGarey Medical Foundation, and former AHMA President.

Both a holistic physician and pathologist, Dr. Sylvest serves as Medical Director of a large regional laboratory in Richmond, Virginia. Formerly on the Board of Directors of the American Holistic Medical Association, he founded and was the director of the Institute of Higher Healing’s holistic center in Richmond. Dr. Sylvest continues seeing a limited number of patients as a holistic medical consultant. His lectures and workshops have had a tremendous healing impact on many in this country and abroad.

Dr. Deepak Chopra is among Dr. Sylvest’s colleagues who endorse the book and Dr. Sylvest’s work. Dr. Chopra has said, “Dr. Vernon Sylvest brings forth the wisdom of spiritual traditions and integrates it with a model of Western healing that really works. *The Formula* is highly recommended!”

In the workshop at Unity Church of North Houston, Dr. Sylvest will offer a simple but accurate perspective for understanding the cause of illness and unhappiness and the dynamics of healing. He will share the story of his own “incurable” chronic disease and deep depression, and describe his spiritual and physical transformation. In his words, “there is no disease that is incurable and there is no problem that cannot be resolved in a way that honors the highest good of all.”

In summary, participants at the lecture and workshop will learn: to identify the cause of unhappiness and failure; to interpret physical signs and symptoms to identify specific causes of disease; to identify and change negative ego dynamics that block healing; and tools and techniques that can be immediately applied to facilitate healing and unleash participants full potential for happiness, health, rewarding relationships and prosperity.

For Immediate Release

the Glenn Schwartz Company inc. CONTACT: EVE SADOFF (818) 224-2990

**MR. AND MRS. TALKING HEAD DOCTORS
WILL (NICK AT NITE) AND SALLY(GRIEF EXPERT)
MILLER -- IT'S A MATTER OF LIFE AND DEATH!**

Point - Counterpoint. Together or separately, **Doctors Sally and Will Miller** offer contrasting viewpoints, one from pop culture and the other set firmly in reality. "A nation entertained by "ER" and its fake blood can easily dismiss Kosovo-Columbine-Oaklahoma as 'just something else on TV."

POINT -- DR. WILL MILLER: POP CULTURE PUNDIT

Nick at Nites' pop culture expert-author-psychotherapist-ordained minister-stand up comic.

"God, the Devil and Bob" - another "Archie Bunker, Meathead and Edith?"

"That 70's Show" - another "Happy Days?" What does it mean if you're more of a "Family Guy" as opposed to a "King of the Hill?" Well, kick off your shoes and flop on to the couch because you are about to find out. The Doctor is in!

Let Doctor Will, author of "Why We Watch" (Simon & Schuster) psychoanalyze the summer movie blockbusters and television fall season.

"MOURNING AND DANCING" (Health Communications, Inc Publishers of "Chicken Soup for the Soul") A Memoir of Grief and Recovery

COUNTERPOINT -- SALLY DOWNHAM MILLER, PHD

Sally Miller triumphed over her personal tragedy and has since become an expert in grief and recovery. Her memoir chronicles her story of the sudden death of her husband into a moving journey that illustrates how one can walk through grief and get to the other side. This transformation has instigated a whole movement for support-groups in the area of grief.

If you are grieving or just care about someone who is, she offers a sense of what the appropriate etiquette is - how to get your message of love and support across in a way that'll be heard. Sally's expertise is an asset in communities all over the world that has suffered seemingly insurmountable. tragedy.



& 1 Phenomenal Interview!

Authors Phyllis R. Koch-Sheras, Ph.D., and Peter L. Sheras, Ph.D. discuss:

- Couple Power™ • Dreams & Relationships
- the “Four Cs” for a successful couple, family, business, or community • techniques for improving dreaming skills
- and how dreams can be shared to help a couple, family, company or community.

3 Exceptional Books –
2 Outstanding Doctors—

For call-in shows, Phyllis & Peter can help your audience interpret their dreams or work with relationship issues live.

Books:

• ***The Dream Sharing Sourcebook: A Practical Guide to Enhancing Your Personal Relationships*** by Phyllis Koch-Sheras, Ph.D., and Peter Sheras, Ph.D. • ***The Dream Sourcebook*** by Phyllis Koch-Sheras, Ph.D., and Amy Lemley • ***The Dream Sourcebook Journal*** by Phyllis Koch-Sheras, Ph.D., and Peter Sheras, Ph.D. with Amy Lemley

Can Dreams Improve Relationships?

“Dream Couple” Teaches How

“Better communication is NOT the answer to having a satisfying relationship.”

—Phyllis Koch-Sheras, Ph.D., and Peter Sheras, Ph.D.

BALTIMORE—“You mean I was designed?” author and University of Virginia clinical psychology professor Peter Sheras asked playfully when his wife of over twenty years described the process of “designing the man or woman of our dreams.” Phyllis Koch-Sheras, also a clinical psychologist, went on to explain that “the challenge and great revelation is to be able to *design* a relationship not based on hope and desperation but on possibility and creativity.” In response to Peter’s feigned concern, Phyllis says, “Yes, but it came out of who Peter said he wanted to be.” Phyllis and Peter teach techniques couples can use to find the words to speak to each other about who they want to be—individually and in the relationship. “When he speaks those words to me, I feel the love I have for him and for myself, and our relationship blossoms,” Phyllis continued. Their book ***The Dream Sharing Sourcebook*** makes its national paperback debut at this event.

LOCAL EVENTS—BALTIMORE: SUNDAY, MARCH 21

Lecture: *Creating the Relationship of Your Dreams* • Whole Life Expo

Sunday, March 21 • 12:00 Noon • Baltimore Convention Center, 100 Lake St., 800-551-3976 or 410-659-7300

Lecture: *Dreams and Relationships* • Barnes and Noble “Power Plant”

Saturday, March 20 • 6:00 P.M. 601 E. Pratt Street, 410-385-1709

To book Phyllis & Peter, please call Publicist Laura Fox (804) 355-7567 Release Date: April 29, 2002

This Week's Great Guest!



Are you being followed?

Every time you use your credit card or surf the Internet, there are businesses which are following you and recording your every move.

And here's the worst part:
These businesses sell **your** information to advertisers – but they never share a dime of that money with **you!**

Let Gregg Stebben,
“*Chief Internet Evangelist*” for AllAdvantage.com,
tell you & your listeners how 3.8 million people
are beating these “data thieves”
by collecting their own personal data
and keeping the profits for themselves.

You can book Gregg through his office – it's a toll-free call:
(888) 200-9760.

PS: Gregg is a great last-minute
or emergency-replacement guest!



For more information:
www.AllAdvantage.com
www.AllAdvantage.com/evangelist

For Immediate Release

Contact: **Edita Kaye 1-904-273-6095**

**Everyone just wishes there was such a thing called
The Skinny Pill
And now there is one!**

Here's a great new guest for your show for the New Year

Edita Kaye – national television personality, speaker, and best selling author.

- She's the most popular female nutritionist in the USA.
- She's hosted a 13-part PBS series called **The Fountain of Youth**, she's a frequent guest on **QVC**, and the guest nutritionist on **House & Garden television**.
- She's 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!" People rave about her everywhere.
- She's got a brand new belly button fat test she'll share
- 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." She'll get your audience howling!

Edita is also an inspiration, having achieved all her success after she turned 50!

Whether telling America about the newest and best ways to lose fat or sharing her own compelling story, Edita is a powerful, witty, exciting and motivational speaker. She'll be a fun and educational guest.

Call today – just tell us what we can do to get her booked on your show.

Call Edita directly at 1-904-273-6095. Perfect for short or long interview format for the holiday and post holiday season. Great for morning talk shows. Just let her know what you need. She's available for 911 Emergency Interviews (she gets up at 4 AM East Coast Time).

Dr. Tanzer, The New Dr. Doolittle

Dr. Herb Tanzer, author of ***Your Pet Isn't Sick: He Just Wants You to Think So*** (Wharton Publishing - September 1998), is the vet who can talk to the animals. He draws on 25 years experience as a veterinarian to let you in on fascinating secrets about what pets are thinking and why they do what they do.

- ◆ **Is your dog coughing all the time? Dr. Tanzer will tell you why.**
- ◆ **Is your cat licking off her fur? Dr. Tanzer will tell you the astonishing story of why she does it and show you how to make her stop.**

Bring him your pet problems that seem hopeless:

- ◆ **The “diseases” no pill can cure**
- ◆ **The bad habits and bad behavior**
- ◆ **The ruined rugs and the clawed furniture**

Don't be surprised when he shows you the true source of the problem is you.

Yes, you the owner could be making your pet sick. You may say, “That can't be! I love little Fifi!”

“Of course you do,” the good doctor will say, “and Fifi loves you. In fact, Fifi will do anything for you, anything to get your attention – even get sick. And she can't get better until you change your ways, until you understand the game she is playing.”

“How can I do that?” you ask. “How can I, a human being, figure out what's going on in that little furry head? Who can help me?”

Dr. Tanzer can. He has explored alternatives to traditional veterinary medicine. He looks beyond bacteria and viruses to the home situation for the answers to what is making pets “sick.”

Taken from Dr. Tanzer's own files, ***Your Pet Isn't Sick*** is full of stories that will amaze you. Listen to him solve the incredible Case of the Twitching Dog! Hear how he can cure a dog using nothing but a cocktail frankfurter! You'll hear about fat pets, skinny pets, cats who are gourmets, and dogs who won't eat. You'll thrill as ferocious dogs become cuddly pups once they see that Dr. Tanzer speaks their language.

You'll gasp in recognition when Dr. Tanzer tells you about the Pet Game. Dr. Tanzer will even help you see how all kinds of animals – even the two-legged kind – play these games. Once you hear Dr. Tanzer, you'll never be the same. And neither will your pet.

-end-

Dr. Tanzer is available to help you create a feature story on request.
Media review copies available on request.
Call Carol Battocchio at 323-654-7733.

