

**TRASH  
PROOF  
NEWS  
RELEASES**

**The Surefire Way  
to Get Publicity**

**By Paul J. Krupin  
Direct Contact Publishing**

## **Trash Proof News Releases**

### **The Surefire Way to Get Publicity**

By Paul J. Krupin  
Direct Contact Publishing

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# **Introduction: Why and How This Book Came About**

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Most people don't realize that a one-page news release is perhaps the single most important piece of paper there is. A news release can result in publicity that opens the door to sales, recognition, profits and success.

Like a resume for job seekers, a one-page news release can make or break success. With a resume you can get the job. With a news release you can get the publicity.

The news release is the key initial requirement to getting publicity. The rest of the process is proper targeting of the media who will be interested in the type of news you offer, and the delivery of the message using the appropriate technology (street mail, fax, e-mail by phone or in person).

Writing, correcting errors, and improving the content, quality, style of my client's news releases is one of the most time consuming exercises of my day. But it is the most important step in getting publicity. The news release must be as good as it can possibly be.

I've worked with hundreds of clients on thousands of news releases and come to the conclusion that it is easier and quicker and less expensive to learn, model and achieve success by following in the footsteps of those who have been successful before you than it is to learn how to succeed by trial and error. The great difficulty for most people is in finding people who will share their hard earned experience. People who can show you how it's done by sharing what they did.

Writing a news release is like creating a work of art. For many people it is the ultimate challenge—boiling down who you are, what you are, what makes you tick, what motivates you, what your talents are, and what your purpose in life is down to one page with extremely limited space limitations.

Not exactly easy.

The problem is that you need to put yourself in the editors or producers position and realize that they are busy people who need to make a decision whether to use your news quickly. They also don't have time to work with your material, so they need the essence fast. You have to get their attention immediately.

There is no set single format that works best for all news releases. You can be your own publicist or hire a professional copywriter to help you. The bottom line is that there are several key characteristics of successful news releases: short, precise, to the point, easy to understand, includes key contact information.

Many people have asked me to provide them with the best examples of news releases that have worked for others. Many of my colleagues urged me to publish this book.

So I went through my files, checked with my clients and pulled together the collection of news releases that had resulted in significant news coverage.

The reason I know these releases were successful and produced excellent results is because the clients told me so. Some of their publicity stories are re-told in the section on PR Success Stories. Use these for style, content, and inspiration. Learn by doing your own news releases and apply the successful techniques of others to your own endeavors.

# The Joy of Getting Publicity — PR Success Stories

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Lots of people want to learn about the power of publicity and some information about the success of our clients. Here's a description of the results some people have experienced using Direct Contact & Imediatax PR Services. Most of the results deal with the results of significant publicity. All these press releases were transmitted to custom targeted media list contacts using fax or e-mail mail merge technology.

## FabricLink

In October 1997, while just testing the Imediatax custom media list capabilities (we officially opened November 18, 1997 at COMDEX), we sent out one news release for Fabric Link, aimed at increasing web site traffic to free helpful information to reduce the costs of Halloween costumes. We saw daily traffic go from 20 to 30 visitors per day to over three-quarters of a million for the month of October, as stated in an e-mail message from the President of the company describing this result, attributed solely to our news distribution since they apparently took no other actions at all. The publicist wrote "The number of hits the site received that month was more than FabricLink had received all year the previous year."

## American Pullman Traditions

In January 1998 we sent out a press release for American Pullman Traditions regarding a unique cross-country tour in grand old plush, lavish American railroad style. They made the *New York Times* and the *Los Angeles Times* and were mentioned in the April issue of *Forbes*. They signed up enough \$5,000 to \$10,000 tickets to have to offer a second tour.

## Getting The Best Quality Child Care

We send out a lot of news releases for book authors. They regularly get featured in targeted trade press (such as more than 35 parenting magazines for a book by Mike Matthews on *Getting The Best Quality Child Care*), or get 30 to 40 talk show interviews a week, and many of them are on national or syndicated shows. Book sales increased dramatically, hitting over 17,000 first year.

## GameWarden Software

Announced GameWarden Software to computer industry media in July 1997. 100+ interviews in the month from major computer publications and CNN News. Publicist Polly Henderson wrote: "Excellent response from media."

## Light & Healthy Cookbooks

Brenda Ponichtera, author of the Light and Healthy cookbook series reported she made it into over 65 publications for Thanksgiving 1997.

## Twin Peaks Virtual Trading Post

Owner Sherry Heller wrote: We were written about in about 10 different small newspapers throughout the country. Since it was a time-sensitive release, the period that these articles were written about was within a 2-week period. We also had one radio interview on a local station from this press release. Some newspapers included: *Cape Cod Times*, Pennsylvania York Daily Record, Michigan Rolling Hills, Review and Long Islander. The radio show was "Dining Around with Gene Burns," a very prestigious radio show

in San Francisco. It was a show dedicated to Valentine's Day. Our company is small and last Christmas was our first major busy season for us. Only 2 months later for Valentine's Day we were just as busy as we had been the previous holiday season. This was almost completely because of the articles that were written about us.

## **Hard News Journalism**

The Associated Press is picking up many of our news releases. Several hard news journalists use us to distribute their stories. Sharon Goldinger, for example, covers the lawsuits against the Los Angeles Archdiocese for child abuse.

## **Major Media Events**

In April 1998 we sent out a release for Mary Alice Chronalagar, author of *Twisted Scriptures*. Her news release triggered a media circus outside the Garland, Texas compound of a cult leader who was predicting god was going to come and take him and his members away on a space ship. In the face of harsh media scrutiny, the leader openly acknowledged he was wrong.

## **Human Interest Stories**

Courney Garton wrote a book called *Napkins*. It's all about how he, a divorced dad, saved his kids from the horrors of high school by writing notes and poems on napkins and sticking them in their lunch boxes. His oldest one saved them all in a shoebox and gave them to him when she graduated college — "You should write a book, dad," she said. He did. His publicist had us send out one-page releases via fax to national and TV syndicated TV shows in April 1998. He was flown to Chicago and appeared on Oprah May 28, 1998. *People Magazine* called two days after the show, and a full page article is on page 72 of the July 27, 1998 issue. Nice happy divorced dad.

## **C-Ya Greeting Cards**

Jeff De Long is a Ph.D. student in Psychology in Klamath Falls, Oregon. Two years ago, Jeff went through a difficult divorce and saw that there is so little help available for people to end relationships. Inspired by an Oprah Winfrey show, Jeff created a line of greeting cards to help these people.

Jeff DeLong sent us a news release that was written by Joe Vitale, a master copywriter in Houston, Texas. (Jeff went to Joe at my recommendation last December). I've attached the news release for your review. I then sent this out to lifestyle and feature editors in daily and weekly newspapers, selected magazines, and selected radio talk shows. We transmitted January 27, 1998, for Valentine's Day.

Jeff did over 25 radio talk shows from his home on Valentine's Day just two weeks later. He made the Associated Press on February 15 with his Anti-Valentine's Day cards. He was flown to Vancouver, British Columbia, that following Tuesday for a taped one-hour interview session on Canadian National TV. He has been offered numerous distributor contracts in North America and abroad. Associated Press continued to cover the story and changed the news slant each month for several months. Even on slow days, he has continued doing three to four radio talk shows per day.

In April 1998, one of those talk shows was in Kansas City, the home and headquarters of Hallmark Cards. Within a day, Jeff and his attorney were in negotiations for sale of his greeting card line. American Greeting cards has also entered the picture, and Jeff reported to me that the sale of the rights to the line of greeting cards was in excess of six figures. While this was happening, his web site traffic and sales went over \$30,000 per week. Of course, he's got plans for other lines of "relationship cards".

## **The Write Market**

Angela Adair, of *The Write Market*, has a different story. She purchased my US All Media E-Mail Directory last year for \$79. She then created a newsletter called the Write Market, that identifies writing opportunities for freelance writers. She reported she has sold over 4,900 subscriptions at either \$10 or \$29 per year. Angela also works for Tenagra Inc., one of the premier Internet marketing firms in the world. Dr. Cliff Kurtzman gives out the Tenagra Awards each year for Internet marketing excellence.

## **The *Chicken Soup for the Soul* books**

Ever wonder where all those stories in the *Chicken Soup for the Soul* book series come from? They are solicited by press releases. We send out news releases to solicit stories for the *Chicken Soup for the Soul* book series. The one-page release offers people a \$300 prize if their story is selected. The releases have been run in thousands of newspapers across the country. The *Chicken Soup* series occupy numbers 1, 2 & 3 on the New York Times Best Seller list.

## **Joy Krause & *Spring Cleaning for the Soul***

I thought you'd all like to know that Joy Krause, author of "*Spring Cleaning for the Soul*," is off on another two-week trip to continue her "Sparkle America" Campaign. She's cleaning homeless and children's centers in Phoenix, San Antonio, Houston, Dallas, Ft. Worth, and New Orleans, publicizing her books as she speaks to motivate and inspire the homeless.

I've been transmitting one-page media advisories to the newspapers, syndicates, radio and TV stations and shows ten days or so in advance of her going from town to town. These were based on releases originally created by Joe Vitale and improved over time with experience.

She's garnered excellent publicity in almost every town. Here are some highlights:

In Los Angeles, she appeared on Body By Jake, the Tom Snyder Late Late Show. Tom gave a glowing review of the book and book orders noticeably increased. KTLA-TV sent a remote camera unit and their on-location reporter to help in the cleaning of the homeless shelter. They did a total of 15 minutes in their morning news program which is the highest rated in all Los Angeles. The L.A. office of the *Chicago Tribune* sent a photographer to the shelter to take pictures of Joy cleaning and a writer to her hotel room on a Sunday for the story. Before she left LA, MGM Studios contacted her and indicated their interest in a possible TV movie and sitcom.

Memphis was also a great success. Four TV stations' crews and a photographer from the *Commercial Appeal* (one of Memphis's main papers) showed up at the Salvation Army.

Phoenix — Four TV stations' crews at shelter plus reporter and photographer from the *Tribune* (second biggest paper). Long interview.

Then she headed to San Antonio and received some really great news. Ann B. Davis, aka 'Alice' of the Brady Bunch and who lives in San Antonio, would join Joy at the homeless shelter.

Of course, we sent out a second news release.

Here's what happened in San Antonio: Ann B. Davis drove down in her pickup truck. Looks exactly like she did on the Brady Bunch. Just as funny and spunky as you would expect. Again, four TV stations' crews and the *San Antonio Express* photographers. The media people are walking in, holding the "media advisory" faxes in their hands. The shelter was a gas. Twenty-five little preschoolers with spray bottles. They sprayed tables, chairs and each other, then ended up in a big hugfest. These are homeless kids who have an enormous amount of love to give. Joy said she feels very lucky to be on the receiving end for a few minutes.

On January 24, 1999, Joy writes: The Oprah show is thinking about having me on a week from today— on their Angel Network as an angel. They're calling some of the homeless shelters I've cleaned today and trying to get names of ladies who may have been inspired by my work and made positive changes in their lives.

The story continued. On February 12, 1999, Joy received a call from 20/20, who read about her in the Dallas newspaper. It's not suitable for them but they are passing a recommendation on to CBS This Morning.

## **Muse Technology**

June 1998: Announced that they received the contract for NASA Visual Graphics Simulations for 1998 to 1999. This is a very coveted contract in the world of visual graphics. We sent a press release to space, aviation, engineering and high technology trade press. Muse Technology made the cover story on three top trade publications. Full color cover page and color feature articles resulted in such an avalanche of fame that the company initiated the process to offer publicly traded stock.

## **How To Behave So Your Children Will Too, Dr. Sal Severe**

Sent monthly press releases to print, radio and TV for seven months for Tim McCormack, Green Tree Publishing. With Tim's rigorous follow-up, Dr. Severe has been on hundreds of radio and talk shows and appeared in hundreds of newspapers and magazines. Book sales have reached over 250,000 copies as a result of the outreach. In May 1999, Viking-Penguin purchased the US rights for several million dollars.

## **White House: Confidential -- Greg Stebben September 1998**

Presidential sex and scandal author with a book about White House sex stories from the past. One custom media-list distribution to radio talk shows netted Greg over 275 interviews over a six-week period.

## **I'm Safe At The Mall, BackYard Books Thanksgiving 1998**

Wendy and David Gordon had us send out news releases covering their new children's book. CBS This Morning flew Wendy to the Boston Mall for the day after Thanksgiving, the busiest shopping day of the year.

## **1stBooks.com**

1stBooks.com publishers Tim Jacobs and Dan Snow have us send out local releases for e-books with 10 percent subject matter on a regular basis for every one of their new e-book authors. The localized news releases produce local publicity and interview steadily. In January 1999, there were feature articles in *Publishers Weekly*, the *New York Times*, and *Forbes Magazine*.

## **The CDNow Story: Rags to Riches on the Internet**

January 22, 1999: Publisher Peter Kent said:

"The day after my press release went out, I received a call from *Boardwatch* Magazine. They had a simple request: 'We need a copy of your book so we can cover it in our April issue.' That one contact alone was worth the entire cost of the press release."



## **The EPL Book**

February 8, 1999: Publisher Griffin Communications, Inc. Marcus Covas, Assistant Editor, had us re-write a press release for a \$135 book covering employer policies and liability practices, and send it to a custom media list of 1500 legal, business management, human resources management, and business and legal editors.

Four days after sending out the release Marcus wrote:

“We’ve had 10 replies thus far. I received an interesting call from Bob Menaker, the Business Editor at *The Washington Times* (DC). He said, “I get these press releases all of the time, and 90% of them end up in the trash. Yours was excellently written, probably in the top ten of press releases I’ve received. I’m saving yours as an example of how a press release should be written”. Thanks for helping me put together a trash-proof press release.”

Thanks Marcus, for coming up with the winning title for this book.

To see more PR success stories go to <<http://www.publicityforum.com>>.

# The Surefire Way To Write News Releases That Get Published

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Poorly written news releases. It drives the editors crazy. It's their biggest complaint. It wastes their time, their energy, their money.

I spoke at the National Public Relations Society meetings in Omaha. I found out by the way that most big PR firms don't have a real clue about using the Internet and e-mail to get news coverage. Few PR really know how to write news releases that result in coverage. They produce corporate flack. What a waste.

Most of the people who come to me initially write detailed book reviews or commercial news and web site announcements, not short articles intended to attract editors attention and get published. I often have to tell them to start over or shift gears.

A lot has to do with the content and quality of the book, product service or web site, but let's just assume that you've written the end all of all whatever you have its in your field. This is the ultimate sensation. The only thing anyone will ever need or want. You're all charged up and raring to go. Now what...?

## **A Publicity Plan !**

Yes!

First, establish your goals for the release. Write them down. Memorize them. Sleep on it. Wake up and think about them some more.

Remember you have to integrate your marketing with your PR and keep it all within your budget.

Let's assume your goal is getting the word out about your product. This could be an initial announcement, or part of a year-long monthly campaign to a well-targeted media list (again and again to get name recognition).

You've got your schedule and this month your task is at hand. You want to get an article published in as many places as possible, to feed sales, acquire name recognition, drive web traffic, all the above, or whatever. These are common goals. You can and should be more specific. This will narrow your options and tighten the true alternatives you wish to seriously consider. Think strategically. Narrow the goals and keep it as simple as can be.

Whatever your specific publicity goals, you need to be mindful of the types of news releases that get published. The news release is the one critical piece of paper that will make or break the editors or producer's decision to get in touch with you.

In 1998-99 I sent out over half a million news releases on behalf of over 700 clients, many of them book authors and publishing companies. I then reviewed the successes and failures in a self-assessment evaluation. I completed a review of our custom news distribution services to determine the relative success people have been having in getting published as a result of sending fax and e-mail news releases.

While this is by no means definitive, it is nonetheless useful.

Media prefer one-page releases. We've seen one-page releases sent to targeted media lists result in very successful publicity (defined loosely as having resulted in either wide national publicity, a significant number > 35, top national interviews or bookings, or profit) for book authors, publishing companies, product firms, and government agencies, whose one-page news releases took one of the following approaches.

Here's what appears to be working the best:

- human interest angles—particularly with heartwarming anecdotal stories
- interpersonal relationships on difficult or controversial issues—focus on love, sex, money, communications between men and women, parents and children, companies, and employees, government and individuals,
- tips articles— advice and tactics excerpted from books, ten commandments, ten tips, etc.
- unusual events—unique personal accomplishments, unusual creative ideas
- social or cultural controversy – battles between the forces of good and evil
- humor, wisdom, fun, foolishness, and tragedy
- breakthroughs in technology — innovations and developments
- really new and unique products or books
- politically and socially important editorial tie-in articles
- holiday and event tie-in articles.

At least in my humble opinion, for those of you writing news releases or seeking publicity, your chances of success are likely to be increased if you follow one of these formats.

## **Secret Bottom Line Formula for News Release Success:**

Now pay attention. The biggest PR firms in the country oftentimes charge their clients thousands of dollars per month and most of the time don't get their clients publicity because they just don't get it.

The following formula is based on the results of thousands of questionnaires I've sent the media over the years. It represents the sum total of all my knowledge and their composite, consensus input of all those editors and talk show producers who told me in their own words what they want and need.

It goes like this.

**Tell me a story, give me a local news angle, and then touch my heart (make me laugh or cry), make my stomach churn (with horror or fear), hit me in my pocketbook, or grab my gonads.**

Get it? This is what your news release has to do to avoid the round file on the first pass.

To be successfully published or contacted you need to touch as many of these items as you can on one page in less than 30 seconds.

## **Localizing Works**

Localizing news releases maximizes the publication of your release in weekly and daily newspapers. The easiest publicity to get is the announcement of a local event with a distinct local human interest angle.

National publicity is harder, especially in mainstream publications. You compete against everyone in the nation and you have to distinguish why your release is worth publishing over others.

You can make your job easier and be more successful by breaking your national media lists into geographically distinct areas and localizing the release.

You localize when you tie your news to the local area. You introduce a local person, place or thing, that is directly involved or affected by your news.

You can then send your localized news release to a custom media list that would have the highest interest in that news release.

You can create custom media lists on the Internet at the Internet to Media Fax site at:

<http://www.imediafax.com>

Even once you've identified your target media and settled on a type of news release, it all comes down to writing the actual release. Assuming you are aiming at print (radio/TV releases are a different animal)—here's my advice. Bottom line—find out what works specifically in the media you want to be in.

## **The Identify, Imitate and Innovate Technique**

Go to a newsstand and pick up the latest issues of every relevant magazine or publication you can find. The ones you want to be in. Spend at least \$50.

Then **Identify** and dissect each magazine for articles. The articles you want to identify are the ones that are just like what you wish were about you. Study the types of articles you see.

Use yellow stickies, or cut these out and make a scrapbook. Study the publications closely and see how they write book articles and reviews. Make a list of the headlines. Study the style, length, focus, content, word choice.

Then start writing by **Imitating** the articles you see. Remember most of the small articles (which are the easiest to get published) are one page—200 words.

Then **Innovate** it. Re-write it fifteen times. Make it Short and Snappy. Vary the character of your news release to the media you are aiming at.

You've written the end-all of all books in the field. This is the ultimate sensation. The only book anyone will ever need. Now tell people why in 200 words. Read it out loud as if you were live on the air—see if it sounds good.

By the way, good short articles in newspapers and magazines are often read on radio stations and on talk shows every day, especially on morning radio talk shows. This has happened to me. Listen closely when it happens. Remember what the radio announcer is doing. He's reading a paper or magazine on the air. Wow—a force multiplier effect. Like being seen on Oprah and getting asked to do an interview with *People Magazine* (See the 7/27/98 edition on page 72—Let's hear it for Courtney Garton!!!)

A news release has to sing to you before you send it to me, if I am to make you the best possible custom targeted-media list I possibly can. Best way I know to make it right is to follow in the footsteps of the successful before you.

## **Study and Dissect Your Target Media**

Read the media you want to be in. Study the media you want to be in.

Here is how to dissect a newspaper or a magazine and identify the editorial needs and interests.

1. Look at the cover. Study the headline. Count the number of words per headline. Number of headlines per cover. Look at the way they seek to interest the reader or audience.
2. On a sheet of paper, start numbering. Use one number for every type of article or feature you see.
3. For each page, write down what the page contains. Is it an advertisement? A Product Page? A small feature article? A large feature article? What type of article? Is it a problem-solving tips article? Does it have pictures? What type of tables does it have? What type of figures does it have?
4. Go completely through the magazine, cover to cover, page by page.
5. Now go back and decide which section you want to be in. Look to see which editor is responsible for that type of article or section.

6. Study the way that section is constructed. Review the headline style and content. Count the number of words per sentence. Count the number of words per feature. Count the number of paragraphs per feature. The number of sentences per paragraph. Make a roadmap of the key articles to see how they are constructed.
7. If you really want to get in to that one section, call and introduce yourself to the editor, and propose an article for that section.

Then write a “Trash-Proof News Release” using the “3 I Technique” and the releases, which follow in this book as a guide. Apply what you have learned to give the editor what he or she needs, and make it easy to say yes.

## **News release protocols – selecting the contacts on your news release**

One question that popped up recently asked about the standard practice for news releases with respect to the contact?

- >I can either list myself (as publisher and publicist), or the author.
- >(Or, I suppose, both.) Do people normally only want to talk to the
- >author; only the publicist; some each way and if so, what kinds of
- >people want which? (Both my authors are happy to take calls directly,
- >but I'm concerned about normal protocol.)

This is actually one of the key critical elements of a news release. Many people don't think this through and do not optimize their chances of success with the media. They make mistakes in their selection of the contact.

In my own experience sending out and tracking responses to faxed news releases, the answer to this question depends on what you are asking the media to do, what you are offering with the news release, and what sort of response you expect media to take in response to your offer, and what sort of resources you have to support your effort. There is no so-called "normal" protocol, other than to make sure you provide valid contact information for media utilize if they are inclined.

You select the style of contact which will be most persuasive with the media. Your goal is to be as accessible to the media as possible so that you can derive the maximum benefits from your news release outreach efforts.

If the news release offers authors for interview, on short notice, you probably want to use the authors as the contact with 24-hour phone numbers and also indicate that they are available for interview on short notice. If you offer authors for 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, and this often happens, you probably do not want authors talking to media directly, at least without sufficient training that restores your confidence that they will perform well.

If the news release offers opportunities for interviews by arrangement because of time, schedule of distance constraints, you can go with a more relaxed type of contact. You can utilize a publicist or the publisher or an executive assistant, or even a receptionist or answering service with real people. I would not man a contact phone with a tape machine ever. And considering all factors, more than anything, you must make sure that the phone number utilized is staffed by a live person who is knowledgeable, can answer the phone and act intelligently when and if the media calls.

If the release offers free media review copies or media kits, it doesn't matter since an executive assistant, the publisher or a publicist can respond.

If the authors are really in demand and are available only by arrangement, the contact can be an intermediary, as in a publicist, a publisher or an executive assistant. When wealth, social stature and celebrity status begins to affect the appearance and image you want to have with the media, then the use of a professional intermediary (e.g., one's PR firm, or one's agent) becomes more important.

Always call the contact phone number to check that the phone number works and is correct. On more than one occasion I have called the phone number on a news release only to experience wrong phone numbers, or e-mail addresses use for contacts, on news releases people have submitted to us for transmittal using Imediafax. I hate seeing people do things twice.

I suggest you call the phone number of the contact provided to make the number is correct, and get some sense of comfort with 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. Train the people who answer the phone to be especially careful when media calls.

Give the people who take media calls explicit instructions on how to handle media calls. Make sure they know to take down names, media organization and titles, phone numbers, fax numbers, e-mail addresses, street addresses, the time to best call back, the best way to get the requested or desired information back to the media.

Train people who answer media calls to offer the media something valuable for free every time you speak to them. Teach them to specifically fish for the answer "YES" to an offer which allows for further engagement. You must train your people to offer the media the opportunity to tell them that they want further contact and information. 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?".

Just remember that you again are trying to get free publicity, so you must think through in advance what situation you will create, possible questions the media will ask, or what tantalizing tidbits of information or offers of additional information you can throw out in front of them to persuade them to write a feature story or book an interview.

## **When to Send Out News Releases**

In my own experience I conclude that while there are no bad days to send out news releases, some days are better than others.

The best days to send a news release are Tuesday through Thursday. Friday, Saturday and Sunday are OK, but there are fewer staff working at most media. Monday is the busiest day of the week.

Print media, especially daily newspapers, tend to keep the offices running at full speed during the work week and have reduced staffs on weekends. Nonetheless they do publish on Saturdays and Sundays, and news releases sent on Friday, Saturdays and Sundays can be used.

The absolute best time to send a news release is Monday evening for a Tuesday delivery. Mondays generally are the day when PR firms across the nation return to work from the weekend. Thus they transmit 50 to 100 percent more news releases on that day, than during the rest of the week. The work load for the media reading those releases is thus at a peak. On Tuesday, the level comes down, and there is less to read.

With radio and TV stations and shows, the same trend seems to occur, but for radio shows, the weekend effect is less pronounced. Thus those seeking talk show time can actually do quite well on weekends, as there is a shortage of interviewees, as compared to the working part of the week.

## **Lead Time**

Here's my rule of thumb on minimum lead time for media campaigns based on holidays:

Magazines: three to four months minimum, even five to six months.

Daily & Weekly Newspapers: two to three weeks minimum; one week cuts it very thin and leaves little options except for calendar sections.

Radio Shows: One to two week minimum; longer if you plan a major media event.

TV Shows: Two to three weeks minimum; longer if you plan a major media event.

Local Events—Daily & Weekly Newspapers, Radio and TV: One to two possibly three weeks.

The longer lead time gives you the opportunity for a second or third release before the event. If you have weeks to spare, you can mount a weekly campaign for as many weeks lead time as you have available.

If you are going for any media publicity, you can send it any time and just sit back and wait, and do some follow up to trigger requests for review copies, and feature stories. Calling will definitely increase the chances of booking an interview significantly.

If you are going for near-term interviews, you have to be ready to act because radio and TV producers and news assignment editors will call and expect you to be available instantly, or by arrangement on short notice. So for short-run news releases, any time is a good time.

## **Your Publicity Plan**

A simple publicity plan is so easy to create. You just need to decide to do it. The essence of developing the plan comes down to this:

1. Make a list from 1 to 12.
2. Decide whether you want to send the release to print, or to radio and tv, or both.
3. Create a headline for each number.
4. Decide how frequently to send out your news releases.
5. Write one news release for each date.
6. Transmit each release to the appropriate custom list of media in accordance with your schedule.

That's the basics. It's not hard.

Some people never send out the same release. Others send the same release ten or more times in a row. We've even seen media response rate peak on the eighth, ninth, or tenth outreach.

If you get 25 interviews or more for every thousand news releases sent each week, you can end up being on over 250 to 300 shows after ten weeks. This is how you create national name recognition.

You can add one or more levels of complexity by sending releases to both print, and to radio and tv at the same time. Of course you then need two releases, one for print, and one for the electronic entertainment media.

There is a significant difference between a print media release vs. a radio and TV news release. The key difference is that the print news release focuses and emphasizes on the head – the brain, while the radio and tv news release focus on the heart and the stomach, since it is audio and visual and entertainment.

The print media editor needs detailed information to stimulate his reading public. The focus is on the words and information in a written form.

The electronic media editor makes a decision less on the information, and more on how it sounds or looks. It's not just what's it all about, but will it entertain my audience.

So when you write a news release, make a conscious decision who you are sending it to. Adapt your style to the medium. Remember you must be persuasive with your target media.

# **The Distinctive Characteristics of Trash-Proof News Releases for Radio and TV**

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In response to one of my many survey questionnaires of the media, media personnel explain what the distinctive characteristics of news releases and/or PR submittals that result in news coverage on their show or station:

**Al Reinoso**

**Exec. Producer**The Rocky Allen Show, WABC, New York

Topicality, human interest, uniqueness. Not uninteresting drivel disguised as important groundbreaking news.

**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.

Sounds simple?

## **Come up with great radio interview questions.**

Submitting a list of questions is a good idea. However, the producer of host really needs more than just a list of possible questions.

A better idea is to submit both questions and short answers containing information that illustrates why the question is important to the audience, and how the answer will provide galvanizing entertainment. This need not be terribly long. You can do it in one or two or three short sentences per question. Many authors who have sent news releases to Imediatix for transmittal to the over 2,000 radio talk shows in the US do it in one line of 8 or less words.

The real key to coming up with the best possible list of key questions is to understand what the producer needs to have a successful and entertaining show. You must put yourself in their shoes, and seek to understand what they select and why, how they present it, and in what format.

You need data. Hard factual data about the show and its audience demographics. To get this information, it's best to call and ask the producer or the programming director directly. In many cases you can search for the station on the Internet and lo and behold, the show is available in Real Audio 2.0, live on the air. You need to find out whether the show is live, taped, or has listener call-ins. You need to find out whether you can make the show into a live event -- as in a call in contest.

Before you develop your list of Q's & A's:

1. Determine what the show is all about. Listen to the show and find out how the host manages the guest. Pay attention to the introduction, whether the host dominates the show and how long the guest gets to speak question by question, answer by answer.
2. Learn about the demographics of the show. Identify who the listeners are.

With this information in hand you can identify options from your book and expertise which appeal to the largest portion of his or her audience possible.

Most live or talk radio show hosts and producers want to have a guest who will relate to their audience, feel passionate about their subject and focuses on the listeners in the audience, thinking about that person in their home or car with the radio on, listening for help and advice, stimulation, heart-rendering, thought-provoking entertainment.

When you make a list of questions, prepare bulletized versions of your answers and think carefully about getting each answer as short and as entertaining and informative as you can. You have to remember, this is an audio medium, so it's got to be short and you must concentrate hard on understanding how your spoken words will affect people. The key issue: How will you sound to the listener?

You can prepare a checklist of the things you want to say and the products you want to sell. You use this information to guide your answers to questions. But you can't just focus on the products. You've got to focus on what the products do for people. As you go through your book, identify the fantastic things that you can deliver to the amaze the host and audience.

Give plenty of action oriented advice. People love advice. People want help with problems that seem hopeless. They want to know and learn how to handle problems and diseases with no known cure. They want to hear specific tactics -- advantages and disadvantages. They want to know what to do, and what not to do. But keep it short. Ask and answer the question: "How can I do that?"

People want to feel hope. People love finding happiness out of stories of tragedy, despair, hope, triumph and the human spirit. They want to hear magic words that help them discover basic truths and principles

they can use in their own lives. They want to gasp in recognition and thrill in the joy of understanding as you touch their heart with enlightening secrets.

Use true stories, but keep them short. People love true stories that allow them to see word pictures filled with inspiration, intimacy, heart-felt emotion, and dreams fulfilled. They want to hear about ruined relationships and devastating experiences, and how people overcame these horrors to reach new heights of success and happiness and fulfillment.

Empower the listeners. People want to hear about other people's relationships. They want to hear the juicy deep down details of sorrow, dependency, shame, love, heartbreak and how people deal with these issues. So show how you can make it easy for them to tackle the problems they face. They want to know the smart ways to deal with people in their lives, the ways to minimize the risk of failure, the ways to build rock solid relationship success.

Be informative. You want to position yourself as the expert. Come prepared with short but crucial facts and figures. Use them. You want to leave them with the knowledge that if they ever encounter the situation and are forced to ask "Who can help me?" Your name will immediately come to mind.

Be versatile: Select a range of questions that show that you can flex and be responsive to different people and segments of the audience.

So make a short list of the top, absolute top ten best things you can share with the radio listeners. Then using everything you know about the show, pick out the top five to six.

Write the questions with passion, and indicate how you will be articulate, compassionate, and committed when you answer.

Finally, review the list again and make sure you've done your best to provide a road map to the producer that can be used for the show, demonstrating that you are a professional who knows how to give his audience what they want.

# **Does calling make a difference? You bet it does.**

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I've been following the direct-contact techniques people use to get publicity with great interest as it is a subject very close to my heart, as is anything that provides insight into achieving success with publicity.

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 "straight from the horse's mouth" 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. Now, lest you think I'm a real witch, let me say you may indeed FAX releases to me at 202-xxx-xxxx. Just no e-mails, please.

Thank you.

Ms. Margie Szaroleta Producer  
Today in Entertainment History [AP]

On to the responses:

**Al Reinoso**  
**Exec. Producer**  
**The Rocky Allen Show, WABC, New York**

Fax release first and follow up with a call 1-2 days later. Do NOT call before faxing!

**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**  
**KRNV-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**  
**KNRY 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 you 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**  
**WYSOfm**

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.

## **How To Follow Up – The Magic Question**

First – be prepared to call your target media.

Be familiar with your product or news release and news angle. Be ready with the facts, have all materials near at hand. Be ready to fax information immediately. Be ready to express media kit materials overnight.

Have your best thirty-second pitch prepared and ready to go.

A good thirty-second pitch goes like this, (which is a real-live pitch courtesy of Bev Harris at Red Dog PR in 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 th 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?

Practice your thirty-second pitch ahead of time. Make sure you have it down cold.

With your thirty second pitch and all other materials in hand and ready to go you call your media.

You can call cold without having sent a press release, or call after having sent a news release. Many of my clients set up a schedule to call three to five media a day and do nothing else. They find that cold calling media works very well. If you do this, you create a prioritized media list and call the most important media first. Then work your way down the list.

Most people call as a follow up to having transmitted a news release. If you do this you must remember the following GOLDEN RULE.

### **Never ever say you are calling to see if they received your press release.**

Media immediately detect a novice and will get very upset.

Instead, the magic question is this:

### **Are you the right person to talk to about this story?**

If they answer that they are not the right person, then ask the person for the name and phone number for 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?**

Your goal is to see if they will write a feature story about you. So if they are undecided, continue asking them for the information you need to provide them to get them to a favorable decision. Make sure you offer additional information. Say:

### **Would you like additional information about this story?**

If they say yes, get their address for an overnight package. And send your media kit and all the materials they've asked for and they need.

If they say no, press for additional information. Ask them:

### **What would you need to do a feature on this story?**

And listen closely for the editor's needs. Think very hard about what the editor says to you. Your specific goal is to identify that special unique news angle and readership interest that the media is looking for. Take notes, develop the information or news angle, and then write the editor back with the new material. Then call and follow up to make sure the editor receives and acknowledges the receipt of the material.

You need to be aware that you are entering into collaboration with the editor as he or she writes the article. You may end up sending an editor material several times, talking with the editor several times, and getting into areas where you are feeling lost and uncertain. Be patient, be considerate, be as helpful as you can, be honest, and be professional.

Just remember to give the editor what he or she needs. Do that and you will get what you are asking for. Free publicity.

## **Call Red Dog PR**

If you don't like calling, here is the information about the company who does follow up calls.

**Bev Harris, Talion - Red Dog Inexpensive Publicity Services, 330 SW 43rd St. PMB K-547 Renton WA 98055, Tel. 425-228-7131 E-Mail: [talion@ix.netcom.com](mailto:talion@ix.netcom.com)**

# Who are the Internet/Computer/High Tech Editors?

In response to a post I sat down with the latest databases we just received and analyzed and evaluated who was out there for Internet web site owners. I then compiled and analyzed the media covering the computer/high tech and Internet industries. The results are eye opening.

There is an explosive growth in this media sector occurring. It obviously parallels the explosive growth and economy in the Internet and computer industries.

One interesting thing, out of over 4,230 media covering this industry, I identified only 261 who go by the name of Internet Editor—that's only 6.1 percent. The remainder appear to be merrily disguised as Computer/High Tech Editors (2,288 or roughly 54 percent), and online editors (713 or 16.8 percent). The remainder go by any one of 12 or more other specialty editor titles. Such is life.

This custom media list is pretty much all-inclusive for US and some of Canada. It focuses directly on computer high tech and Internet editors in the print and electronic media that a web site owner, marketer or publicist might or would want to contact to get publicity about his or her endeavors.

What this summary contains is the number of media contacts, primarily editors for print, and producers for electronic media, that cover a certain beat for a certain category of media.

Here's the top-level summary:

<b>Daily Newspapers –</b>
Computer/High tech/Internet Special Sections - 58 with circulations greater than 40,000

<b>Daily Newspapers:</b>	
Computer/High Tech Editors	744
Internet Editors	49
Online Editors	159
Personal Computers Editors	31
Technology Business Editors	104

<b>Weekly Newspapers/Multiple Publishers:</b>	
Computer/High Tech Editors	116
Online Editors	8

<b>News Services &amp; News Syndicates:</b>	
Computer/High Tech Editors	97
Internet Editors	16
Online Editors	5
Technology Business Editors	37

<b>Syndicated Columnists:</b>	
Computer/High Tech	43
Internet	15

<b>Freelance Writers:</b>	
Computer/High Tech	51

<b>All Magazines:</b>	
Computer Games Editors	18
Computer User Issues Editors	12

Computer/High Tech Editors	868
Enterprise Computing Editors	7
Hardware Editors	64
Software Editors	95
Internet Editors	135
Intranet Editors	13
Multimedia Editors	32
Networking Editors	48
Online Editors	546
Personal Computers Editors	33
Portable Computing Editors	17
Technology Business Editors	175

<b>Magazines - (Feature Editor/Editor)</b>	420
in the following trade industry categories:	
Computers/Technology/Data Management	52
Computers/General Interest	60
Computers/Software/Operating Systems	80
Computers/Internet	46
Computers/Industry Applications	100
Computers/Related Interest	44
Computers/Games	16
Computers/Marketing/Reselling	22

<b>Radio - AM-FM &amp; Networks:</b>	
Computer/High Tech Editors	56

<b>Radio Shows:</b>	
Local Computer/High Tech Radio Shows	36
National Computer/High Tech Radio Shows	23
Syndicated Computer/High Tech Radio Shows	10

<b>Broadcast TV - Stations and Networks:</b>	
Computer/High Tech Editors	77

<b>Broadcast TV Shows:</b>	
Local Computer/High Tech Radio Shows	9
National Computer/High Tech Radio Shows	1
Syndicated Computer/High Tech Radio Shows	12

<b>Cable TV Shows:</b>	
Computer/High Tech Shows	35

<b>Cable TV:</b>	
Computer/High Tech Editors	9

All told there are 4,230 media as of today, January 1999. Of these, 4140 have fax numbers: 10 are in England, 92 are in Canada, 1 is in Brussels; 3634 have e-mail addresses (because of the dates of the CD ROMs, an estimated 20 percent of these would be undeliverable).

What this shows is that the computer and internet media are exploding and diversifying.

Obviously, what this all means is that if you are going to use publicity wisely, targeting the media with tailored news releases is the way to go. However, targeting means using specialized services to get your news into the hands of the right editors at the lowest possible cost.



# Getting in Direct Contact with Lifestyle Editors

Lifestyle editors are among the most important media targets. To be successfully published by lifestyle editors requires that you focus on those things that affect people. Read the newspapers and magazines, study them, and learn what these editors use. Strong human-interest angles garner the most attention.

There are a lot of lifestyle editors in and the universe of media is broad and diverse.

Daily Newspapers (all US) default order – lifestyle editor//feature editor//managing editor//editor	1,502
Weekly Newspapers (all US) default order - lifestyle editor//feature editor//managing editor//editor (includes multiple publishers)	5,813
News Services & Syndicates	68
Total daily & weekly newspapers and news services & syndicates	6,979

The following shows the number of daily and weekly newspapers by circulations, and gives you the rate to fax a one page release to that number of media.

Number	Circulations greater than:
5	1,000,000
14	500,000
255	100,000
682	50,000
1,207	30,000
1,442	25,000
1,756	20,000
2,177	15,000
2,874	10,000
3,374	7,500
4,326	5,000
5,796	2,500
6,795	1,000

Total: 6,911 daily and weekly newspapers in the United States.

And there are 68 news services and syndicates.

This is very insightful and shows you how big and vast this wonderful country of ours is: there are over 30,000 named cities and towns.

From a publicity standpoint, hitting everyone isn't something done lightly. Most major national outreach programs should focus on either the top third (more than 1,756), or the top half (more than 3,374), plus the lifestyle editors in magazines and trade press and the top editors in the lifestyle, health, and women's, general news, and general interest media categories.

This will give you a pretty good feel for what you have to work with.

# Getting Your Books Reviewed

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Most people who come to me have very little understanding about what it takes to be successful using PR. From my experience in working with book authors and sending out news releases via fax and e-mail, I can honestly state that one news release is very likely to produce a very limited amount of publicity. It can be done, but it usually requires something that is of crucial timely interest to the right targeted media and publics.

More often than not however, repeat publicity outreach efforts will produce more results over time in the same way that repeat exposure to direct marketing and advertising will produce increasing response over time.

This is particularly true with books whose appeal may not be widespread and have narrow markets, or with products with narrow or limited industrial target audiences.

I believe what every publicity seeking author should do is create a six-month to one year-long publicity plan. The schedule would allow you to send carefully crafted, individualized news releases to specific media editors and publications so that you can address the particular readership and editorial interests each media publication or type of editor is likely focused on.

With regard to what goes into your news release, you will need to shift the content and style and focus of the news angle each month to meet the needs of your target audience. Your goal is to create a news release that convinces the editor that your book and your message is worthy of being shared with his or her audience. Thus feature editors will want feature story material.

Lifestyle editors will want material that addresses lifestyle (human interest) material.

Religious editors will want material that addresses issues that focus on religion.

While this appears very simplistic, it is nonetheless the first critical path element in deciding what to put into a news release.

Let's just say that you want to start with the book review editors. Now a few months ago, I conducted a survey of 1300 book review editors across the United States.

Before you see the results, it is really helpful to understand what the universe of book reviewers in the US looks like. At the time I did the survey (mid-1999) there were:

Daily Newspapers Book Review Special Sections	53
Daily Newspapers—Book Review Editors	512
Weekly Newspapers—Book Review Editors	2
Magazines—Book review Editors	911
Magazines without a Book Review editor that does book reviews	4,982
News Services & Syndicates—Book Review editors	40
Syndicated Columnists—Book Review Beat	32
Radio & TV Shows that focus exclusively on books	10
Specialty Book Review Magazines with feature/managing editors/editors (some without book review editors)	29

Total book reviewers in all US Media = 1,569

While I believe this still probably conservative, this is still a lot of book reviewers.

I conducted a survey questionnaire via e-mail. I asked over 1,300 editors 14 questions. I received 144 detailed responses. I am going to report to you only the results I received in response to one key question.

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 authors who wish to get reviewed?”**

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!

Here are just some of the better replies, reproduced here with permission of the editors:

**Mr. Christopher Sterling, Book Review Editor, Airways and Communications Booknotes Quarterly (CBQ) wrote back:**

“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.”

**Name: 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.”

**Name: Alan Caruba, Editor, Bookviews (monthly newsletter) A brief version of Bookviews will be posted on < HYPERLINK “<http://www.caruba.com/>” \_<http://www.caruba.com/>>**

“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!”

**Name: Glenn Abel, Executive editor, The Hollywood Reporter**

“Know the publication and its audience.”

**Name: 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.”

**Name: 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.”

**Name: 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.”

**Name: 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.

**Name: 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.”

**Name: 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.”

**Name: 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.”

**Name: 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.”

**Name: 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.”

**Name: Thomas Burns, Publisher/Managing Editor, *Northern Breezes, Inc. & Sailing Breezes***  
<<http://www.sailingbreezes.com/>>

“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.”

**Name: Milton Moore, Arts Editor, *The Day*, New London CT (a daily newspaper)**

“For *The Day*: Just ‘don’ts’: 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”

**Name: Morley Walker, Entertainment Columnist, Book Review Editor, *Winnipeg Free Press***

“Write a great book and get published by a major Canadian publisher.”

**Name: 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.”

**Name: 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.”

**Name: Marjorie E. Gage, Senior Editor, *Country Living*, Hearst Magazines**

“WRITE A GOOD BOOK.”

**Name: Mr. William Cannon, Book Review Editor, *American Scientist***

“Write good books.”

**Name: Laurie Grassi, Managing Editor, *Style at Home***

“Write a great book!”

**Name: Karen Southwick, Editor, *Upside Books*, *Upside Media Inc. (Upside Magazine)***

“Write a good book that stands out from the herd of business management books.”

**Name: 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.”

## **Bottom line:**

What this shows is two things:

1. You must create a news release that meets the editorial interest and readership interest of the media to whom you send your news release.
2. You must send that news release to the right media for consideration. To send the news release to media who will not be interested is a waste your time, energy, resources and money. Targeting the right media is essential.

It is not hard to garner news coverage if you take your time and do a careful job. The benefits can be phenomenal. You can create news releases that work locally, regionally, or nationally.

When you implement a publicity plan that brings your news to the same media editors repeatedly over time, you can cultivate relationships and become known as a valuable and reliable contributor.

And if you give them what their readers want, they give you free publicity.

# Understanding the Universe of Radio Talk Shows and Stations

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If you are going to target your news releases to get maximum publicity for your publicity outreach efforts, some level of understanding of the universe of radio talk show media is very important. How many media can you send a news release to? Which ones are the best ones to send to?

The purpose of getting publicity on radio talk shows is exposure of your message.

You can get interviews on radio talk shows and on radio stations. The interviews may be stand-alone live, with or without live call-ins from the audience. Your news release can also result in a taped interview which is finessed by a reporter or an editor into a feature article, or your information can be incorporated into a news broadcast, or a news feature story.

## Targeting the radio broadcast media

The United States is really a big and vast and wonderful country filled with over 30,000 named cities and towns. Many, many of these towns have publications, either print or electronic media. Every single media outlet is managed by an independent decision-maker called an editor or producer, who makes daily decisions on what information to pass through to their audience. Getting publicity means convincing this person that your news or message is more important than other information he or she might pass to his audience in the time available.

There are two basic pools of radio media and thus two separate ways to target. The first is the radio talk shows, and the second is through the radio stations. Both pools of media are responsive to news releases.

### Radio Stations

There are about 8,563 radio stations in the US and Canada. Most of these stations play music, have news on the half hour or hour, and offer some sort of talk or variety format.

Out of these, about 1,600 describe themselves as having a talk, morning talk, interview, or all news format.

The key decision makers at radio stations are the news assignment editors:

News assignment editors:

AM Stations	3,394 Total	>50,000 watts— 725
FM Stations	5,130 Total	>50,000 watts—1,264
Major networks	39 Total	

The quality of the listening audience is more important than size or location.

Larger major metropolitan areas contain the largest number of radio stations. However, this also means that competition for market share of the listening audience is very high.

Smaller radio stations of low wattage in a rural or isolated areas, as in Idaho or Montana, may have a very high number of dedicated, avid listeners.

Thus many book authors who succeed in getting radio talk show interviews on such stations enjoy greater sales directly from these small stations, than from comparable interviews on big stations in major metropolitan areas.

## Radio Talk Shows

There are about 5,812 local, national, and syndicated radio talk shows in the United States and Canada. This basic universe can be further broken down into three categories:

National	459
Syndicated	251
Local	5,102

The radio shows are by no means all focused on the same subject, rather they tend to focus on highly diverse special areas of interest. Here is a breakdown by subject:

Afro-American	55
Agriculture	50
Automotive	55
Business	168
Computer/High Tech	70
Education	26
Entertainment	417
National & Syndicated	103
Local	314
Family	59
Food	66
Gardening	72
Gay/Lesbian	12
General Interest	1,740
National & Syndicated	134
Local	1,606
Government/Legal	170
Hispanic	126
Home	62
Medical/Health	211
News Feature	460
News	205
Personal Finance	125
Pets	24
Public Affairs	1,218
National & Syndicated	55
Local	1,163
Real Estate	26
Religion	254
Science	41
Seniors/Mature	41
Sports	624
National & Syndicated	84
Local	540
Travel	45
Women	60

Targeting is thus a matter of selecting the areas where you are likely to generate the most interest.

A comprehensive national outreach for a general interest lifestyle book, would target about 1,800 to 2,000 radio talk shows (general interest, entertainment, and news feature) and at least 1,500 to 2,000 radio stations.



# Conducting Targeted “Traveling” Media Publicity Tours

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You do not have to travel 150 days a year selling to be a successful author or publisher. Neither do you have to get up in front of people speaking. You can make appearances” on radio and in print media day in day out from home. A reasonably well-designed custom targeted publicity campaign can bring you from city to city, day after day.

Sure you may have to be willing to travel a little, especially for major media appearances, but I work with lots of authors, publishing companies, and publicists arrange for nation-wide media tours with the author sitting at home on the telephone in his office, or at the kitchen table in their bathrobe at 4 AM Pacific Standard Time. (That’s 7 AM Eastern Standard Time a la morning talk radio prime time on the entire east coast).

Tim McCormack, GreenTree Publishing, is a prime example of a month-after-month media campaign to print and radio that resulted in hundreds of articles and talk show interviews all over the country and helped produce major book sales for Dr. Sal Severe’s book, *How to Behave So Your Children Will Too*.

Tim created and sent out one-page human-interest, news-angle releases that keyed in on national current events. The news releases were sent out to 2,000 media nation-wide, month after month, after month.

You don’t have to conduct a major nation-wide campaign to be successful, especially if you can’t afford and maintain the outlay needed to maintain the effort at that level. You can reduce the number of media you contact each time and go with a lower cost effort.

The way to conduct a “road tour media campaign” is to create a media outreach schedule that walks from state to state, market area to market area, or from city to city across the country. The level of effort (e.g., the number of media and hence cost), can be set at whatever level of cost you can afford.

You can skip the major metropolitan areas, and zero in on the mid-range markets and cities. If you are working with the mid-range media markets, the total number of radio shows, radio stations, TV shows, TV stations, and daily and weekly newspapers can easily number a total of 100 media contacts. And at 25 cents per faxed page (assuming a one page release), that’s only \$25 per city. If you landed one or two interviews and a single article, I’d say it would probably be a profitable venture.

Create one well written news release which both offers some content, and substantive information or tips so you address print media editor interests, and indicates what the author can talk about and why people will be interested in the subject and author so it addresses the needs of radio show, radio stations, and TV show producers and guest hosts in the selected target areas.

Now this next point is of critical importance. The real key to being successful in doing this city by city is to think hard and create a “local news angle” for the news release. Many authors have a book subject with broad national interest or appeal. This will get some editors thinking about an invitation or an article, but it will not get as many as when there is a distinct local news angle highlighted in the news release.

A local news angle is one that features a local citizen, event, activity, problem, or concern, or benefit. Thus, if you send a news release to New Orleans, the release should contain something of specific interest to people in New Orleans.

This can be one of the most difficult ideas to implement effectively. It often takes some real creativity if you don’t know anyone who can act as a local focal point or subject of interest. So brainstorm and do some research. Use the Internet and phone book to identify a local participant who would like to share some publicity with you. Then call someone, or a company or organization to ask if they would participate somehow meaningfully. You can call ahead and make the arrangements, get the quote, the local case study, or problem analysis. Get a local to review the book, say how they used it in solving a problem, or helping

someone, or just how they enjoyed it. Send it to the mayor, or to a principal, or president of a volunteer organization, or charity or self-help group. Do what you need to but come up with a hard local-news angle.

You use the local news angle in each “local” news release. Once you come up with a formula, you duplicate it city by city.

Editors love when you do this for them. The media response rate for news releases with a local news angle is the highest of any type of news release I send. You get more interviews, and more publications.

Of course, you can always travel. A local event, like a book signing or a workshop, makes it easy, especially if it is part of a mini-author tour.

Getting publicity for mini-author tours is easy with a good action plan. It often makes the difference between a humdrum event and a super-successful event and lots of associated book sales. Here are some of the lessons learned I’ve picked up from conducting publicity campaigns with fax and e-mail for authors and publishing companies using the Internet to Media Fax service <<http://www.imediafax.com>>.

Follow and innovate these steps to follow for planning, implementing and leveraging publicity before, during and after a mini-author media tour:

1. Lay out your tour schedule identifying points of contact which will work both in advance of the event, and while at the event, so media can contact you before hand, and on short notice.
2. Prepare a one-page release describing who, where, when, why, what, why it is important, and why it’s going to be a great event and who to contact. You can use one press release per location or one press release for multiple locations, depending on how you select your media list and transmission schedule. Make sure you localize your news release to the maximum extent possible to show the media the event has significant local readership and editorial interest.
3. Create a custom targeted media list covering the daily and weekly newspapers, news services and syndicates, radio and TV stations and shows (talk shows by subject, news feature and news) in the market areas at your event locations. Research and consider sending the release to magazines in the market areas because they can result in publicity with a long-term effect, long after the event.
4. Send out your first news release three weeks before the event. For daily and weekly newspapers, target the calendar editors, the metro editors, and the feature editors.
5. Follow up by phone with the most important media on your list at each event location, to achieve coverage of the event at each location and to invite the media to come to the event, or interview the author before, at, or even after the event. Invite feature editors to come to the event. Offer tailored articles, interviews, and site visits if your schedule allows.
6. Send out a second news release seven to ten days before the event, and follow up once again, to get and confirm media attendance or interviews.
7. Conduct the event and do the interviews. Treat the media in attendance very special. If they came in response to your release, thank them and make it worth their while. Give them review copies if you haven’t already done so. Be quick to take advantage of an opportunity to get more publicity, or better media coverage.
8. Send out a final news release on or immediately after the event to leverage the event. The event itself is news. This release should be a short article which summarizes the highpoints of the event and provides book, ordering and contact information.
9. Call to say thank you to media contacts for the coverage and to request tear sheets. Offer additional information, articles, or interviews by phone as appropriate.

# Fax vs. E-Mail -- The Continuing Saga

This is a hot topic in the PR industry. Some people thought when the Internet and e-mail took hold that all other means of communication would pass by the wayside. One post on a popular publishing mailing list discussion group, typical of many stated:

>> >> So I guess there's still a place for faxing pitches to the media, at  
>>>> least for awhile. But my best guess is that it won't be working too much  
>>>> longer. More and more media people are getting wired, and email just keeps  
>>>> getting sexier and sexier.

In my regular surveys to the media, I have been asking media what their preference is as far as fax vs. e-mail and why. This was conducted to research how media respond to faxes vs. e-mail extensively, since doing what works best is all that counts.

As many of you know, I used to publish The US All Media E-Mail Directory. It was a very good database for reaching the media via e-mail. However, I no longer use e-mail for broadcasts. Zero -- nada -- as in none.

Too many media hate it as a broadcast tool. It also doesn't produce good publicity results for my clients. So I stopped publishing the directory in January 1999. I do not broadcast media news releases via e-mail any more.

I do send news releases to individual media once we have established a relationship or I know they are interested in receiving material from me.

E-mail has turned out to be a lower class of broadcast information because of the ease of abuse. Many, many, repeat many media basically view it as spam.

Nonetheless, media do read their e-mail and the technique and access is still there. Some like it, some don't. You can get plenty of favorable responses if you send a news release to a good custom list, especially if you do it one at a time and take real care in addressing the media needs and interests.

If on the other hand you don't take the time, and you create one news release and broadcast it to 2,000 media with a click, you can destroy your reputation, and kill your chances of ever being used by a media again. There are services that have sprung up that provide bulk e-mail news distribution services, many of them actually started after having purchased my media e-mail directory. You can ask them what the media response to their e-mail is like if you choose to use them. I do not know if they will reveal the down side of the business to you. But there is a real downside, and it's serious business.

The media responses to my questionnaires clearly show that the media do not like the time it takes to use the technology to identify the good materials and sift through the materials they cannot use. The media have not as a general rule, established internal mechanisms for handling e-mail news releases. Each person has his or her own computer. The impact of 250 or more e-mail messages a day is very, very personal. It kills the use of their personal business computer for other business related purposes.

One of the media who responded to my earliest questionnaires several years ago said:

Dear Paul:

"Turn away from the dark side. Don't make our e-mails available to the world. May the force be with you."

Generally, the media have experienced that most of the news releases are poor quality, and are poorly targeted. The ease of use and abuse has killed the golden goose. As a broadcast tool it produces too much bad will. This is not exactly the effect most authors, publishing, product and service companies wish to have.

Furthermore, most Internet Service Providers will not tolerate nor accept clients who send bulk e-mail and have established policies which will result in webmasters losing the privilege of having a web site. All you need to do after sending out one e-mail blast is have one torched off editor write one e-mail message to "abuse@myisp.com" to find out how seriously your ISP takes this issue. You may find yourself without an ISP. What sort of damages do you want to suffer?

That said, if you are going to do a high quality professional, well-researched job when you send an unsolicited message to a single media editor, e-mail may, and I say may, be a profitable way to enhance your success with the media.

When used to contact individual editors, e-mail may be a useful tool. However, this is not universally the case and is definitely not the case when used as a broadcast tool. One Associated Press editor wrote me back the following:

"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. Now, lest you think I'm a real witch, let me say you may indeed FAX releases to me at 202-xxx-xxxx. Just no e-mails, please."

Samantha Slaven, Editor, Where Magazine, Los Angeles said:

"Most of the emails I receive are "junk" that I quickly browse and delete. However, your email passed muster as it had my name and title at the top, as you had obviously selected me specifically to receive this information. That was effective enough to get me reading."

Harry Shattuck, Travel editor, Houston Chronicle wrote:

"When I arrived at my desk today, there were 147 e-mails in my file (many held over from past days). Publicists should keep in mind that travel editors at major newspapers aren't just getting e-mails from publicists but also from freelancers, readers, travel agents and many others. And unlike with "snail mail" there is never anyone to help sort through them; they just sit there when we're gone. If I take 3 minutes to deal with each e-mail, print releases for our filing system, reply when necessary .... well, you figure the math."

Randy Curwen, Travel editor, Chicago Tribune said:

"I do NOT want ordinary press releases by email; I use email to get stories from writers and to conduct business; having it cluttered up with press releases is a pain. Absolutely hate it for pr usage--it's just one more way for pr people to pester us; only thing worse is the mindless phone calls (did you get my press release?)

Norie Quintos Danyliw, Associate Editor, National Geographic Traveler magazine said:

I don't want my email account cluttered with releases i don't want, so prefer snail mail for that. But, press releases should always have an email address since I may want to get in touch with you by email if I want more info.

This is just a small sample of the nasty grams I've accumulated and saved over the years of doing news distribution via e-mail.

There is a significant difference in the persuasive impact and success one can have with e-mail as compared to a fax or a street mail media kit. A news release is of course a document that seeks to persuade an editor to make a decision to run a feature article. Consider this:

Randy Kraft, Travel writer, The Morning Call, a daily newspaper based in Allentown, Pa.

"E-mail seems to lack the personality of regular mail. I have not yet seen that e-mail releases have the same intangible "personality" of a press kit."

This raises some very significant issues for publicists. What it shows is that the choice of technology may contribute to the success of a publicity program, but each technology has its pluses and minuses. Most publicists and their clients can't afford to send street mail and press kits to everyone. Press kits and street mail are of course expensive, and the response time is long.

At the other end of the spectrum, e-mail is cheap and fast, but has many, many drawbacks.

The fax is also quick but it costs more, but it's still effective. You can send full pages of persuasive information at a reasonable cost, you can target carefully, you can personalize and send graphics. Media still tend to read their faxes and are content-based decision-makers. They don't respond as negatively to the use of fax as a broadcast tool. The fax is and has been an institutionalized technique for over ten years and figures prominently at the core of the public relations and news business. It is accepted for the most part. Interestingly, we do get requests for removal, but these account for less than 0.5 percent of the releases we send out via fax.

Furthermore, the fax technology is evolving and fax mail merge with graphics has produced significant increases in the responses. I believe it will be here for a long time to come. In fact, the technology developments are making it easier for people to receive their faxes on their e-mail systems and computer systems (e.g., with WinFax Pro version 9.0 with built in OCR conversion).

E-mail was the new tool, which came along in 1996 and has evolved. It does play a role as one of the technology and tools available. In our last survey of the media, faxes were preferred by about 35 percent of the media. E-mail was preferred by 25 percent of the media responding, and street mail was still the favorite at 40 percent.

But the media have not accepted it as a broadcast tool as they have accepted and institutionalized the fax. At least not yet, and not in my experience.

The other key issue to distinguish is that while the questionnaire responses indicate that media may like e-mail, that's not the key question of import.

The real question is not whether they like e-mail or faxes better, it's whether e-mail works better than fax at producing publicity. That's the bottom line.

And in my experience to date, faxes for the most part, are the most effective technique for producing fastest and maximum positive results. While this is not true for everyone, it is a fair general statement that I can back up with numerous publicity success stories.

What publicists need to remember is that your goal is to use the technologies wisely and integrate the multiple methods into your marketing plan appropriately. Your goal is to sell books, products or services.

You have a choice of methods. You need to be selective and sophisticated in the content you place in your communications. Each action or selection will produce a range of responses and results. You also need to plan and implement all the above within a budget. So you must build a publicity plan and integrate it with your overall marketing plan. You identify actions, costs and schedules. You plan and implement and use feedback to adjust your actions over time.

The successful publicity outreach must include the use of street mail, fax, e-mail, and phone calls (cold calls, and follow-ups) and face-to-face meetings and contacts. You can and should also place ads in various appropriately targeted publications, and do web publishing and web marketing.

You need to do lots of things to achieve success.

However, in my humble opinion, relying on only one technique to be successful with PR, especially e-mail, to produce phenomenal success is naive.

# Ten Tips For Using E-Mail To Get News Coverage

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Welcome to the world of Electronic Commerce. It's amazing but true—you can use e-mail to get publicity with the media. Articles can enhance your visibility, name recognition, reputation as an expert, and position in your industry. But there are some tricks of the trade that are developing in this really new marketing technique. E-mail PR is not hard to learn, and the benefits are substantial.

## **The Golden Rule: Target & Personalize.**

Four years of Internet experience is there are several essential rules that publicists must abide by in submitting e-mail to the media if they are to avoid the wrath of the recipients and maintain their credibility and reputation as a credible PR practitioner. Here's the "10 Commandments for Sending E-Mail to The Media":

1. Think, think, think before you write. Ask yourself why you are writing, and what are you trying to accomplish by writing. Put yourself in the position of the person reading your message. You are a busy media professional. What would you do upon receiving your message? Publish it or toss it?
2. Target narrowly and carefully. Go for the quality contacts and not the quantity. Don't broadcast a query or news release or announcement to irrelevant media. Pick out your target media carefully, based on the industry or readership of the specific media you are targeting. Study the media you are writing to. Write the way the editors write. Make it easy for them to use your submittal.
3. Keep it short—Trim your e-mail message so that it fills one to three screens. Keep it three to four paragraphs tops. Don't try to sell the media your product. Do try to get their interest and make a request for more information.
4. Keep the subject and content of your message relevant to your target—it's got to be newsworthy and timely. The subject should intrigue them enough to read your message. Present and propose problem-solving articles which advocate the benefits or techniques associated with a strategy, technique, product or service. This article is an example.
5. If you are seeking publicity for a product or service, or want to get reviews for a new book or software, use a two step approach—query with a hook and news angle before transmitting a news release, or an article, or offer to send a review copy to those who request it. Offer free review copies. To avoid angry replies and complaints about unsolicited e-mail, send a very brief e-mail requesting their permission to send them a release before actually doing so.
6. Tailor the submittal to the media editorial style or content. Go to a library, read it on-line, or write and ask for a free media kit and a sample copy of the magazine or journal. Study the style and content of the media. Then write the way they like it. Seek to develop a longer-term relationship as a regular contributor.
7. Address each e-mail message separately to an individual media target. Take your time and personalize each e-mail. Don't ever send to multiple addresses. It's the easiest way to get deleted without being read.
8. Reread, reread, and reread and re-write, re-write, re-write before you click to send.
9. Be brutally honest with yourself, and with your media contacts. Don't make claims about your product or service you can't prove.
10. Follow-up in a timely manner, with precision writing and professionalism.

Remember, there are real people at the receiving end. Your success with the media depends on your respecting the media and being courteous, plus your credibility, reputation and performance.

Good luck and prosper. It is not hard to garner news coverage if you take your time and do a careful job. The benefits can be phenomenal. E-mail is a good way to make the most of limited funds. You can work locally, regionally, or nationally and all you need is a computer with an Internet connection and e-mail.

You can and should use e-mail to get news coverage for your business, but you shouldn't rely on e-mail alone. When used together with conventional PR (mail, paper, phone and fax), you get the maximum effect. Cultivate relationships with media by becoming known as a valuable contributor.

Once again, if you give them what their audience wants, they give you free publicity.

# Getting Publicity for Web Sites

As you can probably guess, I have an acute interest in figuring out how to get web sites publicity, works and what doesn't. (Ha! That's putting it mildly).

The Imediafax custom news distribution service <<http://www.imediafax.com/>> sends out news releases to thousands of media a day using custom targeted media lists a wide range of clients including book authors, publishing companies, products, services, almost all of whom have web sites. Yes, there are even lawyers with web sites (I used to be a lawyer). Lots of people with web sites want to use publicity to drive traffic to web sites.

Since doing what works best to get people publicity is all that counts I conducted a survey to research how media respond to Internet publicity efforts. I asked the media what it takes to get web sites featured in their media.

What a dumb question that turned out to be.

I had to face it. You need to face it too. The media are getting swamped with news releases about places boasting of their Web sites. The media have grown accustomed to web sites. And most web sites aren't very unique, or special or useful. They are commercial. They exist to make the owner money. This is not exactly newsworthy material in the eyes of most media.

To most editors, having a web site is like saying "we are now listed in the phone book."

What is the big deal?

You see the results of this attitude and proof of this in the daily papers and magazines every day. Media generally NEVER do features on Web sites. You rarely see articles or features about web sites. The Internet features have these little one line descriptions, but rarely provide more than a paragraph of information. Even then, the space tends to go to web sites that offer lots of free information or some special service. The only exception is maybe when the article is all about the media's own web site.

It's reality. Web sites in and of themselves do not generally interest the media. If all you've done is open a web site, don't automatically think that PR can be used to drive traffic. That doesn't mean it's impossible, but difficult.

My clients and I found that for a web site to get publicity, it's got to be something special. It's got to be something new and consumer-friendly. Not just the typical "our goods are cheaper than theirs, our service is faster than theirs" approach.

In January this year we conduct a self assessment survey of the half million plus news releases Imediafax sent out in 1999. We learned that the news releases that were solely about Internet web sites that succeeded the best focused on a web site with a product or a service that was timely, new, innovative or unique. The clients who received the best and longer feature articles offered an Internet service that is not available offline.

The successful Internet news releases all had the following characteristics:

- were all one page less than 200 words on the page
- simply and precisely explained why the web site is special.
- explained why they deserved to be mentioned.
- stated why what they are offering or specializing in is different or significant to today's audience.

The media will write about web sites that go beyond "brochureware". The site should offer a service that people cannot get offline--better deals, greater convenience, greater ease of use, ie easier to book or request or receive quality information.



Web sites that get media attention are those that use interactive technology in new and highly beneficial ways. Publicity tends to focus on sites that use web forms and postings to offer free recommendations, strategy, tips, or responses to a key question, concern, or need, provide a vehicle to listen to unique problems or needs, respond and satisfy the stated need with precision. Since it takes custom programming to create a web site that offers custom web personalization, most of these are out of reach of most individuals and small businesses. Nonetheless, a graphic and text web site can be a storehouse for extra information that can be made available to the media.

Obviously, not everyone has a web site that is worthy of a feature story in and of itself. However, whenever media do a feature article or some other type of coverage they are increasingly including their web sites along with their location, address, phone number, cost, etc. So include your web site address in all your news releases.

Create an on-line media center at your web site and pack it with all the electronic counterparts to a typical press kit or media kit. Include a biography, short feature stories, long feature stories, original tips articles, product specifications, high resolution color, and anything else media could find useful if they chose to do a feature story. When the media checks you out make sure your materials are media friendly. Make the useful information easy to get to and use.

It is important to note that even though the Internet is a graphical medium, media will not download graphics off of web sites. The quality is not good enough for our use. The only exception is when you tell the media that the downloadable file is high resolution photography. Use downloadable zipped jpegs up to 10 MB in size, or offer to send them via e-mail on request.

One especially useful classic direct marketing tactic that has been extremely productive in news releases is to offer something valuable for free via 800 number, fax, SASE. With the Internet, you extend the use of this technique using e-mail and your web site.

Pack your web site with free useful information. Offer free reports by e-mail or autoresponder. And entice visitors into sampling your wares with free samples, and free offers for additional information, strategy and recommendations.

# Improving News Release Success with a Free Tip Sheet Offers

Learn and remember this technique. It is important.

Big PR, book and product or service selling success (as in \$\$\$Ching!) can be significantly enhanced using the "free tip sheet offer" technique.

This little process is based on the old direct marketing SASE technique, adapted to news releases. I learned how to do this from my mentor, Bob Bly, author of too many books about marketing, advertising, and PR to count or report here. I adapted it to e-mail and faxes and have confirmed numerous times that it works in spades. My clients get thousands of requests off a series of daily newspaper articles from a single one page tips article news release.

Next time you write a news release do the following:

First, create a 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 have an interest in, so think broad. The subject of your tips sheet of course must be related to the subject of your book, product or service.

If you are an author, just extract the tips directly from your books, so little real creative writing is needed.

If you have a product or service, list a series of problems you can solve and identify key actions people should take to address the problems.

You can vary the approach by using humor, or point-counterpoint (as in do this, don't do that).

Save the tips for use in an e-mail message and a fax. You can add these to your marketing toolbox for other activities in addition to using them again and again in news releases and articles.

Next, use the following magic words at the very bottom of the news release:

To get a free report titled "Ten Hot Tips to {fill in the title} Success" send an e-mail to "youremail@yourdomain.com" and place the words "Ten Tips" in the subject line. You can also fax your request to (FAX)xxx-yyyy.

Then, send out your news release to a custom targeted media list focusing on media whose audience will be interested in the topic you are offering expertise in.

Key the releases. You can track the news releases by varying any number of the terms in the request line for different outreach efforts. Use a different e-mail, or change the title of the report, change something and keep a running list of what you send, to whom, and when. When you key each release, you know exactly when the media runs with this, from the requests for the free report you get. This is an easy way to track the publication of your news release.

Of course, when you fulfill the request for the free report, you also get to respond by e-mail and fax with marketing materials to convert prospects to sales. Ching!

This technique works because media love to offer their audiences free information of real value. You also get to use the same article as a post when participating in on-line discussion groups and mailing lists. You can post the tips article to web sites, and offer the content to others. It's a very effective and inexpensive way to boost your book, product and service sales.

For example, to publicize my new book “Trash-Proof News Releases” I place the following MAGIC WORDS into my news release:

To get a free report titled "The Surefire Way to Write Trash-Proof News Releases" send an e-mail to: [info@imediafax.com](mailto:info@imediafax.com) and place the words "Trash Proof" in the subject line.

Whenever, the media runs with this, I know that the article has been published immediately by the hundreds of requests for the free report. Of course, I also get to respond with my pitch and additional marketing materials to convert prospects to sales. It works very well. Web site owners can thus create and offer a special report that matches the needs of their local audience (whether that is geographic or industrial).

In some cases this technique can produce absolutely stellar results. Here’s an actual case study.

In October 1997, while just testing the Imediafax <<http://www.imediafax.com/>> custom media list capabilities (Imediafax.com opened in November 1997), we sent out one news release for FabricLink.com, aimed at increasing web site traffic to free helpful information to reduce the costs of Halloween costumes.

The first sentence of the news release stated:

FabricLink <<http://www.fabriclink.com/>> offers an easy way to find just the right stuff for Halloween including a free e-mail guide “10 Terrific, Timesaving Costumes” a list of easy, inexpensive ideas for creating way-cool costumes.

The last sentence of the news release said:

To get your free “10 Terrific Timesaving Costumes” guide send an e-mail to [info@fabriclink.com](mailto:info@fabriclink.com) and place the words “Save Me Time and Money This Halloween” in the subject line.

We saw daily traffic go from 20 to 30 visitors per day to over three-quarters of a million for the month of October, attributed solely to the results of the single news release since FabricLink apparently took no other actions to promote the web site for Halloween at all. The publicist wrote “The number of hits the site received that month was more than FabricLink had received all year the previous year.”

You can see these and other [tips article news releases](#) later in the book.

# Clipping Services – What are they and how to use them

Clipping services are very important and useful. Most people just want to find out where they might have been published. As many of you may know, I have electronic clipping service capability here at Direct Contact and Imediatix and we conduct author, publishing company searches and market subject searches all the time for clients of all types.

Here's a quick demonstration to show you what a clipping service can do. For one author, I ran a search on the words "Julia Rutland or Discover Dinnertime: Your Guide to Building Family Time Around the Table".

I searched for "all dates available".

I searched the news group files, magazine files, the web files and newsletter files. I also included transcribed radio and tv media files.

Many times, particularly in cases where authors do plenty of active publicity outreach month after month over an extended period of time, this same search on and authors name and his or her title will reveal hundreds of articles. In this particular case, the effort showed that a limited publicity effort was conducted and produced some publicity, but not very much. There were seven articles that came up:

1. Copley News Service, October 04, 1999, Monday, Food (diet), 2147 words, COOKING CORNER Dinnertime is family time, Deana Poole
2. News & Record (Greensboro, NC), September 22, 1999, Wednesday, ALL EDITIONS, Pg. D1, 526 words, COOKBOOK'S FOCUS IS "REALITY COOKING" FOR BUSY FAMILIES, BY JANE WELBORN; Staff Writer
3. The State Journal-Register (Springfield, IL), September 8, 1999, Wednesday, EARLY AND CITY EDITIONS, Pg. 13, 2142 words, Dinner time is family time / In a hectic world, families can still get to know each other over the dining room table, DEANA POOLE STAFF WRITER Deana Poole can be reached at [deana@aol.com](mailto:deana@aol.com)
4. The Stuart News/Port St. Lucie News (Stuart, FL), May 20, 1999, Thursday, Food & Family; Pg. E1, 1005 words, FASTER FOR FAMILIES, Leigh Anne Monitor Scripps Howard News Service
5. Press Journal (Vero Beach, FL), May 13, 1999, Thursday, Lifestyle; Pg. C1, 985 words, FASTER FOR FAMILIES, Leigh Anne Monitor Scripps Howard News Service
6. The Advocate (Baton Rouge, LA.), February 4, 1999, Thursday, METRO EDITION, 748 words, Cookbook includes family conversation starters for dinner table, CHERAMIE SONNIER
7. The Atlanta Journal and Constitution, January 4, 1999, Monday, ALL EDITIONS, 342 words, Gwinnett Business; DFACS to help jobless find work, Maria M. Lameiras

I am able to download the results of a search in two formats both easily readable in MS Word or WordPerfect as a rich text file (.rtf).

The first is the list you see here. The second is the actual text of the full articles. I am able to provide people with both files on request using whatever key words or search terms they select.

What is interesting about this particular list is that Copley News Service and Scripps Howard News Service are news services syndicates and both wrote feature articles. What this means is that the stories have a chance of showing up in lots of smaller media, but it's up to the smaller papers to make the decision to use the story. You can see this effect since two of the stories in two Florida papers are identical. This shows in a small way, the effect and importance of landing an article with a news service or a syndicate.

What is also interesting here is that there are no magazine articles, or radio and tv transcript articles, which indicates that the media campaign probably didn't focus on these areas, or was not successful in getting published in these areas.

Clipping searches like this are great if you want to find out where you might have been published. Even though Nexis claims they are the largest electronic database in the world, they are not all inclusive. I have found that many small papers do not upload their articles to the Nexis system. It also appears that many large papers only upload certain articles to the system. Thus while it will get you plenty of information, it may not get you everything that is out there.

Nexis does not provide copies of the actual articles in the original media. The results are delivered in electronic files. Some clipping services do provide actual copies of originals, complete with pictures and any graphics.

In my own experience, these often end up looking like poor cut and paste jobs done by my 8 year-old daughter. I find these hard to use in marketing materials because of the low quality, however, some people like the taste and feel of the original. Others prefer the electronic files, especially when they want to use the words in the articles in marketing materials, or as a basis for writing other news releases or articles. Even though the articles may be copyrighted, it's often easy to study and learn from the published article and re-write a new article off of a published article, rather than it is to start from scratch. My 3 I technique (Identify, Imitate and Innovate) is easily applied in this situation to create a new article off of an existing one.

Author name searches and publishing company searches are really useful to flesh out one's understanding of where you have been published, especially in the mainstream media. But for the most part, it's after the fact, and other than providing some sense of personal fulfillment and accomplishment, it has limited benefits. Of course, one of the main ways to use it is to learn how those feature articles were written and model your future writings off what has been successful before.

I and many of my clients do clipping searches for marketing and research purposes. We seek to identify technology, evaluate controversies, competitors, trends, and opportunities. One client has me search for political articles about her and the people she is running against in one of the major gubernatorial races.

Several authors use the clipping searches to identify relevant experts and subject matter for the books they write.

Before writing a news release, I often search to find out what the historic media coverage is like of a particular field of interest, and evaluate where the best news angles for publicity success may lie. By evaluating prior media coverage, you can avoid sending out a news angle that has already been covered. Thus you can write on a fresh news angle or leverage the old ones.

However, perhaps of more importance, the search also results in a personal identification of the editors or reports who wrote the story. This is crucial business information for your publicity outreach. These are people who are certifiably interested in the subject. They write about it. When used in a follow-on person to person publicity campaign, contacting these particular individuals increases your chances of success considerably.

Not all clipping services are created equal. They use a variety of techniques and database sources. The depth and time coverage varies. Cost varies significantly.

Here is a list of clipping services and phone numbers for those of you who want to call and get

information packages and pricing information. Bacons, Luce, and Burrelle are the big ones. You can expect to pay \$200 or more per month plus a fee per clipping. Several of the others are local or regional.

Allen's Press Clipping - 415-392-2353

Bacon's Information - 800-621-0561

Broadcast News Exchange - 918-582-7575

Broadcast Quality Inc. - 305-461-5416

Burrelles Information - 973-992-6600

Carolina Clipping Service - 919-833-2079

Competitive Edge - 888-881-EDGE

CyberScan (web search only)

eWatch - 1-888-857-6842 (web search only)

IABM - 888-899-IABM

John P. Stewart Newspaper Cutting Service 514-366-8410

LUCE - 800-528-8226

Multivision - 800-560-0111

Nevada Press Clipping Service - 702-322-7431

New England Newsclip - 800-235-3879

New York Clipping Service - 800-772-5477

News Edge - 781-229-3000

and of course my own company (guaranteed to be the lowest price, of course, ha!) Direct Contact - 800-457-8746.

My own rates for single authors and name publishers are \$50 per search, unlimited full text articles. I offer subscriptions for people who want to monitor client or subject coverage over time.

We have just opened a new service called CBI Today. This service conducts specialized publications summarizing the best and most important news from daily electronic clippings and information from around the world and delivering by fax, e-mail, pdf, and wireless. The full text of each article is available by automatic download. The service will be available as a subscription (annual only -- with or without the clipping option). If you want a free sample of The Ebooks CBI Daily Alert, send an e-mail request to <mailto:info@cbitoday.com>.

# **PR Success Quick & Easy—**

## **Take the Hassle Out of Sending News Releases**

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Direct Contact & "ImediaFax" combines custom targeted media list creation with state-of-the-art fax mail merge with graphics telecommunication technology to reach individual media editors via fax or e-mail.

In the last two years I sent out over a million custom targeted faxed press releases on behalf of over 2000 clients, many are book authors and publishing companies. This is a custom news distribution service and not a factory.

I've helped launch several best sellers, helped at least one person become a millionaire, gotten book authors on Barbara Walters, Oprah Winfrey, CBS This Morning, CNN, into USA Today and People Magazine. I probably helped Mary Alice Chrnalogar (author of Twisted Scriptures) save tens of cult members from a mass suicide, all from sending out news releases. I send out news releases that get the Chicken Soup for the Soul series the stories for their books and publicity upon publication. These books have consistently made the New York Times Best Sellers lists.

I specialize in creating custom targeted media lists. My clients include IBM, InfoSeek, American Cancer Society, high technology software firms like Gamewarden, mining companies, financial, environmental and medical technology firms, to non-profits, government agencies and museums.

I do advance publicity for book authors and speakers on local or nation-wide tours, conferences and symposiums targeting specialized industry media, and innovative publicity consulting to a whole spectrum of small businesses and companies. I've updated the media lists for Adams Business Media and the U.S. Office of Naval Research & more.

You can see many of my client news releases at the Direct Contact NewsWire web site <<http://www.dcnnewsire.com/>>

You can use the state-of-the-art Internet to Media Fax (Imediafax) web site <<http://www.imediafax.com/>> to research your target media and create custom targeted media lists online yourself -- anytime. Even if you do, I will re-create your custom medialist for you to get the most current data available. I actually prefer you just send me a news release and let me create the medialist, because you then get the benefit of my knowledge and expertise.

I do take on copywriting projects and will write news releases with my colleague, former news reporter and journalist Anne Sampson. I also consult and advise people on developing an integrated publicity plan and program. Feel free to ask about these and other uses of targeted PR. A one-page news release costs \$200.

I work collaboratively with many, many public relations firms, publicists, and ace

copywriters such as Joe Vitale (aka "Mr. Fire"), Bradley James (Marketability), Kate Bandos (KSB Promotions), Joanne McCall (McCall PR), The Ford Group, in-house publicists and public and external affairs officers from companies, non-profit organizations and government agencies world-wide.

You may really enjoy and benefit from reviewing and utilizing my new e-book called "Trash Proof Press Releases". It's in Adobe PDF file format and contains a phenomenal collection of the best news releases sent out in the past two years using Imediafax. Cost is \$25, delivered via e-mail. You will need an Adobe reader and you can download one free at: <<http://www.adobe.com/>>

Since your success determines my success, my extra efforts maximize the likelihood of your success and your satisfaction. We work together by fax, e-mail and telephone to nail your needs.

To get started all you need to do is call me or send me your news release via e-mail (I prefer a file attachment in MS Word, WordPerfect, or in the text of an e-mail message). Send your news release to:

<<mailto:info@imediafax.com>>

I'll create a custom media list recommendation for you -- no cost. I'll give you recommendations on how to improve your media response. I'll work with you to make sure the specific goal or objectives for the publicity project are optimally integrated with your marketing. We finalize the release collaboratively -- together. You're in control.

Before I transmit your release, I'll create the media list and send you the names and phone numbers of the people on your custom medialisit. You can refine the list and specify exactly who you wish to receive the news release. You only get charged for actual distribution.

You can include graphics, letterheads, small pictures, or logo's, or you can direct me to a web site to grab these. The final faxes are sent mail merge (individually addressed) to each individual media editor by name. I do the final formatting and send out the release -- timed for delivery when you want it on the editors' desk. I'll also gladly take on a special assignment if you need help writing your news releases.

The cost to use our Imediafax services really depends on quantity, but we start at just 25 cents per faxed page. I offer discounts with quantity and to repeat users over certain thresholds. Our minimum charge is only \$50 per project. A typical national outreach goes out to 1500 media (\$300 20 cents per faxed page a 20 percent discount).

You can also purchase your custom targeted media lists to support street mail delivery at the very lowest prices anywhere. For example, I am often asked to create targeted lists of key book reviewers (top 200 to 300). Here too, we have a \$50 minimum charge.

We have just expanded our news service capabilities to include electronic news clipping. We can now search the largest electronic database of daily and weekly newspapers, magazines and trade publications, radio and tv transcripts. Cost is \$50 per search with unlimited clipping in full content with a title index (delivered same day electronically in a



zipped .rtf file format). This is about 25 percent of the going rate per search, with no extra per clipping charge.

We also have a new weekly publication called The eBooks Alert. This is based upon a comprehensive electronic clipping search, encapsulated to two to three pages and delivered via fax or e-mail. Cost is \$99 per year via e-mail delivered in a pdf file, or \$249 per year via fax. To see a free issue send an e-mail request to [<mailto:info@imediafax.com>](mailto:info@imediafax.com)

I do a lot of research into PR and have sent questionnaires to thousands of media over the years. As a result of this, I can tell you the absolute bottom line formula for PR success with a news release. It's actually really simple.

Here it is -- my secret for publicity success:

"Tell me a story, give me a local news angle, touch my heart (make me laugh or cry), hit me in my pocketbook, make my stomach turn over (with horror or fear), or grab my gonads."

Do this as many times as possible in a one page news release in 30 seconds or less and you will succeed.

There are lots of ways to use targeted PR, so feel free to ask me for a recommendation or strategy any time.

Give me a call if you wish to talk at 800-457-8746. Standing by!

Paul J. Krupin  
Direct Contact  
800-457-8746 509-545-2707

# Write Good Headlines

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Before you jump into the releases, study these headlines. The headlines you see are exactly as found on the trash-proof news releases. Learn from them. Emulate them. These worked.

**50 ways to leave your Valentine (or anyone else);  
Unusual cards don't greet, they say hit the street!!**

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

**Tips to Help Solve Household Holiday Headaches  
by Joy Krause, Author of *Spring Cleaning for the Soul*  
Former Cleaning Lady Helps L.A.'s Homeless Families Sparkle**

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

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

**FIREFIGHTER TO IGNITE THE BARBARA WALTERS SHOW!  
When Are Men Going to Get IT?**

**Mother of survivor from Mt. Hood Climbing Disaster speaks out**

**Chicken Soup for Love & Relationships  
Do You Have a Story?**

**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.**

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

**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**

**THE CDnow STORY: RAGS TO RICHES ON THE INTERNET**

**Get a Job, Buy a House, Save for Retirement  
The Perfect Formula for a Hollow Life**

**Visionary Business Seminar Coaches Entrepreneurs In Being Even More Successful:  
Colorado Executives and Professionals Get Five Strategies to Improve Customer Relations,  
Increase Sales, Make Work Enjoyable, and Enhance Employee Satisfaction and Company  
Loyalty**

**PORTLAND OREGON MINISTER COMES HOME AFTER SPECIAL MEETING WITH  
THE DALAI LAMA IN DHARAMSALA, INDIA**

**POTENTIAL HAZARDS OF WORKPLACE FRIENDSHIPS  
HIGHLIGHTED BY CLINTON CONTROVERSY**

**Biggest On-Line Seller of Viagra Partners with Site that Auctions Celebrity Ovarian Eggs**

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

**Divorce and Your Money: War in the Courtroom?  
This Guest Will Help Protect Your Money & Loved Ones**

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

**10 WAYS TO BECOME IRRESISTIBLE**

**Same Fate as Heaven’s Gate?  
On March 31st former cult member announces  
major solution to help save Texas cult followers before it’s too late!**

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

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

**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!**

**OFFICE YOGA MAKES IT EASY FOR DESK-BOUND WORKERS TO FEEL GOOD, GET  
HEALTHY**

**Why Are Children Killing Each Other In Our Schools?**

**SAFE HOLIDAY SHOPPING WITH YOUR CHILD OR GRANDCHILD**

**10 Steps to Worry-Free Holiday Shopping with Your Child or Grandchild**

**Unlock the hidden power of your heart with the world-famous Institute of HeartMath:  
The HeartMath® Solution**

**Ken Starr Report as Comedy???  
Presidential sex-n-scandal author draws laughs with  
White House sex stories from the past**

**PEOPLE WITH DISABILITIES VOLUNTEER WITH LOCAL BUSINESSES—Those Looking  
for Volunteers Invited to Participate in Local Program**

**Vacation Escapes**

**A MAJOR CELEBRITY EVENT  
WALTON’S RELEASE MUSIC ALBUM WORLDWIDE**

**Heaven’s Gate Suicides Can Be Stopped**

**WOMAN HOME BUSINESS-INVENTOR TAKES ON  
THE BIG GUYS AND HAS THE MARKET ALL WRAPPED UP!**

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

**Procrastination is NOT the #1 time waster  
New time management strategies spell difference  
between success or disaster**

**Think about the commute, the lines at the checkout counter, the wait to get a table at a restaurant— IS IT GETTING TOO CROWDED?**

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

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

**Doctor to Las Vegas Showgirls Reveals Fitness Twist in Upcoming Book**

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

**NATIONAL FOOTBALL LEAGUE ALL-TIME TEAM MEMBER  
RAY GUY BRINGS KICKING & PUNTING BOOT CAMPS AND NATIONAL  
COLLEGIATE “TALENT SEARCH “ TO TEXAS**

**King Solomon's Top 10 Pickup Lines August is “Romance Awareness Month” Biblical “come  
on lines” with a real WOW! Factor**

**EVERYONE IS NOT DOING IT!**

**The Key to THE BEST Intimate Relationship May be Abstinence**

**DALLAS HEART SURGEONS TO PERFORM BEATINGHEART SURGERY VIA LIVE  
INTERNET BROADCAST**

**Noted Pathologist Presents Workshop in Houston on Body/Mind Medicine**

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

**Barnes and Noble Sponsors Best-selling Author  
to Talk on “Manifesting your V.I.P.”**

**P.T. Barnum's Business Secrets Discovered;  
American Marketing Association author says  
“There's a customer born every minute”**

**HOT AND HEALTHY! Enjoy the flavor and fire of hot foods**

**Every Day Up to 5,000 Baby Boomers Face New Health Risk**

**September 1999 First Annual Menopause Awareness Month**

**Coleen's Howard's Favorite Diabetic Holiday Recipes**

**Is There A Way To Get Away From Fast Food? Yes!  
Amazing Recipe Books With Only Four Ingredients In Each Recipe.**

**Great Sandwich Ideas  
Using Leftover Holiday Turkey**

**Back Pain? Forget drugs!**

**Follow Dr. Rick Barrett's natural ways  
to handle back pain—without drugs or surgery**

**HYPERLINK <http://www.masterdating.com> \_\_[www.masterdating.com](http://www.masterdating.com)\_ Cures for the  
Valentine's Blues**

**Authors Phyllis R. Koch-Sheras, Ph.D., and Peter L. Sheras, Ph.D. discuss:•Couple Power  
Dreams & Relationships**

# Trash Proof News Releases for Getting Publicity

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Many of the Trash-Proof News Releases were developed by some of the best copywriters in the world. These masters include:

- Joe Vitale, Mr. Fire, Houston, Texas 281-999-1110, <http://www.mrfire.com/>
- Joanne McCall, McCall PR, Portland, Oregon, 503-245-3107
- Laura Clark and Katherine Kellmeyer, The Ford Group, San Diego, California, 619-454-3314
- Shel Horowitz, Northampton, Massachusetts, 1-800-633-WORD, <http://www.frugalfun.com>
- Sharon Castlen, New York, 800-949-4416
- Laura Cruger Fox, Creative Spirits, Houston, Texas, 804-355-7567
- Valerie Knaupp, Portland, Oregon, 800-950-5952
- Pam Johnson, 818-846-5318
- Bradley James, Marketability, Denver, Colorado, 303-279-4349 <http://www.marketability.com>
- Rod Mitchell, Los Angeles, California, 713-961-4261
- Cor Van Heumen, Kansas City, Missouri, 816-767-0396 <http://www.bookpublicity.com>
- Kate Bandos, San Diego, California, 616-676-0758
- Sharon Goldinger and Mary Ellen Gross, 858-456-0707
- Glenn Schwartz and Eva Sadoff, Los Angeles, California, 818—224-2990
- Debbie Black, Toronto, Ontario, 403-251-4569
- Karen Ammond, KBC Media Relations, La Jolla, California, 856-428-2211
- Andrew Naugher, Tulsa, Oklahoma, 918-249-9521
- Polly Henderson, 504-927-6066
- Kate Kitchen, 949-481-0747

# The Trash Proof News Releases

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1. [Radio & TV](#)
2. [Tips Articles](#)
3. [Query Letters](#)
4. [Event Releases](#)
5. [Hard News](#)
6. [Products and Services](#)
7. [Feature Articles and Op-Ed Articles](#)
8. [Internet News Releases](#)

# 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  
April 24, 1998

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

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

**B**ecause... 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.

**B**ecause... 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!**

## **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**

For Immediate Release  
May 5, 1999

Contact: **Joanne McCall** 503-245-3107  
E-mail: [joanne@teleport.com](mailto:joanne@teleport.com)

## **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  
E-Mail: [polly@binfordandmort.com](mailto:polly@binfordandmort.com)

Contact: Polly Gardenier 503-844-4960

## **Confuse'us Says – The Y2K Problem is nothing compared to the YRU Problem 379 New Humorous & Witty Sayings for Life in the 21<sup>st</sup> 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 6<sup>th</sup> 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 21<sup>st</sup> 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](mailto: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](mailto:captbob@verio.com) Web Site: [www.eatstress.com](http://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](http://www.bruck.com) [bill@bruck.com](mailto: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 29<sup>th</sup> and 30<sup>th</sup> 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.

**###**

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**

**D**ivorce 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.

**D**ivorce 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.

**A**ttorney 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, WXXU, 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?

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.**

## 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](http://www.menomaven.com)

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

FAX: 650-728-2734 E-MAIL: [info@menomaven.com](mailto: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](http://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.**

March 29, 1998

AVAILABLE FOR INTERVIEW  
FOR IMMEDIATE RELEASE

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.

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\* "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 Imediafax 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**



For Immediate Release  
June 2, 1999

Contact: Gary Baran 818-957-6493  
E-Mail: [baran@citymail.lacc.cc.ca.us](mailto:baran@citymail.lacc.cc.ca.us)

**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](http://www.cnvc.org)

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

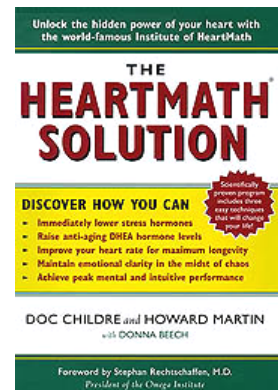
## **The HeartMath® Solution**

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**  
September 14, 1998

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>

###

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](mailto: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!"**

# 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.

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 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 19<sup>th</sup> 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 19<sup>th</sup> Drive, Okeechobee, FL 34972 \* 941.467.8771 \* Fax 941.467.1883  
[www.biologicalunhappiness.com](http://www.biologicalunhappiness.com)**

**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 12<sup>th</sup>, 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 11<sup>th</sup> and 12<sup>th</sup> 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](http://www.bobbridges.com) or email the author at penny@bobbridges.com.



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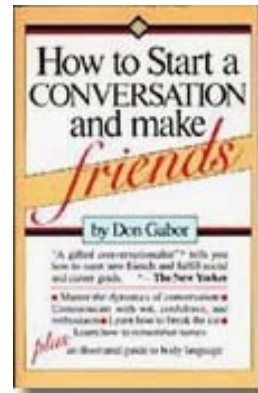
Contact: Don Gabor 1-800-423-4203

## 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](http://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**

**T**HIS 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



## **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: July 25, 2000

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# This Week's Great Guest!



## Are you being followed?

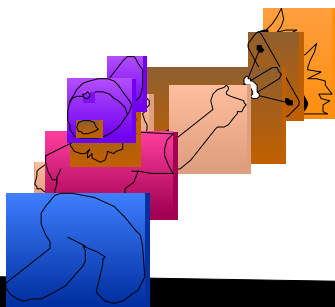
Every time you use your credit card or surf the Internet, there are businesses which are following you and recording your every move.

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:  
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[www.AllAdvantage.com/evangelist](http://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.**

# Tips Articles

Problem-solving tips articles are one of the most effective techniques for getting print publicity.

The successful tips articles:

- Have a grabber headline – it forces the editor’s attention to both the problem and the solution.
- The lead line highlights the pain of the audience in human interest terms, aiming at the largest audience possible.
- The content of the news release focuses on actions to help relieve the pain.
- Contain 5 to 10 bulleted points – specific actions which tell people what to do.
- The tips are often simply excerpts out of books, or fresh PR materials written to integrate marketing and PR.
- Offer the media free media kits, review copies, or additional information for feature articles or stories.
- Offer the audience free special reports by call in, or by e-mail, or self-addressed stamped envelope.
- Offer the media the text of the articles via e-mail.
- Contact information includes the web site, book information, phone numbers, and ordering and price information.

Tips articles can be used by editors very easily, without much contact with the sender. Editors often make decisions to use tips articles as is, with very little editing. Tips articles are almost always run with contact information, and can result in an avalanche of calls from interested readers.

Tips articles often will result in a call from media who is interested in developing a feature story from the material on the press release.

They may not provoke much immediate media response by phone, but they will often pull for many years, as editors will save them for filler material when needed, or when the editorial calendar or current events raises the need for coverage of a particular issue.

## **How to Find the Best Quality Child Care** **FOR PARENTS SEEKING THE BEST CHILD CARE** **A New Step-By-Step System to Make Good Child Care Choices**

(MADISON HEIGHTS, MI) **What could be more important for working parents than finding quality child care?** Will my child be comfortable? Will my child be happy? Will my child be safe?

**How to Find the Best Quality Child Care**, a new book by Michael J. Matthews, contains everything you need as a responsible parent to successfully locate, evaluate, investigate and manage child care arrangements of all types. This easy to use, interactive reference will help parents understand the important questions to ask to find safe, quality care for their children.

Some of the tips Matthews recommends in **How to Find the Best Quality Child Care** include:

- Locate quality caregivers by weighing the advantages and disadvantages of each type of care
- Evaluate quality by creating solid child care criteria and understand the importance of accreditation, training, communication, and accountability for your child's care
- Conduct in-depth background evaluations – criminal, motor vehicle, reference and employment, credit and medical – to know who is caring for your child
- Use simple interactive worksheets to get organized and know what to look for when visiting child care facilities and how to conduct effective interviews
- Save time and effort by using sample letters, forms and detailed directories listing thousands of resources to get free useful information and help for concerned parents.

Michael Matthews says no parent should ever have to drive away from a child care provider fearful and worried. Now, parents can leave their children with a smile, secure in the knowledge that they've chosen well.

**How to Find the Best Quality Child Care** is available for \$24.00 plus \$3.95 shipping (MI residents add 6% sales tax) from Autumn Publishing Group, P.O. Box 71604, Madison Heights, MI. 48071-3012. To get the free report "Ten Tips for Parents Seeking Better Child Care", send a self addressed stamped envelope or send an e-mail message with the words "Ten Tips for Parents" to: [MMatth2194@aol.com](mailto:MMatth2194@aol.com). To order call Toll-free (888) 876-4114, <http://www.wiredin.net/childcare> .

**Some reviewer comments:** "Excellent evaluation tool. This is just what parents need...good assessment tools", Charlotte Anderson, Silicon Graphics Computer Systems; "... Extremely informative and functional. It should be required reading in Parenting 101", Richard Heilwell, Vice President, Babywatch TM Corporation; "This book contains a combination of the most meaningful information possible for parents seeking childcare, the personal experience of parents who have been there...", Deb VanderMolen, Manager, Steelcase, Inc.; "This book is by far the most comprehensive guidebook I have seen on finding quality childcare. I highly recommend it to parents who need a practical tool to assist them in their child care search", Susan B. Perlin, Partner, Plante & Moran, LLP.

### **Author Mike Matthews Available for Interviews and Shows**

Media review copies and specialty articles available upon request.

**CONTACT: TAMARA WELTY Phone: (248) 589-5249 .**

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**Holistic Communications, PO Box 4152.  
Sacramento, CA 95841-0152  
p: 916-972-9921 f: 916-972-0237**

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**FOR IMMEDIATE RELEASE CONTACT: Phillip Mountrose: ph: 916-972-9921 Fax: 916-972-0237**

## **8 Ways to Help Kids Start the School Year Off Right!**

Does your child say that school is stupid, boring, and difficult?

**Phillip Mountrose**, veteran educator and author of the innovative **Getting Thru to Kids** communication series, offers advice on how to help your child have a positive attitude about school. Consider the following:

- 1. Concentrate on what your child likes about school.** Likes can include recess, P.E., and other kids. Find ways to value whatever your child likes. Build on the positives.
- 2. Listen carefully to what your child says about school.** Even if he or she views school negatively, you can be supportive by using your listening skills. Empathize and validate what your child says, even if you disagree. This promotes understanding.
- 3. Don't try to fix it.** By handling the problem for your child, you keep him or her from learning how to handle it. Be a resource, and, at times a guide, not a savior.
- 4. Help your child develop positive beliefs about school.** Instead of the limiting belief that "school is hard," suggest the positive belief, "I can improve"; or "I can get help."
- 5. Identify resources your child can use.** To encourage your child's "I can get help" belief, explore people, books, materials, computers that will assist learning.
- 6. Share your experiences and outlook on school.** Offer examples of your successes and failures in school. Be candid without going into the lecturing mode. Relate your experience to your child's, being sensitive to your child's strengths and weaknesses.
- 7. Help your child schedule time for activities.** Buy an organizer notebook for school assignments. Set a homework and bedtime schedule to allow time for work and play.
- 8. Find ways to appreciate your child, regardless of school performance.** School competence is only one aspect of life. And as you see your whole child, more of his or her competence can be valued, perhaps in unrecognized and subtle ways.

Phillip Mountrose is the author of the award-winning book ***Getting Thru to Kids: Problem Solving with Children Ages 6 to 18***. The newest book in his communication series is ***Tips and Tools for Getting Thru to Kid***. He has been an educator for twenty years, teaching children of all ages. He is also the creator of the most widely-used work social skills video program in the country.

**To schedule an interview with Phillip, call 916-972-9921**  
**Media review copy of *Tips and Tools for Getting Thru to Kids* contact HC Communications at**  
**916-972-9921, fax: 916-972-0237, [kids@gettingthru.org](mailto:kids@gettingthru.org)**  
**Phillip Mountrose is Author of *Getting Thru to Kids: Problem Solving with Children Ages 6-18*\*\***  
**and *Tips and Tools for Getting Thru to Kids*.**  
**\*\*1998 Sacramento Publishers' Best Book & Parent Council Selection**

William Francis Devine, Jr.  
Attorney at Law

MEDIA RELEASE  
July 12, 1998  
Contact: Bill Devine 650-329-0200

## **Get a Job, Buy a House, Save for Retirement— The Perfect Formula for a Hollow Life**

“Signing up for the get-a-job-buy-a-house-save-for-retirement grind will shortchange your bankbook and cost you your soul,” says attorney William Francis Devine, Jr., author of *WOMEN, MEN & MONEY* (Random House), “because it steers you away from the most fulfilling and lucrative activity you can undertake—developing your talents.”

Stretching to buy a house, pouring cash into mutual funds, sticking with an uninspiring job because of its steady paycheck—many so-called experts tell us that these steps lead to financial independence. Yet in truth they lead only to a limited life. As Lauralee, one of Devine’s new clients, recently explained, “I have more money than ten years ago, but I feel like I have no money. Everything takes second place to money. I want more from life.” In *WOMEN, MEN & MONEY*, Devine shows you how to get it.

Using his fresh insights and practical techniques, you can avoid falling into a hollow existence, and instead discover how to use money to achieve a higher standard of living, one that includes great self-esteem and self-expression, deeper intimacy with your partner, and enormous sums of cash. Here are Devine’s Five Fresh Standards for Cultivating Your Bankbook and Your Soul:

- Standard 1 Dump any job that bores you for work that develops your talents.** Job security never existed and never will. Aspire to become accomplished at work that fulfills you, serves others, and supports you. Only by being accomplished will you develop the security and earn the cash you seek.
- Standard 2 Don’t equate buying a house with realizing the American Dream.** The size of your den does not dictate the quality of your life. Buy yourself a house if the time is right, but leave plenty of spare funds on hand so you can finance work that fits you.
- Standard 3 Invest in yourself, not mutual funds. It’s more profitable, and more rewarding.** Look at Steven Spielberg, Anita Roddick, Maya Angelou, or Steve Jobs. Their wealth and accomplishments have not sprung from dollar-cost averaging. They bet on their talents. You can, too.
- Standard 4 Save so you and your partner can flourish, not so you can retire.** Money is the leading source of conflict for couples in America, but it doesn’t have to be. Don’t postpone life several decades and engaging in stock market gymnastics in the interim. Create life today.
- Standard 5 Set a good example for children—it’s more valuable than giving them any college fund or trust.** To thrive, your child needs a stock of personal mettle, not a fiscal fortress. The best way for her to understand how to fill her life with self-esteem, self-expression, a deep connection to others, and plenty of cash is for you to show her how you’re doing it.

Media kits and review copies available on request.

Bill Devine is available for interviews nation-wide US. Web site: [www.wdevine.com](http://www.wdevine.com)  
Bill is also available on short notice at 650-329-0200. Send e-mail inquiries to : [bill@wdevine.com](mailto:bill@wdevine.com)

## **Back Pain? Forget drugs! Follow Dr. Rick Barrett's natural ways to handle back pain -- without drugs or surgery**

(Houston. February 23.) Back Pain? Then don't take any drugs. They may cause more harm than help.

"There are natural ways to handle back pain without resorting to drugs," says Dr. Rick Barrett, who will give a free talk titled "10 Natural ways to Handle Back Pain" on Tuesday, March 3, 5-7 PM at River Oaks Bookstore, 3270 Westheimer, in Houston.

"Trying to stop back pain with drugs is like trying to stop a fire in your house by turning off the fire alarm", says Dr. Barrett, author of the new book, "Dare to Break Through the Pain: A Guide to Eliminating Back and Neck Pain Naturally, Without Drugs or Surgery" (Brockton Publishing, \$12.95).

According to the February, 1998 issue of Prevention magazine, back pain strikes about 80% of the population at some point in our lives. When that pain hits, most of us turn to medications to turn off the ache. But according to Dr. Barrett, all we are doing is turning off the fire alarm.

"Pain is part of your alarm system letting you know that there is a problem," explains Dr. Barrett. "You want to learn what it is trying to tell you."

And after we discover what the alarm was all about, what does he suggest we do to break through back pain? Here are a few of his suggestions:

1. Use ice. "About 90% of what people do wrong with a back injury is that they put heat on it, when they should use ice," says Dr. Barrett. Ice will save everyone from a lot of pain later on, he says. "Heat will increase inflammation," writes Dr. Barrett. "Ice will reduce inflammation and slow down the nerves sending pain signals to the brain. Use ice first."

2. Take herbs. "Rather than aspirin or any pain medications, take an herb such as White Willow," advises Dr. Barrett. It can reduce inflammation and pain, help in getting sleep, and do it without any side effects.

3. Seek help. "See a chiropractor to find out how serious your injury is," says Dr. Barrett. "You want to be sure you learn from the pain, because that pain is trying to tell you something. A specialist can help."

Dr. Rick Barrett will give a talk on "10 Natural Ways to Handle Back Pain" and sign copies of his new book on Tuesday, March 3, 5-7 PM at River Oaks Bookstore, 3270 Westheimer, in Houston. The event is free and open to the public.

For more tips, or to interview Dr. Barrett, call 281-499-4810.

-- end --



**Contact:** Wendy Welch Gordon      **Phone:** (207) 594-4149  
**e-mail:** wendy@imsafe.com      **Fax:** (800) 837-0924

For Immediate Release

November 18, 1998

## I'm Safe at the Mall

### 10 Steps to Worry-Free Holiday Shopping with Your Child or Grandchild

A lost child needs to do two things: 1) stay where she is and 2) ask a low risk adult for help. "Does your child know who ask for help if she's not supposed to talk with strangers?"

Author Wendy Gordon offers advice to parents and children for the holidays, when malls are packed with shoppers and it is easy for grown-ups and children to lose sight of each other. Based on information from the National Center for Missing and Exploited Children, Gordon developed child safety skills and incorporated them into her new storybook, I'm Safe! At the Mall (\$5.95, call 1-877-669-7233).

"Parents are usually just around the corner," says Gordon. "Taking simple steps to ensure a child's safety can help prevent stress and worry." She recommends the following:

1. Teach children their full names.
2. Be sure they know your first and last name so you can be paged.
3. The next time you shop with your child, make a game of finding low risk adults who can help. Use name badges, cash registers, and sales counters as cues.
4. Explain to a child that if he doesn't see someone with a name badge, he can ask a woman who has children with her for help. He shouldn't go anywhere with her, but he can ask her to find a salesperson or security guard who can help.
5. Review safe shopping skills with your child before you go to the mall. You can pretend you are the child who gets lost and have *your child* tell *you* what to do!
6. For younger children, put their full names, addresses and phone numbers inside their clothing. (A piece of masking tape can be used, although it's only temporary.)
7. Avoid the crowds. Shop early and during non-peak hours if you can. You can also shop through catalogs or the Internet and avoid the crowds completely.
8. If you are buying many gifts, don't get so overloaded with packages that it is hard to move quickly if your child starts to wander. It is better to make frequent trips to the car.
9. Have important information on hand about your child--a clear, current photograph, height, weight, eye and hair color, and unique identifying characteristics.
10. Make note of what your child is wearing that day so you can quickly describe him or her if you accidentally get separated.

I'm Safe! at the Mall (8-1/2" x 11", 32 pages, soft cover, color, \$5.95) and the companion Activity Book (8-1/2" x 11", 24 pages, soft cover, \$2.49) are available from BackYard Books. Call toll free 1-877-669-7233 or visit <http://www.imsafe.com>.

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P. O. Box 1056 • Camden, Maine 04843 • fax: (800) 837-0924 • [www.imsafe.com](http://www.imsafe.com)

Editor's Note: Photos, interviews, and review copies available by calling (207) 594-4149.

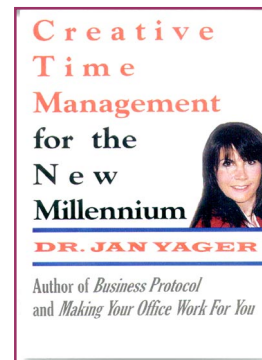
## **Procrastination is NOT the #1 time waster** **New time management strategies spell difference** **between success or disaster**

**"Doing too much at once is the #1 time waster"** according to Dr. Jan Yager, award-winning author of 14 books, sociologist and workplace/time management expert. ***"It's easy to become more productive and still have time for fun, if you chose to do the right things"***.

"Workaholics are usually poor time managers," says Yager. An entrepreneur, consultant, university lecturer, prolific author, wife, and parent to two school age sons, practicing her creative time management principles enables Dr. Yager to achieve a balanced life.

Dr. Yager's recent survey of 234 men and women resulted in the development of **7 key principles for Creative Time Management:**

1. Be active, not reactive.
2. Set goals.
3. Prioritize actions.
4. Keep your focus.
5. Create realistic deadlines.
6. D-O I-T N-O-W.
7. Balance your life.



Of these, says Dr. Yager, **"D-O I-T N-O-W"** is particularly helpful to remember. The words stand for: **D** – Divide and conquer what you have to do; **O** – Organize your materials, how you will do it; **I** – Ignore interruptions that are annoying distractions; **T** – Take time to learn how to do things yourself; **N** – Now, not tomorrow. Don't procrastinate; **O** – Opportunity is knocking. Take advantage of them; **W** – Watch out for time gobblers.

"People tend to create externally the chaos they feel internally," says Dr. Yager. Dr. Yager's new book contains numerous, invaluable ways to find your "hidden time". The easy-to-implement strategies can help people overcome more than two dozen time wasters including: guilt, selflessness, poor planning, fears of success or failure, perfectionism, procrastination, disorganization, lateness, and misusing technology. It also covers how to be more effective by improving your time at work and an incredible list of "125 Top Time-Saving Ideas".

**"Creative Time Management for the New Millennium"** is a how-to guide which offers fresh insights and practical help to anyone who wants to achieve an organized, productive life.

**"Creative Time Management for the New Millennium"** is a Literary Guild featured alternate, Publishing date is September 15, 1999 by Hannacroix Creek Books \$14.95 trade paperback, \$28.95 hardcover. Dr. Yager is also author of the classic *Creative Time Management* (Prentice Hall, 1984),

*Making Your Office Work For You* (Doubleday, 1989) and *Business Protocol* (Wiley, 1991)

. Dr. Jan Yager is available for interviews Direct Line (203) 968-8098 (CT) <jyager@aol.com>  
Feature story inquiries welcome. Media kits, high resolution color photography & review copies available on request. CALL GLADYS ROSE AT (718) 229-1256, Fax 203-968-0193  
Internet: <www.JanYager.com> E-mail: hannacroix@aol.com

January 26, 1998

## POTENTIAL HAZARDS OF WORKPLACE FRIENDSHIPS HIGHLIGHTED BY CLINTON CONTROVERSY

Stamford, CT January 26, 1998 --"I've long been an advocate of casual not close or best friendships in business," advises sociologist and noted friendship expert Jan Yager, Ph.D. "In my book, *Friendshifts: The Power of Friendship and How It Shapes Our Lives*, I caution against revealing too much to a co-worker or befriending too quickly. According to my research, it takes, on average, three years from when you meet and become acquaintances until enough 'tests' have been passed that you know someone is a tried-and-true genuine friend."

There are friendship and business issues raised by the current Clinton scandal that go beyond the legal issues of whether or not Clinton asked anyone to lie in a sworn testimony as well as whether or not an inappropriate sexual affair took place.

Dr. Yager, who has been researching friendship for over a decade, beginning with her dissertation on friendship patterns (City University of New York, 1983), offers these workplace and friendship guidelines:

- Be cautious about what you say, and whom you befriend.
- Adhere to the "three year" rule by only gradually letting a workplace or business acquaintanceship become a friend and even then try to keep it a casual, non-intimate friendship.
- Be careful if you are new at a job and someone seems overly friendly or pumps you for too many intimate details or business confidences.
- Test out your business friend with "low risk" confidences to see your new friend's reliability.
- Caution, caution, caution. You can be friendly without putting yourself or your job in jeopardy. As Marcia Londe, an Atlanta-based sales executive told me, "You don't have to spill your guts to be friends."

What's Dr. Yager's advice about workplace friendships that turn to romance? "If one or both parties is married to someone else, and it would be an inappropriate romantic relationship, for professional and moral reasons, stay clear of such a situation. If both are single, but it is between a superior and subordinate, or a mentor, find out what the rules are at your company about such relationships. If the company allows it, and you can both handle it, fine; if not, one or both may have to consider moving to another department or even to another company if the romance gets very heated or if it ends."

To find out more about all aspects of friendship including work and friendship, see Dr. Yager's book *Friendshifts: The Power of Friendship and How It Shapes Our Lives* (\$22.95 hardcover), available at local bookstores or by calling (800) 431-1579.

For follow-up interviews, contact Dr. Jan Yager (203) 329-8738 (CT)

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**FOR IMMEDIATE RELEASE**

**Dating Expert Felicia Rose Available For Interview**

**For additional information: Contact Veronique Win or Felicia Rose Adler, Fun-Key Concepts**

Phone: 818-341-2775 Fax: 818-885-5203 Web site/email URL: [www.masterdating.com](http://www.masterdating.com)

## **Cures for the Valentine's Blues**

Valentine's Day is like the romantic new year. For many it's kind of a judgment day. We look to see am I better of this year than last? Am I a winner or a loser on the romantic front? Singles judge themselves by whether they have a date. Married folks (more so women) judge their marriage based on the plans their spouse makes for them.

Dating expert and author of the hot new book *Master Dating® How to Meet and Attract Quality Men*, Felicia Rose Adler suggests making Valentine's Resolutions (just like New Year's resolutions but about romance). Valentine's Day is an opportunity to take stock of where we are and how we got here. It's a good idea to stop and hold a magnifying glass to our dating/relationship patterns. Decide what is not working in our favor, and make a new plan--some decisions--even goals.

We often spend more time trying to figure out what we want in a mate/date than what we don't want. We may make lists of these attributes in our mind (or even commit them to paper). Doing so is a positive pro-active step, but unfortunately, *you can't date a list!*

It's actually more important to know what you are unwilling to accept, and take your time getting to know what you might value in a particular person. It's just like car shopping, you may find a car that has all of the options you were looking for, but is no fun to drive! (Never underestimate the importance of a nice long test drive!) Knowing what you won't accept in a mate allows you to open your mind, while protecting your heart. Valentine's resolutions are a great way to have fun with this common sense approach to achieving the love life you desire.

### **Examples of Valentine's Resolutions**

- ◆ "I only date givers, no takers from now on!"
- ◆ "I will no longer date a man who does not at least have a car and a job!"
- ◆ "I will no longer date women with more than two personalities!"
- ◆ "No more men who spend more time on their hair than I do!"
- ◆ "No more self absorbed narcissistic egomaniacs wearing fake leather!"

If you would like to hold a contest, your readers could send it their Valentine's resolutions. You could publish the best ten. The one with the best Valentine's resolution wins a free book!

- ❑ **Other Valentine's blues Felicia can share the cure for . . .**
- ❑ **Fool proof ways to get the date you want! *Its not too late to get a great date for "V-Day!"***
- ❑ **How men can "stay out of the dog house" and even "get lucky" that night!**
- ❑ **How to get your husband/boyfriend to "cough up" (pamper you) on the big day!**
- ❑ **How to have a great Valentine's Day NO MATTER WHAT!**

Your readers can receive a FREE sample chapter of the book *MasterDating®* by sending a self addressed stamped envelope to "High Impact Eye Contact" 7657 Winnetka Ave. Suite 330, Canoga Park, CA 91306 or see it on our web site at [www.masterdating.com](http://www.masterdating.com) For more information, full press kit, review copies and scheduling an interview, contact Veronique Win or Felicia Rose Adler (818) 341-2775 Fun-Key Concepts 20216 Stagg St. Winnetka, CA 91306

## **AVOID THE WINTER BLAHS BY REDECORATING**

Baltimore, MD-The holidays are over and winter is taking over. Dark, snowy/rainy nights and bleak days can be brightened by tackling a few simple decorating projects. Home decorating how-to expert, Donna Babylon, offers over 1200 decorating ideas in her newest book, *More Splash Than Cash Decorating Ideas*. This handy guide will provide you with never-ending ideas to decorate your home, regardless what the weather is doing outside.

- Get your mind off the winter weather and gather together old photographs of your family and friends. Team an assortment of frames (purchased new or recycled) with your favorites and then show them off on a mantel, coffee table, or special shelves added just for this purpose.
- Move some furniture pieces to new positions (or even to new rooms). For example, move a desk that has been against the wall so it sits diagonally in a corner.
- Interchange your lamps from your living room and another room of the house. If the bases of lamps don't fit in with their new locations, cut a large circle of fabric, center the lamp in the middle of it, and gather the fabric at the neck of the lamp. Secure the gathers in place with a piece of decorative cording. Tuck under any raw edges for a nice finish.
- Paint spreads more style for less money than any other decorating basic. Repaint a room a new, fresh color.
- Search through your drawers, closets, attic, and basement for items of interesting shapes. Display them together on the wall for an interesting focal point.
- If you can only have one accessory to decorate your home (especially on those gray winter days), select a handful of fresh flowers. Place them everywhere! Use old water pitchers, antique teapots, or chipped and tattered terra cotta pots as casual containers for an impromptu flower arrangement.

Donna Babylon has appeared on more than 50 home decorating programs on HGTV and Discovery networks. She has been a featured speaker at home decorating and how-to consumer shows around the country for more than 10 years. *More Splash Than Cash* is featured in Doubleday Book Clubs.

*More Splash Than Cash Decorating Ideas*, published by Windsor Oak Publishing, retails for \$15.95. It is available nationally in book and craft stores. For the location nearest you, call toll-free 1-888-919-8227. To order directly from the publisher, visit the website [www.MoreSplashThanCash.com](http://www.MoreSplashThanCash.com) or send \$19.45 (\$15.95 plus \$3.50 postage) to: Windsor Oak Publishing, P. O. Box 172, Casselton, ND 58012-0172.

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Special note: To interview Donna Babylon on this subject or to receive a full press kit or review copy ... contact Sharon Castlen, Integrated Book Marketing, 1-800-949-4416.

## Ten Hot Tips For Using E-Mail To Get News Coverage

**W**elcome to the world of Electronic Commerce. It's amazing but true - you can use e-mail to get publicity with the media. Articles can enhance your visibility, name recognition, reputation as an expert, and position in your industry. But there are some tricks of the trade that are developing in this really new marketing technique. E-Mail PR is not hard to learn, and the benefits are substantial.

### The Golden Rule: Target & Personalize.

Four years of Internet experience is there are several essential rules that publicists must abide by in submitting e-mail to the media if they are to avoid the wrath of the recipients and maintain their credibility and reputation as a credible PR practitioner. Here's "10 Commandments for Sending E-Mail to The Media":

1. Think, think, think before you write. Ask yourself why you are writing, and what are you trying to accomplish by writing. Put yourself in the position of the person reading your message. You are a busy media professional. What would you do upon receiving your message? Publish it or toss it?

2. Target narrowly and carefully. Go for the quality contacts and not the quantity. Don't broadcast a query or news release or announcement to irrelevant media. Pick out your target media carefully, based on the industry or readership of the specific media you are targeting. Study the media your are writing to. Write the way the editors write. Make it easy for them to use your submittal.

3. Keep it short -- Trim your e-mail message so that it fills one to three screens. Keep it three to four paragraphs tops. Don't try to sell the media your product. Do try to get their interest and make a request for more information.

4. Keep the subject and content of your message relevant to your target -- it's got to be newsworthy and timely. The subject should intrigue them enough to read your message. Present and propose problem-solving articles which advocate the benefits or techniques associated with a strategy, technique, product or service. This article is an example.

5. If you are seeking publicity for a product or service, or want to get reviews for a new book or software, use a two step approach -- query with a hook and news angle before transmitting a news release, or an article, or offer to send a review copy to those who request it. Offer free review copies. To avoid angry replies and complaints about unsolicited e-mail send a very brief

e-mail requesting their permission to send them a release before actually doing so.

6. Tailor the submittal to the media editorial style or content. Go to a library, read it on-line, or write and ask for a free media kit and a sample copy of the magazine or journal. Study the style and content of the media. Then write the way they like it. Seek to develop a longer term relationship as a regular contributor.

7. Address each e-mail message separately to an individual media target. Take your time and personalize each e-mail. Don't ever send to multiple addresses. It's the easiest way to get deleted without being read.

8. Reread, reread, and reread and re-write, re-write, re-write before you click to send.

9. Be brutally honest with yourself, and with your media contacts. Don't make claims about your product or service you can't prove.

10. Follow-up in a timely manner, with precision writing and professionalism.

Remember, there are real people at the receiving end. Your success with the media depends on your respecting the media and being courteous, plus your credibility, reputation and performance.

Good luck and prosper. It is not hard to garner news coverage if you take your time and do a careful job. The benefits can be phenomenal. E-mail is a good way to make the most of limited funds. You can work locally, regionally, or nationally and all you need is a computer with an Internet connection and e-mail.

You can and should use e-mail to get news coverage for your business, but you shouldn't rely on e-mail alone. When used together with conventional PR (mail, paper, phone and fax), you get the maximum effect. Cultivate relationships with media by becoming known as a valuable contributor. If you give them what their readers want, they give you free publicity.

Direct Contact Publishing publishes the U.S. All Media E-Mail Directory, now in it's sixth edition for 1998, with over 10,000 e-mail listings for magazines, newspapers, radio, tv and syndicates. Available as a book (\$49), a database (\$79) or both (\$99). Call (800) 457-8746 or e-mail to: [dircon@owt.com](mailto:dircon@owt.com), Internet <http://www.owt.com/dircon> and <http://www.imediafax.com>

-END-

Article available via e-mail on request

# 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*

\$\$COMPANY\$\$  
\$\$CONTACT\$\$

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-intense, 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



\$\$Company\$\$  
\$\$Contact\$\$

## **Quick: if you were a contestant on Greed or Who Wants to be a Millionaire, would you know:**

- Where to talk to God on the Net without an appointment or a middleman?
- What number you can dial to tell if your phone is tapped?
- Whatever happened to the Solid Gold Dancers?
- If the Dancing Baby or Mahir Cagri are fads - or signs of the Apocalypse?
- Where Roy Rogers' horse, Trigger, is buried?
- If there really is such a thing as underpants-eating bacteria?

You'd know all these and a whole lot more of the most unusual information in the world if you subscribed to Ask the Guru.

Now available through iSyndicate ([www.isyndicate.com](http://www.isyndicate.com)), Ask the Guru provides the kind of content that not only will make your Web site or column "sticky," says Guru Charles Pappas, who is also the researcher/investigator and know-it-all behind Yahoo Internet Life's popular Surf Guru and Safety Net columns. "It'll keep old and new visitors coming back for the most unusual information on the Net...or anywhere".

"Besides making you wealthy and popular beyond mortal measure," adds Pappas modestly, "it's the perfect time-wasting, work-avoiding, hypo-allergenic filler for any Web site, newspaper or house lacking asbestos insulation or a litter box liner, with more great lines than a Hollywood coke dealer."

**Interviews & media review copies available on request. Column inquiries appreciated, welcome and encouraged!**

**Charles Pappas**  
**256-880-3360 chasSOHO@aol.com**

Ask the Guru is offered weekly through iSyndicate, an online syndicator of Web-based content. To add the Guru to your Web site, check him out at iSyndicate (<http://www.isyndicate.com/directory/partners/all/pappas.html>).

**end end end**

\$\$Company\$\$  
\$\$Contact\$\$

## **Cool Tricks and Trinkets – One of the net's fastest growing newsletters Can be yours and your readers for free!**

**The Cool Tricks and Trinkets Newsletter** (free) offers weekly insights into new, cool, useful, fun, unusual and interesting sites on the Internet. It is attracting a passionate following who enjoy its informative content and lighthearted style. You can read a sample newsletter and subscribe at <http://www.tricksandtrinkets.com>

**The Cool Tricks and Trinkets Newsletter** is written by me, Charles Kessler. I've been involved in online marketing since 1994. It is one of the fastest growing newsletters on the net having grown from 270 friends a little over a year ago to over 88,000 subscribers.

Here's what the readers have said:

I subscribe to over 50 newsletters ...why? I have been hoping against hope to find what I FINALLY found in "Cool Tricks and Trinkets"!!

I am so happy to have somehow surfed my way to you! I have been on the Internet for a few years now...and can truly say that you are, BY FAR the best newsletter I've seen!

I've read all of your archived newsletters and I can't wait to refer you to everyone I know! I just know that they will love you too!!

Of all the things I have tripped over on the Internet, your Cool Tricks and Trinkets newsletter is the one I enjoy the most!

I'm a 49 y/o doctor in Houston and I love your "Cool tricks...etc" e-mails!! My internet time is rare so the insight you offer is great!!! Keep it up!!

It has been featured in Yahoo Internet Life, Mike Elgan's Newsletter, Fred Langa's Newsletter, Lockergnome Newsletter, and many others. Corporate sponsors have been Intel and Iprint.

I would like the opportunity to share **The Cool Tricks and Trinkets Newsletter** with your audience. This is an easy way to offer the absolute best of the Internet week after week.

I will deliver each issue to you by e-mail. All I ask for is a byline with my name, e-mail address, and a link to <http://www.tricksandtrinkets.com>.

Please contact me toll-free on 888-680-3223 if you would like to discuss this proposal.

Happy surfing,

Charles Kessler

**C h a r l e s K e s s l e r & A s s o c i a t e s**  
Online Marketing Services since 1994 <http://www.net-market.com>  
310 215 0005 ---- 888-680-3223  
The Cool Tricks and Trinkets Newsletter <http://www.tricksandtrinkets.com/>

## Article Query

Contact: Mr. Larry Jennings 1-800-634-2488 ext 268

# **Outsourcing Your Human Resources Management ... Do You Need the Services of a Professional Employer Service Organization?**

Are you neglecting your business due to excessive time spent on administrative headaches, employee concerns, and personnel issues? Left unchecked, human resources problems can take you away from focusing on the core of your business.

Payroll services, employee benefits administration, workers compensation administration -- these are the core services of your human resources department. Maintenance of these functions requires skill and management expertise that can be very difficult to acquire and maintain.

Maybe you should be looking at outsourcing your human resources management. Outsourcing is a proactive way of dealing with rising human resources management, administrative costs, and problems. It can be a win/win for both the employer and the employee.

A professional employer organization (PEO) can provide you with full service, complete solutions to the effective application of human resource management. This can free you from the labor, energy, worry and frustration of operating a human resource department in-house. The transition to a contract healthcare provider can be assumed at no cost or at an immediate savings, allowing you and your management to concentrate on managing growth and reaching the goals of your organization.

Here are some questions to consider whether your company can benefit from the services of a professional employer service organization:

- Employee retention - do you have difficulty retaining qualified employees due to a lack of a good employee benefit program?

A good PEO can offer employees a complete selection of benefit plans to fit their individual needs. They can communicate that personal/family lives are more important or just as important as work. They can establish systems for building and maintaining a loyal work force.

- Regulatory compliance and exposure to employment liabilities - do you have a concern that you are not staying in compliance with regulatory requirements? Do you have concerns about your potential liability because of changing wage and hour practices?

A good PEO has full-time staff in employee administration with expert resources in all areas of administrative and legal liabilities associated with employees, in addition to providing a full array of healthcare consulting services. They can bring the appropriate skill and resources in to address changing requirements or needs in corporate compliance, regulatory/reimbursement issues, medical records operations/coding, management/operations review, etc.

-More on Page 2-

A good PEO can focus on development of a prevention-based approach to employee satisfaction, focusing on delighting employees rather than simply satisfying them. They can offer pay, benefits and special services that are better than others in the industry and geographic area.

- Proper on-site employee training - do you have in-house expertise and capability for providing your employees with training in OSHA requirements, and safety regulations.

A good PEO has full time expertise available devoted to OSHA requirements, safety regulations, and workers' compensation issues.

- Controlling workers' compensation and health insurance costs - Are you getting the lowest cost for workers' compensation insurance from a reputable and reliable company?

A PEO is self-insured in both workers' compensation and health insurance. By administering both of these programs in-house, the savings are passed on to you. Both programs are independently audited to insure a high degree of integrity and soundness.

Making the decision to utilize a professional employee organization takes insight. Don't wait until the middle of your next human resources crisis to call a PEO. You'll do better if you identify what you need before you make the decision. You are more likely to receive the best service if you build a relationship before you need their services.

Ask for a through situation analysis that looks at your company strengths, weaknesses, opportunities and threats. Like many businesses, PEO's can produce better results if they have time to evaluate and identify the ways to integrate into your organization, rather than get called in at the last minute, when you are desperate.

Once you find an excellent PEO, consider it a strategic partner.

Communicate your vision and the key business drivers or success factors critical to your future success. Alert it to anticipated needs, such as new hires, reorganizations, or downsizing. Work together to define an action plan for deploying and aligning key initiatives and performance requirements. Decide together what resources and strategies will be used to achieve your goals.

This gives the agency a chance to plan how to meet your overall human resource needs. And it gives you the chance to get back and focus on the core of your business.

Source: Larry Jennings, **Do You Need A Professional Employer Organization?**  
SkilStaf, P. O. Box 729, Alexander City, AL, 35011-6208, 800-634-2488

-end-

**Please contact Mr. Larry Jennings 1-800-634-2488 ext 268 for information.**

Date:

Dear <name>:

## **Really Going Global on the Internet -- The Final Frontier -- International Web Marketing**

As you prepare upcoming articles on the Internet, I'd like to propose a fascinating new line of inquiry for the new millenium: **Really Going Global on the Internet -- The Final Frontier -- International Web Marketing**. I'd like to write a series of articles that talk about the real global marketplace, the real challenges that must be faced and overcome, and the real strategies that must be deployed to achieve success in the global market place.

My name is Bill Dunlop and I am President of Global Reach, a company that specializes in International Web Marketing. I am a graduate of MIT (1981), have published articles in numerous mainstream Internet publications (e.g., ClickZ, Web Marketing Today, Web Commerce Today) and given presentations at Internet World and other conferences. I am intimately familiar with the successful world-wide marketing strategies employed by MCI Communications, Charles Scwab, Borland International, Compaq Computer, AST Research, Dell Computer, Cisco Systems, Wal-Mart and many others. I'm positive your readers will find this to be a fascinating, useful and beneficial topic because:

- 68 % of the world's purchasing power and 92% of the world's potential customers live in countries where English is not the native language.
- IDC estimates that by 2002, 66% of Internet use and 40% of e-commerce revenue will come from outside the US.
- Many, many American companies are resisting going global and have been lulled into believing thinking "The world thinks in English. They'll come to us." This is dangerously harmful to the American economy.
- In reality - the real success is going to those who realize that "Marketing always takes place in the language of the target market".
- Internationalizing websites is a trend that will determine the success or failure of American companies in the global marketplace.
- Success comes from a comprehensive integrated approach to international web marketing which includes adaptations of elements of US advanced technology and business-communications solutions to the target foreign markets.

There are many reasons why you should take the subject of international on-line marketing seriously. I would be happy to educate you and enlighten your audience on the latest facts, information, success stories and trends. I believe they will thank you for sharing with them the the strategies and techniques that will keep you and them on top of this ever-changing, dynamic and competitive realm.

Whether you need a great feature story, a source to talk with about online International Web Marketing or a "recommended site" in a sidebar listing, I and Global Reach (<http://glreach.com>) will be a valuable resource. If you'd like to talk with me please call me at 888-387-6658 (toll-free) or via e-mail at [<bdunlap@glreach.com>](mailto:bdunlap@glreach.com).

Thanks for your time,

Bill Dunlop

PS. Visit <http://www.glreach.com> and see why it has become the top source for international web marketing on the Internet.

# Event

## News Releases

National events or local events, real 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 what , when, where, who benefits or will be interested, and why.
- Provide clear contact information.
- An invitation to the media to come to the event.
- An offer to the media for free additional information, review copies, press kits.

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.

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.

FOR IMMEDIATE RELEASE  
MEDIA EVENT ADVISORY

Contact: Charles Robinson or  
Susan Robinson, 813-712-8138

Available for Interview -- Media Invited/Encouraged to attend

## **New Innovative Center for Developmentally Disabled**

(May 21, 1998 Clearwater, FL) Strong Ties, Inc., a brand new provider of home and community services for Developmentally disabled adults, opened May 18, 1998 in the Countryside Square Mall in Clearwater.

### **An Open House will be held on June 2, 1998 from 6 to 8 PM.**

The keynote speaker is Aggies Howes, a nationally certified American Sign Language Interpreter, who will speak at 7 PM on the topic "Community Resources for Deaf People with Developmental Disabilities".

Strong Ties services are designed to provide the individualized support needed for people with developmental disabilities to participate fully in community life. This concept, called normalization, is on the cutting edge of a growing national trend away from large segregated institutions for people with developmental disabilities and towards community inclusion and increasing self-determination.

Developmental disabilities include autism, mental retardation, cerebral palsy, spina bifida and Prader-Willi syndrome. According to The Center for Study of Population at Florida State University there are approximately 138,000 people with developmental disabilities in Florida. Of these, only about 24,000 receive services funded by the Developmental Disabilities division of the Department of Children and Families. Statewide, there are thousands of people with developmental disabilities who are wait listed for services. Some live in the homes of aging parents who are looking for new community resources and support, even in the form of a few hours respite.

Activities at Strong Ties include expressive arts and crafts such as ceramics, basketry, jewelry making and copper foil as well as local volunteer work, picnics, non-competitive games and participation in local community events. Artwork, poetry and stories that are created by attendees will be included in the organization's quarterly magazine.

Charles Robinson stated, "All people have unique talents and abilities. These talents are the assets of a community and their expression brings a sense of worth and value. It strengthens a community to receive the contributions of all its members. Strong Ties is open to everyone."

Additional services offered by Strong Ties include personal care assistance, supported living coaching, behavior analysis, homemaker, companion and respite.

For information contact Charles Robinson, Strong Ties, Inc. at phone 813-712-8138.

-end-

**An Imediafax News Release**

## **Page 2 Strong Ties Media Advisory**

### **Personal Note from Susan Robinson, BA, MS, RN and co-founder of Strong Ties:**

We are newcomers to the developmental services system in Florida. Our ignorance on the subject is humbling on a daily basis. What we do know is how to listen, value people and give them a sense of their own value, how to turn a group into a community, how to have fun and be creative, how to nurture creative expression and appreciate it when it blooms.

Our listening has led us to believe that many people with developmental disabilities are frustrated with the arbitrary restrictions placed on them and bored with the limited activities that are offered to them.

I interviewed a social worker last week who told me she actually had consumers in counseling sessions with her to cope with their boredom from the "training" they were receiving (including redundant "piecework" employment). That was an eye opener.

People with developmental disabilities want service providers who desire more for people, who are motivated to expect more, who recognize the potential for more, and can give the dynamic support necessary for people to achieve more.

In the past two decades of employment Charles and I have consistently been told by our supervisors that we are "over-invested" in our work. Our desire to improve the quality of care in the facilities where we worked was viewed as a threat to the status quo. That was an eye opener also.

How can you be too dedicated? We have a deeply held belief that work is service, that our daily lives are a kind of prayer. In all those jobs, we kept thinking that we could change the system, but finally we admitted to ourselves that the system was changing us, changing us in a way we could not abide. That is our motivation for starting Strong Ties, Inc. We simply want to have the opportunity to give our very best, with our skill and our experience and our humanity.

On the bulletin board in our home office we posted the cover of one of the Seva Foundation newsletters. It has a quote from Rabindranath Tagore:

"I slept and dreamt that life was joy, I awoke and saw that life was service, I acted and behold, service was joy."

That is why we went into the helping professions. I never knew where to put that on a resume.

### **Quote from the Terminology and Reference Guide to Developmental Disabilities:**

"... think of the person as a person, not as a disability, and avoid making the disability larger than the person".

Thank you!

Susan Robinson



MEDIA ADVISORY - SPECIAL EVENT INVITATION

Contact: Rod Mitchell at: 713-961-4261 or e-mail <mediarod@aol.com>

## **A MAJOR CELEBRITY EVENT WALTON'S RELEASE MUSIC ALBUM WORLDWIDE**

FRANKLIN, TN — Page Music, Inc. is proud to announce that on October 1, 1999 the original cast of the long-running CBS television series, “**The Waltons,**” will release their first-ever CD album, “**A Waltons’ Christmas - Together Again.**” In a collection of sixteen old favorites, mixed with new originals, the entire cast delivers the same sweet country charm they brought into American households for nine wonderful years.

**The album will be officially unveiled at a release party at 7:30. P.M. on Thursday, September 30th at the Sportsman’s Lodge & Special Events Center, in the Starlight Ballroom, located at 12833 Ventura Boulevard in Studio City, California (enter off Coldwater Canyon).**

**The media MUST have a PRESS PASS to enter.**

For details, please call Rod Mitchell at: 713-961-4261.  
Or e-mail to <mediarod@aol.com>

To view The Walton’s press kit,  
<[www.adventuresinmedia.com/page17.html](http://www.adventuresinmedia.com/page17.html)>

MEDIA ALERT

Contact: Rick Sang (502) 843-8393

**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.**

## MEDIA ALERT

Contact: Suzie Robinson  
(972) 550-9195, x.1165  
srobinson@csant.com

### **DALLAS HEART SURGEONS TO PERFORM BEATING HEART SURGERY VIA LIVE INTERNET BROADCAST**

**WHAT:** The first world-wide live internet broadcast of a beating heart bypass with opportunities for participant interaction.

**WHO:** Dr. Michael Mack and Dr. James Edgerton, cardiothoracic surgeons and researchers with Cardiopulmonary Research Science & Technology Institute (CRSTI) at Medical City Dallas Hospital, will perform the surgery and answer incoming questions from viewers by using the latest in chatroom technology.

**WHEN:** Monday, July 26, at 7:00 p.m., central standard time

**WHERE:** Log on to [www.TheVirtualOR.com](http://www.TheVirtualOR.com) to view this live, interactive case presentation. Participants will be able to view the procedure and interact with the surgical team in real-time as they perform multivessel bypass surgery on a beating heart.

**SUMMARY:** CRSTI and Medtronic are teaming up with [www.TheVirtualOR.com](http://www.TheVirtualOR.com) to educate the healthcare community, policy makers, and the general public about the advancements being made in cardiac medicine, and particularly about the advantages to patients who undergo beating heart surgery.

**USEFUL LINKS:** The Society of Thoracic Surgeons at [www.cts.net](http://www.cts.net), Home Health Network at [www.ahn.com](http://www.ahn.com), and Medtronic at [www.medtronic.com](http://www.medtronic.com) will also provide information and links regarding this live case. Additional resources on the Internet about cardiac advancements include Cardiopulmonary Research Science & Technology Institute's (CRSTI) site at [www.crsti.org](http://www.crsti.org) and CSANT physician group at [www.csant.com](http://www.csant.com)

**INTERVIEW:** Drs. Mack and Edgerton are available for interviews on Friday, July 23, and before and after the procedure on Monday, July 26, 1999.

Contact: Suzie Robinson to make interview arrangements (972) 550-9195, x.1165 or send an e-mail message to <srobinson@csant.com>

For Release Before Aug 1, 1999

For Further Information contact: Dr. Richard Bellamy at : 713-784-5224

## **Barnes and Noble Sponsors Best-selling Author to Talk on “Manifesting your V.I.P.”**

The Barnes and Noble Sunset in South Miami will host a free lecture by Dr. Richard Bellamy on Friday July 30, 1999 at 8:00 PM. A book signing will follow the talk.

**Dr. Richard Bellamy, success coach, speaker and author of *12 Secrets for Manifesting your Vision, Inspiration and Purpose*, will reveal how people can:**

- Discover and clarify your purpose for living.
- Use your greatest voids in life as rocket fuel to propel you to the stars.
- Breakthrough procrastination and begin to take action on your dreams.
- Use gratitude as the secret key to perseverance.
- Live a powerful life of inspiration not a quite life of desperation.

“Dr. Bellamy was fabulous. He is a wealth of information.

Our one hour interview went by quickly. We could have gone for hours!”

Nancy Lee , “Lights On” KCOL  
1410AM, Fort Collins, CO

“This book is must read. A great gift to humanity.”

Blanca Diez, M.D. Psychiatrist,  
New Dimensions, Clearlake, TX

The bookstore is located at 5701 Sunset Drive in South Miami.

Avoid standing, call Angela at 305-662-4770 and reserve your seat today.

**Dr. Bellamy is available for interview by arrangement.  
For Further Information contact: Dr. Richard Bellamy on 713-784-5224**



**EPILEPSY FOUNDATION** Northern California 1624 Franklin, Suite 900 Oakland, CA 94612

### National Epilepsy Month Events in SF – Oakland – San Jose Area

Approximately 300,000 children in public schools nationwide have seizure disorders. In California, 1 out of 50 students have some type of seizure disorder. According to research, most Americans do not know how to properly respond to a person having a seizure.

The **“Be Seizure Smart”** program is a nationwide initiative to educate schools across the country in an effort to dispel the myths and educate school staff on how to effectively respond to students who have seizures. **November is Epilepsy Month and the Epilepsy Foundation of Northern California will be visiting area schools to provide information on how to recognize different types of seizures, as well as what to do and what not to do when a student has one.**

The training session will offer interesting visual opportunities, with teachers and administrators actively participating in the training session. Interviews may also be arranged with school staff. A spokesperson from the Epilepsy Foundation of Northern California will also be available for interviews. If you are interested in covering the program, or if you would like to receive more information about the “Be Seizure Smart” program, please contact the Epilepsy Foundation of Northern California at (510) 893-6272 or email: [efnca@epilepsynorcal.org](mailto:efnca@epilepsynorcal.org).

Here is a schedule of “Be Seizure Smart” trainings for the month of November.

**Nov. 8 (Monday) @ 3:25 p.m. – 4:30 p.m.**

*Oakland Unified School District, Crocker Highlands Elementary School*  
425 Midcrest, Oakland, CA 94610 (510) 879-1110  
School contact person: Chere Kelley

**Nov. 10 (Wednesday) @ 1:30 p.m. – 2:30 p.m.**

*Mt. Diablo Unified School, District Strandwood Elementary School*  
1026 Mohr Lane, Concord, CA 94518 (925) 682-8000 X 4423  
School contact person: Bonnie Johnson


**Nov. 17 (Wednesday) @ 2:00 p.m. – 3:00 p.m.**

*Oakland Unified School District, Jefferson Elementary School*  
2035 40<sup>th</sup> Ave. Oakland, CA 94601 (510) 879-1280  
School contact person: Nan Ground

**Nov. 17 (Wednesday) @ 9:00 a.m. - 10:30 a.m.**

*Pleasanton Unified School District, Mohr Elementary School*  
3300 Dennis Drive, Pleasanton, Ca 94588 (925) 426-4290  
School contact Person: Carol Locke

Sincerely,

  
Jody Eaton Iorns  
Executive Director

## **Visionary Business Seminar Coaches Entrepreneurs In Being Even More Successful**

**Colorado Executives and Professionals Get Five Strategies to Improve  
Customer Relations, Increase Sales, Make Work Enjoyable, and  
Enhance Employee Satisfaction and  
Company Loyalty**

DENVER In an age of fast-paced change in all aspects of business, new visionary models are emerging to satisfy the demand for organizational development and change-management techniques that can help business leaders create a steady, solid foundation from which to operate. Dr. Richard Bellamy, author of **12 Secrets for Manifesting Your Vision, Inspiration and Purpose**, and founder of Visionary Business, has developed these models which he presents in a Denver seminar called V.I.P. for Business: Beyond Passion To Purpose, this Thursday, June 24.

"I want to give business owners who are ready for real company and personal growth from the inside out, the skills to reshape and rethink the structures, techniques and tools they are currently using. To see one's business from a visionary perspective gives an entrepreneur the vantage point for viewing the larger picture of how things are actually flowing in day to day and project oriented management.

**Five strategies, which Dr. Bellamy has developed over the past twenty years of his own successful Houston-based business and intensive study and application of the sciences, arts and philosophies of world traditions, will be taught in the seminar.**

- **Foundational Visioning: Finding Firm Ground in An Age of Change;**
- **Motivational Visioning: How To Get More From Your Employees While Creating Opportunities for Them To Get More From Your Business Environment;**
- **Magnetic Visioning: New Ways To Attract the Customers You Want ;**
- **The Enjoyment Factor: How To Make Your Work Your Pleasure and Purpose;**
- **The Growth Factor: How Visionary Techniques Can Help You Increase Sales and Successfully Manage Growth.**

**Dr. Bellamy is an author, speaker, coach and seminar leader, with a formal background in the sciences. He has integrated his findings into his teaching of personal success and goals achievement in his work as a consultant for businesses and individuals. "My job is to help people make a powerful inner shift, and see their lives and their business from a different perspective. Then, people become inspired and find the energy to access their creativity to find solutions to complex problems."**

### **For Your Calendar of Events:**

Visionary Business: Beyond Passion To Purpose -- Thursday, June 24

Back to Basics, 12101 M. East Iliff Avenue, Aurora, CO

Contact: (303) 368-4848 \$40 (\$45 at the door) First 100 Applicants Receive Free Copy of 12 Secrets for Manifesting Your Vision, Inspiration & Purpose

# Media Advisory

## Unique Interview & Photo Opportunity

FOR IMMEDIATE RELEASE  
AVAILABLE FOR INTERVIEW

CONTACT: Joanne McCall  
503-245-3107

### **PORTLAND OREGON MINISTER COMES HOME AFTER SPECIAL MEETING WITH THE DALAI LAMA IN DHARAMSALA, INDIA**

**Mary Manin Morrissey**, founder and spiritual leader of Living Enrichment Center, a 3,000 member church outside of Portland, Oregon, will be in Dharamsala, India, September 11 – 16 at the invitation of the Dalai Lama, as part of the Synthesis Community, which includes leading scientists, philosophers, spiritual teachers, ecologists, journalists, and others. Guided by His Holiness, participants will address issues of world concern, solutions that will bring about change and the need for science and spirituality to form a new synthesis. Reverend Morrissey will be available for interviews following her return from Dharamsala on September 18<sup>th</sup>.

On Sunday, September 19<sup>th</sup> at 3:30 p.m., Morrissey will be featured in a two-hour television special called ***“BUILDING YOUR DREAMS WITH MARY MANIN MORRISSEY”*** on Oregon Public Broadcasting (OPB).

***BUILDING YOUR DREAMS WITH MARY MANIN MORRISSEY*** is an inspiring program where Morrissey draws on her remarkable 25-year adventure in faith, and how she discovered spiritual principles that made seemingly impossible dreams come true for

-more-

her and thousands of others. The viewer will learn to discover what their dreams are, how to test them, overcome any obstacles, and how to see their dreams come true. The program features an 8-step process for creating a life that everyone deserves. They are:

- **How to free yourself from the limitations of the past**
- **The unexpected energy released by practicing forgiveness**
- **Five essential questions to ask before you commit to your dream**
- **How gratitude can increase your sense of worthiness and self-esteem**
- **How to overcome the fears that hold you back**
- **A new way to understand failure and misfortune**
- **The simple key to increasing abundance and prosperity in your life**
- **How to build a relationship with the divine guidance that is always there for you**

Through personal anecdotes and storytelling, as well as examples from the lives of other people who have benefited from Mary's ministry, ***BUILDING YOUR DREAMS WITH MARY MANIN MORRISSEY*** is both compelling and serves as a guide for anyone that hopes for a richer life. This program on OPB will open the mind and heart of the viewer to discover that with confidence and spiritual support dreams really can come true.

**About Mary Manin Morrissey:** Mary Morrissey holds a master's degree in psychology, was ordained a minister in 1975, counsels, and leads seminars reaching thousands. From its beginnings in 1981 as a living-room church with 25 members, Living Enrichment Center now serves nearly 3,000 weekly as one of the fastest growing New Thought churches in the West. Morrissey's sermons are beamed by short-wave radio to reach more than 100 countries around the world.

###



FOR IMMEDIATE RELEASE

CONTACT: SHEILA KELLY  
UNIQUE PHOTO OPPORTUNITIES

PHONE: 305- 532-1366  
INTERVIEWS AVAILABLE

**EPCOT SHOW OFFERS EXCITING  
FLOWER & GARDEN SHOW & EXHIBIT FOR  
THE PHYSICALLY AND MENTALLY CHALLENGED**

**WHAT:** INTERNATIONAL FLOWER AND GARDEN FESTIVAL

**WHERE:** WALT DISNEY WORLD EPCOT ORLANDO, FLORIDA

**WHEN:** APRIL 16 TO MAY 31, 1999

**Epcot's unrivaled team of horticulturists will join forces with the American Horticultural Therapy Association this spring to present the concept of gardening as therapy.**

“Opportunity gardening provides innovative methods of gardening for people of all ages, abilities and strength” said Sheila Kelly, president of the Florida Chapter. “Studies have shown that working with plants and connecting with nature is stimulating to both body and mind and can speed the healing process,” Kelly adds.

Clever adaptive tools, unique stand-alone gardens and the latest thinking in raised-bed and container gardening will be demonstrated. Visitors will delight in the specially designed sensory garden, featuring plants with distinctive colors, textures, and scents.

“We encourage everyone to come explore and enjoy the many features in this interactive garden display area.” says Hank Bruce, AHTA member and author of Gardens for the Senses: Gardening as Therapy. Professional horticultural therapists will be available everyday to answer questions and provide information.

XXX

FOR IMMEDIATE RELEASE

CONTACT: Don McBride (509) 943-0723

**Unique Outdoor Fishing Sports Photo Opportunity**

## **Excellent Fishing Expected for Salmon Derby 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 Tri-Cities for the Knights of Columbus/Tri-Cities Prep 4th Annual Salmon Derby October 2 & 3.

This annual tournament, which attracted about 250 people last year, begins at 5 AM on October 2.

"One lucky angler could win a \$25,000 boat, motor and trailer for catching a specially tagged fall Chinook Salmon" said tournament coordinator Don McBride.

"This is the only derby of its kind left in the mid-Columbia region", said McBride. "The tournament also offers seven other prizes including a top prize of more than \$1,000 cash and top of the line fishing gear for the biggest fish."

Fishing is open from McNary Dam to Priest Rapids Dam. The prime area for most anglers will be the Hanford Reach, a 45 mile stretch of free flowing river upstream from Richland, where more than 45,000 "upriver brights" are expected to return to spawn this year.

Large numbers of fish are pouring over McNary Dam right now, and with cooler weather and higher water flows, the fish are moving upstream quickly. "We expect to see a really good catch this year because the fish numbers are up and conditions are just about perfect", said McBride. "We've already caught two really nice salmon just above Richland".

All proceeds from the derby go to Tri-Cities Prep, a new Catholic high school that opened last year in Pasco, WA. Tickets for the derby cost \$25 for the two day event (\$30 after September 30) and are available at sporting goods stores and boat marinas in the Tri-Cities.

Even if you don't fish, you might just want to stop by one of the three official weigh in sites on October 3 and see some of the largest, most magnificent salmon in the world.

Anglers can also click on the tournaments web site for an entry form and map  
<<http://www.rc.net/knights/kc3307/derby.htm>>

For information call Don McBride at (509) 943-0723.

**Unique Outdoor Fishing Sports Photo Opportunity**

**The Glenn Schwartz Co., Inc.**  
**4046 Declaration Ave.**  
**Calabasas, Ca. 91302**

**Contact: Glenn Schwartz**  
Phone: 818-224-2990 Fax: 818-224-2993  
e-mail [cyberlaff@aol.com](mailto:cyberlaff@aol.com)

## **Press release**

### **WEB-TALKER FROM NAPTE HOSTED BY FRED WILLARD LIVE FROM NEW ORLEANS ON THE INTERNET AT [WWW.AENTV.COM](http://WWW.AENTV.COM) and [WWW.PLAYTV.COM](http://WWW.PLAYTV.COM)**

**“Live from NAPTE” is a co-production of PlayTV and AENTV “Web-talker with Willard” is an expanded live version of “The Hollywood Reporter Minutes.”**

Los Angeles, Ca.—AENTV.COM, ([www.aentv.com](http://www.aentv.com)) the leading producers of original streaming video programming for the Internet, and an affiliate website of iNEXTV.COM ([www.inextv.com](http://www.inextv.com)) announced today that Fred Willard, one of Hollywood’s most original comedic talents (Fernwood Tonight, Roseanne, Waiting for Guffman, and currently Austin Powers II –*The Spy Who Shagged Me*) will host a multi-faceted Internet Special Event for AENTV.COM at this years NAPTE 2000 Convention in New Orleans, LA. The live Webcast is an expanded live version of the AENTV daily Internet show, “The Hollywood Reporter Minutes.” AENTV ([www.aentv.com](http://www.aentv.com)) and PlayTV will join forces in the webcast from the convention floor January 25<sup>th</sup>, 26<sup>th</sup> and 27<sup>th</sup> from 1:00pm to 2:30pm Eastern Standard Time. The Willard hosted web-talker will be co-hosted by Kiki Stockhammer, Co-founder and Chief Technology Evangelist (Play Incorporated), and Vicki Johnson who hosts the daily show on AENTV.

AENTV’s NAPTE Coverage will include, celebrity interviews, conversations with Industry professionals and coverage from the floor of the convention which attracts more than 60,000 program buyers, network executives, producers, advertisers, journalists and ancillary service and product providers for four days of business interactions.

The live webcast on AENTV will use Play Incorporated GlobeCaster, the world's first complete Internet television broadcast station-in-a-box. The system is made possible by custom hardware, software and patented technologies and literally replaces more than \$250,000 worth of broadcast production equipment including an all-digital video production switcher, state-of-the-art digital video effects, graphics and character generators as well as image enhancers. It works seamlessly with the industry-standard streaming video servers and viewers. GlobeCaster is available now through Play Streaming Media Group. "PlayTV is pleased to team up with AENTV on this exclusive Internet broadcast," said Stephan Bouchard, PlayTV’s vice president of business development.

Based in southern California, Alternative Entertainment Network, Inc. ([www.aentv.com](http://www.aentv.com)) began operations in 1996 and is a leading producer and aggregator of streaming video content for delivery over the Internet. *Broadcasting & Cable* magazine recently named AENTV, along with ABC, CNN, MSNBC, FOX and MTV as one of the “Top 10 Video Sites on the Internet.” AENTV is an affiliate of iNEXTV, one of the world’s largest providers of video streaming content for the Internet, and a wholly owned subsidiary of Ampex Corporation (Amex:AXC). “Live From NAPTE” is sponsored The Hollywood Reporter.

For Immediate Release      Contact Randi Wortman, Ph.D. at 1-888-240-4288 or (301) 493-6989.

**Eating Disorders Awareness Week is Feb. 12th through Feb. 19, 2000.**  
**Six Free Workshop Teleconferences to Link Public with Experts and Educators**

Many of the most fashion models, leading actresses, and noteworthy women throughout society have a secret problem – they are so fanatic about their bodies that they have developed eating disorders like anorexia, bulimia, and even obesity. And now this problem has reached across the country and is affecting youth and families nationwide.

In celebration of the 13<sup>th</sup> annual **Eating Disorders Awareness Week**, Eating Disorders Awareness and Prevention, Inc. (EDAP), a national non-profit organization, is sponsoring a series of free workshop teleconferences throughout the US **Feb. 12th through Feb. 19, 2000**. The goal is to raise public awareness of the physical and psychological devastation that eating disorders and body image problems can have on our society and our boys, girls and teens. **The six Teleconference calls are free, except for the user's own long distance phone charges if outside 212 Area code.**

**For Information contact Randi Wortman, Ph.D. at 1-888-240-4288 or (301) 493-6989 or visit <<http://www.positivebodyimage.com>>**

**Wednesday-2/02 “Making Outreach Easy: Everything You Need To Know About Coordinating Eating Disorders Awareness and Prevention Programs.”** 7:00PM – 7:55PM (EST). Call (423) 362-4150 and enter PIN # 7777.

**Monday - 2/14 "Tips On Being Plus Sized, Sexy and Fit--Love Yourself on Valentine's Day."** 7:00 PM - 7:55 PM (EST) Call 212-796-1700, and enter PIN # 5555

**Wednesday - 2/16 - "I Feel Fat - How to Talk to Your Daughter About How She Feels About Her Body."** 10 AM-10:55 AM (EST) Call 212-796-1700, and enter PIN # 6666

**Thursday - 2/17 - "What Fathers Can Do For Their Daughters: Valuing Our Daughters for Who They Are"** 7:00PM - 7:55 PM (EST). Call 212-796-1700 and enter pin # 1010

**Friday - 2/18 - "Dieting: The Adolescent Rite of Passage. A Discussion of the Prevention and the Treatment Interventions for Eating Disorders from a Bio-Psycho-Social Perspective."** 12 Noon - 12:55 PM (EST) – call 212-796-1700 and enter PIN # 8888

**Monday- 2/21- “The Scoop on Obesity: Truth and Consequences.”** 7:00PM- 7:55PM (EST)-call 212-796-1700 and enter PIN 5555

**Tuesday- 2/22- “What is Our Culture Doing to Us? The Mass Marketing of Thinness; Goals and Solutions for Positive Body Esteem.”** 7:00 PM – 7:55 PM (EST) call 212-796-1701 and enter PIN # 4444

**Participating National Experts include:** **Mary Strouse Pabst, M.S.W.**, Baltimore, MD. Ms. Pabst is a founder and President of Eating Disorders Awareness and Prevention, Inc. and President of the Maryland Association for Anorexia Nervosa and Bulimia. **Brenda Alpert Sigall, Ph.D.**, founder of the University of Maryland Panhellenic Task Force on Eating Disorders. **David Roth, Ph.D.** Coordinator of Compulsive Eating Services at the Center for Eating Disorders at St. Joseph’s Medical Center in Towson, MD. **Paula Levine, Ph.D.** Director of both Anorexia and Bulimia Resource Center and Agoraphobia Resource Center and Miami Counseling and Resource Center. **Joe Kelly** is Executive Director of Dads and Daughters (DADS), and publisher of New Moon: The Magazine for Girls and Their Dreams, which won the independent Parents’ Choice Foundation Gold Award for the third time as the best children’s magazine in the U.S. **Holly Hoff**, National Program Director for Eating Disorders Awareness and Prevention, Inc. (EDAP). **Randi Wortman, Ph.D.** gives classes, fashion shows and presentations on size acceptance and size diversity, being plus sized in a thin-crazed culture, and preventing eating disorders and Editor of the Positive Body Image Post: Telegroups, Tell A Friend, Tell The World Newsletter.

Detailed schedule information and dialing instructions available via e-mail.  
Experts available for interviews & feature articles.

## **Lawry's Unveils Kids Essay Contest for Martin Luther King Holiday**

*Family Trip to Washington D.C., Cash and Music CD's Among Prizes; Contest Supports World Premiere Movie On the Life and Work of Dr. Martin Luther King, Jr.*

LOS ANGELES, Calif. (December 21, 1998) -- In celebration of Martin Luther King Day (January 18) and Black History Month (February), Lawry's Foods, Inc. announces a children's essay contest with prizes that include a one-of-a-kind family trip to Washington, D.C., the site of Dr. King's famous "I Have A Dream" speech. Lawry's "I Have A Dream, Too" essay contest supports the debut of "Our Friend, Martin," an inspiring new feature-length film about two boys who magically travel back in time and meet Dr. King at various points of his life. Presented by CBS/FOX, Twentieth Century Fox Home Entertainment and DIC Entertainment, in association with the family of Dr. Martin Luther King, Jr., "Our Friend, Martin" premieres exclusively on home video January 12.

### **"I HAVE A DREAM, TOO" ESSAY CONTEST**

Official contest entry forms are available on Lawry's Seasoned Salt displays in supermarkets nationwide. Kids, ages eight to 13 can submit an essay of between 100-150 words addressing the theme, "I Have A Dream, Too." Essays will be judged on originality, creativity and relevance to theme. First prize is a trip for three people to Washington, D.C. plus \$1,000 spending money and a Lawry's gift basket. One hundred "Our Friend, Martin" music CDs featuring classic Motown tunes will also be awarded. To enter, submit the essay along with Lawry's official entry form or a 3x5 card with the child's name, complete address, date of birth and parent's/legal guardian's name and signature to: Lawry's/Fox "I Have a Dream, Too" Essay Contest, PO Box 8836, Maple Plain, MN 55593-8836. Entries must be received by April 8, 1999.

### **SUPERMARKET REBATE**

Shoppers who purchase Lawry's Seasoned Salt (8 oz. or 16 oz.) and the "Our Friend, Martin" video will receive a \$2.00 rebate from Lawry's, or have the option of donating the \$2.00 to the Martin Luther King, Jr. Center for Non-Violent Social Change, Inc., a King Family-endorsed charity. The rebate offer is also available on Lawry's Seasoned Salt displays in-store.

### **OUR FRIEND, MARTIN**

The first and only animated movie of its kind, "Our Friend, Martin" mixes colorful animation with actual footage of Dr. King's life, and features an all-star cast of vocal talent, including Ed Asner, Angela Bassett, Lucas Black, Levar Burton, Danny Glover, Whoopi Goldberg, Samuel L. Jackson, James Earl Jones, Ashley Judd, Dexter King, Yolanda King, Robert Richard, Susan Sarandon, John Travolta, Jaleel White and Oprah Winfrey. The video retails for \$14.98 (suggested price) and is available at supermarkets and video stores nationwide.

Lawry's Foods, Inc. is one of the oldest and most respected food companies in the United States, marketing more than 100 products nationally. Lawry's Seasoned Salt has become America's largest-selling spice blend with more than 10 million units sold annually.

-END-



March 1-4, 1999  
Vancouver, BC

FOR IMMEDIATE RELEASE  
(203) 445-9265

Media contact: Claudia Sitar, Show Manager

## **INFORMATION TAKES CENTER STAGE AT GIS EXPO '99**

### **Newly Announced Keynote and Plenary Speakers Join Workshops, Roundtable Focus Groups and Special Interest Meetings Scheduled for Trade Show & Conference In Vancouver, March 1-4**

*December 29, 1998* -- How will the world's population explosion impact access to basic needs in the next century? What will be the role of GIS in that world? Recently announced keynote and plenary speakers will lead a "Big Debate" certain to raise as many questions as answers at **GIS EXPO '99**, the 13th annual trade show and conference on Geographic Information Systems, to be held at the Pan Pacific Hotel in Vancouver, March 1-4, 1999. Canada's largest GIS applications-focused show marks its tenth year in the nation's largest western city, where approximately 3,000 professionals will seek out information as well as the latest products and services from 75 leading exhibitors in 110 booths.

Embracing a theme of "GeoSolutions: Integrating Our World," GIS Expo '99 offers the premier opportunity to network with other practitioners and learn about the current and future state of GIS from leading users, developers and researchers. "GIS '99 is different from other industry conferences in its wide scope, which encompasses a full range of GIS applications," says conference sales manager Matt Ball. "Whether you work in environmental management, communications, health care or another area, you will find solutions that address your interests."

The 1999 conference will begin with a full day of workshops that provide an in-depth education on specific geotechnology topics. In addition to roundtable focus groups and special interest group meetings, a series of vertically integrated "mini-conferences" will feature new areas of concentration, including Internet GIS, precision Global Positioning System (GPS) technology and applications, automated mapping/facilities management (AM/FM) and utilities.

A "State of the Industry Address" and four keynote speakers will focus on the following topics:

- Internet GIS: Its emergence and effect on the industry
- Forestry GIS: Integration from the forest to the end product
- Environmental GIS: Water/air quality issues and environmental impact assessments
- Business GIS: How to use GIS to expand markets and increase profits

(more)

- Precision GPS: Automatic vehicle location and navigation, precision agriculture and intelligent transportation systems
- Developments in data handling, warehousing systems and data dilemma solutions
- First Nations people: GIS for community-based decisions and resource management

Setting the tone of the annual gathering will be the opening keynote and plenary sessions, scheduled for Tuesday, March 2. First on the docket is **Patricia Wouters**, Director, Water Law and Policy Programme, Centre for Energy, Petroleum and Mining Law Policy (CEPMLP), University of Dundee, Scotland. Lawyer, academic, consultant and writer, Wouters will explore the topic of "Integrating Our World" from the perspective of the next century. Instead of fighting over oil, in the next century will it be water? With the world's population increasing by an India every ten years, many people will literally be dying for a drink. Can we sustain ourselves?

This provocative topic is followed, from 11 a.m. to 1 p.m., with the first of two plenary sessions, framed as "The Big Debate: Defining Future GIS." Chaired by **Hassan Karimi**, North Carolina Supercomputing Center, North Carolina, USA, the debate will involve keynote speaker **Patricia Wouters** as well as **Alan Gains**, senior science associate, spatial data and information, National Science Foundation, Washington, DC, USA; **Lance McKee**, vice president of corporate communication, Open GIS, Boston, MA, USA; **Edryd Shaw**, director general, Canadian Center for Remote Sensing, Ottawa, ON, Canada; **George Moon**, vice president of engineering, MapInfo Corp., Toronto, ON, Canada; **Michael Chapman**, Geomatics Department, University of Calgary, Calgary, AB, Canada; and a senior representative from Netscape, Mountain View, CA, USA. "The Big Debate" will examine some pressing facets of GIS: When can users expect interoperability? How can application development be improved? How should GIS handle satellite raster and vector data in image processing? How should it handle uncertainty? What role should the Internet play in GIS?

In the second plenary session, from 2 p.m. to 5:30 p.m., panelists in "The Big Debate" are invited to present 30-minute addresses on compelling topics of their own choice.

Educational opportunities abound for all attendees of GIS Expo '99. Anchored by modular "mini-conferences" allowing attendees to create their own customized program, as well as roundtable focus groups and special interest group meetings, there will be a special afternoon/ evening session for teachers and educators, selected user group meetings, free tutorials on hot topics and more than 150 technical paper presentations.

Demonstrating the ever-expanding breadth of GIS Expo '99, attendees are expected from the areas of forestry, fishery, geography, geoscience, hardware/software, real estate, marketing, advertising, planning, engineering, government, research, education and private business. They include Autodesk, Bentley Systems, Compusearch Micromarketing, ESRI, Hewlett-Packard, Intergraph, Linnet Geomatics, NovAtel, PCI Geomatics Group, Radarsat International, and Space Imaging EOSAT.

(more)

Attendees walking the show floor can expect to experience more than 12,000 square feet of exhibits and a user-friendly Job Fair where they can network with potential employers.

Another highlight will be a gathering of leading geospatial technology companies. GIS software leaders will showcase solutions for AM/FM, data visualization, image processing, field work and other applications; hardware vendors will display workstations, digitizers, printers and scanners; GPS, imaging and survey vendors will present precision location, remote sensing, photogrammetry and aerial imaging products; data vendors will be on hand with geodemographic, street network and environmental data; and government agencies, GIS consultants and academic institutions will showcase their latest projects and services.

The show's website ([www.gis99.com](http://www.gis99.com)) is another place where information can be gleaned before, during or after GIS Expo '99. It features written abstracts and program details of industry theme sessions and workshops, as well as the opportunity to vote for the GIS '99 Personality of the Year Award.

According to GIS '99 director Paddy O'Reilly, the conference originated as a gathering of Canadian foresters to discuss the management of forest resources. Consisting of about 300 Canadians at the first conference in 1986, the event has grown to 3,000 people worldwide with representation from more than 20 countries. Since the first show was held in Vancouver, more than 15,000 GIS decision makers have attended the annual conference.

GIS '99 is sponsored and supported by Adams Business Media, publisher of GeoWorld, GeoEurope, GeoAsiaPacific, Business Geographics and Mapping Awareness. The American Society for Photogrammetry and Remote Sensing, Geospatial Information and Technology Association, and Urban and Regional Information Systems Association are association sponsors.

The Pan Pacific Hotel is the official conference hotel, and room reservations should be made directly with the hotel. Special rates are available for GIS '99 attendees; reservations should be made no later than Feb. 1, 1999. In Canada, call (604) 662-8111 or (800) 663-1515; in the U.S., call (800) 937-1515. Information about other hotel accommodations is available from the Greater Vancouver Convention and Visitors Bureau: by phone at (604) 683-2000 or on the World Wide Web at <http://www.tourism-vancouver.org>.

Vancouver is a cosmopolitan city of almost two million residents. Due to the moderating effects of ocean currents, Vancouver has the mildest climate in Canada. Spring comes early, with flowers in full bloom by March, when GIS Expo '99 will take place. Business Traveler magazine named Vancouver the second-best destination in the world.

For more information about GIS '99, contact Claudia Sitar, show manager, 731 Main Street, Monroe, CT 06468. Phone: (203) 445-9265. Fax: (203) 445-9268. E-mail: [info@GIS99.com](mailto:info@GIS99.com). Website: <http://www.GIS99.com>.

# # #



# Hard News

Hard news is written in classic short AP news editorial style. Just the facts, just the facts.

These stories can trigger an avalanche of media coverage if the chord is struck. It doesn't really take very much, if you can set the local AP office on fire with the story.

Successful hard news releases are:

- Distinctly non-commercial, unless the controversy is about a company
- Controversial, really unusual, filled with human interest and emotion

For Immediate Release

**Contact: James Catsos at 305-702-6334**

## **Biggest On-Line Seller of Viagra Partners with Site that Auctions Celebrity Ovarian Eggs**

A controversial web site that auctions ovarian eggs from celebrity models struck a deal Monday with its first advertiser –

[WWW.MyWebDr.com](http://WWW.MyWebDr.com) - the biggest on-line seller of Viagra.

[WWW.MyWebDr.com](http://WWW.MyWebDr.com) will advertise the auctions and split the profits that come from the ad campaign. Eggs go to bidders who are willing to pay anywhere from \$15,000 to over \$150,000.

The controversial web site received over 5 million hits in its first day of opening on the Internet.

The site features pictures of attractive models and actresses who are auctioning their eggs.

MyWebDr.com president James Catsos, said :”We think this is really fertile ground for growth and development. Lots of people have expressed interest in wanting to have their eggs and sperm made available.”

For interviews call James Catsos at 305-702-6334.

**-end-**

## **Same Fate as Heaven's Gate?**

**On March 31st former cult member announces  
major solution to help save Texas cult followers before it's too late!**

**March 31st is the scheduled date for the Second Coming, according to Texas religious cult leader, Mr. Chen Heng-ming. The leader of God's Salvation Church, Heng-ming claims he himself will become God on March 31st in Garland, Texas and lead his followers to Heaven. Heng-ming's cult is also known as God Saves the Earth Flying Saucer Association. Will his followers suffer the same fate as those of Jonestown and Heaven's Gate? Not if Mary Alice Chrnalogar can help it.**

A former cult member and author of the explosive book, "Twisted Scriptures," Chrnalogar specializes in deprogramming victims of religious cults. She will be holding a press conference in Garland, Texas on March 31, 1998 at the corner of 1st and Kingsley in the Ridgewood Shopping Center parking lot at 11AM to speak to the media in the hopes of saving more lives from cult brainwashing. She will be available for interviews from 9AM to 11AM that morning at the same location. Accompanying her will be several former cult members, including: Steve Deyo, a journalist who could not free himself from a destructive religious group for 20 years until he read "Twisted Scriptures"; and Ken and Deloris, who will reveal the cult in Texas that is destroying hundreds of families around the country. They were also healed by this book.

In one year Mary Alice's book, "Twisted Scriptures" has freed hundreds if not thousands from extremely dominating—authoritarian churches and cults. "Twisted Scriptures" breaks victims from psychological control by showing the readers the tricks of how their minds can be controlled, so individuals can protect themselves from this manipulation.

Letters of gratitude are pouring in from across the country from former members, as well as ministers telling how successful this book is. Former cult victim Debbie Boer in Tennessee said: "If I had not read "Twisted Scriptures", both a mother and baby would be dead." Minister Rev. Scott Lough from Ohio said, "I read "Twisted Scriptures" 3 times and it is one of my favorite books. I am teaching my congregation from this book." From Washington, Reverend Chris Hoops stated, "Six families in my congregation had a heavy burden lifted off when they read "Twisted Scriptures." This book is a major blessing and eye opener." Pastor Mike King from West Virginia enthusiastically wrote, "After 5 years of being out of an abusive system, "Twisted Scriptures" gave me new meaning to life...The scriptures that haunted me haunt me no longer... Read the book... you will never, never be the same."

Mary Alice Chrnalogar says spiritual abuse is more common than you might think. And for those who are sure they could never be coerced by a cult, Mary Alice says there are five simple ways you can lose your free will which she shares in her book. She also reveals which parts of the Bible are most often "twisted", and provides a checklist for your church.

-end-

If you want more information on how "fellowship" becomes "followship", and how cults like Jonestown, which baffled the media and the country, could lure seemingly sane men and women to take their own lives, call today for a review copy of "Twisted Scriptures" or an interview with Mary Alice Chrnalogar call 423 698-9343. For a review copy contact Renee at 888-677-5556.

FOR IMMEDIATE RELEASE

JANUARY 16, 1998  
CONTACT: SHARON GOLDINGER  
(714) 581-6190

**"SEXUAL DISCRIMINATION AND NEGLIGENCE CASE FILED AGAINST  
SELF-REALIZATION FELLOWSHIP CHURCH"**

LOS ANGELES, January 16, 1998: A groundbreaking suit has been filed in Los Angeles County Superior Court against the Self-Realization Fellowship Church ("SFR"), a California corporation, alleging that one of its members, Patricia Lyons, was coerced into a sexual relationship with a monk in the corporation and that higher officials not only turned a blind eye to the problem once it was reported but worked to ostracize and remove the victim and protect the instigator.

Lyons, represented by attorney Mark E. Roseman of Blum & Roseman, Orange, CA, claims that a prominent monk in the church, James Rapp (a.k.a. Brahmachari Henry or Brother Arjunananda), who had both a supervisory and a pastoral counseling relationship with her, used his influence to inflict an unwanted sexual relationship--this in spite of the vow of celibacy that he was required to take as a monk in this church. When Lyons reported this abuse of trust, breach of vows, and sexual harassment to two of Rapp's superiors in 1996--within a month of the relationship turning sexual--the officials condoned the unwanted advances, but asked her to transfer out of the area.

-MORE ON PAGE 2-

Lyons alleges a number of breaches of responsibility on the part of the church:

- \* Sex discrimination: she was removed from her post because she is a woman, while the man involved was not immediately disciplined
- \* Failure to adequately supervise Rapp and protect Lyons from unwanted advances
- \* Cover-up of Rapp's activities in an attempt to shield the public image of the church and its rising star, Rapp
- \* Infliction of emotional distress through failure to investigate the report or act on her complaint.

"For an organization that prides itself on not being labeled a cult, what they did to Patricia Lyons was completely against the teachings of the SFR, which teaches the importance of celibacy for all its monks and devotees," commented attorney Roseman.

The full text of the lawsuit is available by fax or e-mail. To obtain a copy, please fax (714) 581-4958 or e-mail <pplspeak@master.nayzak.com with the subject heading, "Full Text of Complaint." Attorney Roseman is available for interviews.

Dear Editor:

Here is a unique and thought provoking Op-Ed piece for your consideration to run sometime around the last Mother's Day of the millennium in May 1999. Terri Casey is the author of "Pride & Joy: The Lives and Passions of Women Without Children" (Beyond Words Publishing). Molly Peacock is the author of "Paradise, Piece by Piece" (Riverhead).

If you would like to speak directly with the author, Terri Casey, she may be reached by email at <terrica@msn.com> or Phone: 206-524-6815.

Joanne McCall

750 words One-time rights

Suggested headline: **Celebrating (M)Other's Day**

By Terri Casey and Molly Peacock

If you never expect to celebrate Mother's Day by receiving a handwritten note festooned with crayoned hearts, would you shyly, or boldly, or merely neutrally raise your hand?

If the Census Bureau is right, about 20 percent of U.S. women in their early forties today are not mothers, either by choice or by chance. That's up from 10 percent in the mid-1970s, and some demographers think the figure could climb to 30 percent by 2015. Add women over age 44 who never had children, and those under 40 who don't expect to, and that's a lot of women.

It's millions of women, actually, who, though non-mothers, have woven a cloth of nurturing in our culture. You may remember the Greek myth of a woman who wove a cloth by day and unraveled it every night so she could weave it again in the morning. This is like the nurturing that both gets accomplished and vanishes without a trace. It doesn't aim for the created goal, like making a child. It's a process, more like creativity itself, and it charges—and changes—the lives of those it embraces.

Millions of women—call them childless, call them childfree—are out there mentoring, volunteering, auntie-ing, fundraising, sponsoring, counseling, teaching, Big Sister-ing, coaching, and befriending children and other adults. Their silent, benign, and matter-of-fact daily giving forms strands of connective tissue that help to weave the fabric of our culture. These women may hear individual thank yous from time to time, but missing is the big public thank you that Mother's Day heralds for women who are raising children.

Yet the individual and collective contributions of non-mothers add up to a huge social plus. It's the fabric of society we're talking about, the big cultural duvet that comforts us all in so many ways that it's nearly indiscernible. It's high time we celebrated these women, the other mothers, as well.

Can we move beyond the outmoded view that only one contribution from a woman—having a baby—really counts, and that every woman wants to, and is cut out to, make that same contribution?

Babies aren't the only reason for Mother's Day. If we are going to reckon with the fact that more and more women appropriately—for all the right environmental and psychological reasons that the 21st century will give us—will choose not to have children, we have to widen our idea of Mother's Day to celebrate the vast amount of non-biological nurturing that goes on, seemingly invisibly.

Yet of course it really is visible. You see the Other Mothers every day, every hour. There's the older sister who models courage and chutzpah, the teacher who believes in a budding talent, the mentor who shows you the ropes, the doctor who sees you through your cancer scare, the therapist who talks you through your tough divorce, the college roommate who knew you then and knows you now. In fact, the very word “Mothers” is pregnant with the word “Others,” the rest of us who create the wider world of nurturing.

(M)Others Day should be for mothers and all the other nurturers: Women who've consciously chosen not to have children and whose hearts are focused on a spouse or partner, friends, animals, nature. Women whose circumstances didn't lead to motherhood and who lend their support to other people's children. Women who longed to be mothers but fell through the fertility gap and landed on their feet, childfree but with time and energy to devote to the people and causes they care about.

Can't we celebrate the last Mother's Day of the 20th century by doing for women and for nurturing what this century is rightly famous for—breaking down categories, extending individual freedoms so that we come to fuller definitions of who we are? Perhaps those traditional candies and flowers might be used to recognize how many ways there are to create, nurture, support, and sustain, how many ways there are to leave a legacy.

For that matter, maybe even the business of (M)Other's Day cards might be given a new glow. After all, there's a new market in recognizing the 20 percent of forty-something women—that's one in five, folks—who do not have flesh and blood children and may not even want them but who contribute in significant ways to our lives, our development, and our plain old spirit.

We've all nestled under the invisibly woven blanket of their mentorship, friendship, and, yes, love.

Terri Casey is the author of “Pride & Joy: The Lives and Passions of Women Without Children” (Beyond Words Publishing). Molly Peacock is the author of “Paradise, Piece by Piece” (Riverhead).

# Product & Service

## News 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 samples or 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.





**Media Kit/Interview Available on Request**

Contact : Jeff DeLong 800-972-2420

**50 ways to leave your Valentine (or anyone else);  
Unusual cards don't greet, they say hit the street!!**

Not everyone wants to send flowers and candy on Valentine's Day. Jeff DeLong knows it, too. That's why this Klamath Falls, Oregon college student created C-ya Greeting Cards. They are designed to end relationships.

Whether you want to leave a lover, a spouse, a friend, a boss, or anyone else, there's a card for you. Actually, there are 50 of them. And they all say, in one form or another, "See ya!" It all began five years ago when DeLong went through his own divorce.

"I saw Oprah do a show on Relationship Closure and realized most people never officially do it," says DeLong.

"From a psychological standpoint, that's not healthy. They carry the old emotional baggage, the fears and regrets, right into their next relationship."

He should know. Besides his own first hand experience in therapy due to his divorce, he's currently a doctoral candidate in psychology.

"I was the first customer for these cards," he says.

But he's not the last. So far he has sold thousands of cards not only in the USA, but international as well.

It took DeLong two years to get his company name, C-ya, copyrighted and trademarked. It took five years to bring the cards to market. But his efforts are well worth it. His award winning web site (<http://www.c-ya.com>) gets plenty of business, to the tune of 2,000 hits every week and growing.

"People are actually using the site to break up, heal, be honest, and grow," explains DeLong. The web site has just added a new feature, that has had an overwhelming response. People can submit their own C-ya saying, if selected to be published they receive a free T-shirt and first card published.

Another reason for the high web site traffic is that people can go there and send a virtual, or paperless, C-ya card to someone online for free. The actual printed cards sell for \$3.33 each.

The idea for the sayings in the cards came from his own journal writing, which he was doing for his therapy. Some of the verses are thoughtful; others right to the point.

One says, "Before us, I was alone." Inside it says, "I was happier then." C-ya

Another reads, "Yesterday, I realized the dreams I thought we shared together, were mine alone!" C-ya

The most popular card reads, "I gave, you took, I'm gone." C-ya

At first glance the cards might seem to be, well, blunt. But DeLong says that's the way relationships should be.

"Relationships should be about honesty," says DeLong, who is now engaged to be married in late 1998.

"We may be celebrating Valentine's Day around the country but there are thousands of people who don't want to send flowers and aren't happy about their relationships," says DeLong.

"No matter what they want to say, I have a card for them."

For more information contact Jeff DeLong at [cya@cdsnet.net](mailto:cya@cdsnet.net) or call 1-800-972-2420.

-END-

Jeff was just recently featured in Yahoo Internet Life magazine (February 1998), on national TV Wild Wild Web, in an article in the Rocky Mountain News, The Kent and Gus Radio Show, PBS, and has just completed an interview with GQ magazine and the Chicago Tribune. See C-ya Greeting Cards <http://www.c-ya.com> Media are free to request a sample set of C-ya cards. Just call Jeff DeLong at 1-800-972-2420



**TWO GUYS WITH FLYS, INK.**  
149 S. CENTRAL AVENUE  
MEDFORD, OR 97501



November 15, 1999

FOR IMMEDIATE RELEASE

## Two Guys with Flies Launch Their Millennium Bugs

### Introducing Two Guys with Flies

Just when you thought you had seen it all. Just when you thought what in the world can I get for a unique and different Christmas present, along comes a fun and unique gift just in time for this year's Christmas season. **FLY TACKS**, a new product from **TWO GUYS WITH FLYS, INK**, previously the makers of nothing!! **FLY TACKS** are handsomely, hand-tied flies from Oregon, that are **PUSHPINS**. That's right, no more boring bulletin boards around the office. Who wouldn't like to have the latest company memo held in place by the ever present – **GREEN BUTTED SKUNK**? Everyone will notice the latest pay scale increases when they are posted by the always popular – **EGG SUCKING LEECH**. Got a co-worker that always claims he couldn't find your message? Stick it to his pile with a **MUDDLER MINNOW**, and he is sure to get the point!!!!

**FLY TACKS** are the brainstorm of two really bored fishermen in Oregon who obviously have been spending too much time playing with their flies. After deciding their flies were obviously not going to catch any fish, they found the best use for them – holding up their losing lottery tickets, and thus **FLY TACKS** were born.

The two corporate moguls, who obviously have no sense of timing, have come out with their product just in time to miss all the Christmas catalogs. They have no budget for advertising and are hoping to cash in on the lucrative free business article strategy. Arnie Klott, winner of the annual CEO coin flip, is hoping to get thousands of orders so Pat Pelzel, Production Manager, will be forced to spend the holidays assembling **FLY TACKS** in his living room. Not to mention the five-dollar bet that Klott will cash in on if he manages to get five orders from this venture.

**FLY TACKS** are the perfect gift for every fisherman or fisherwomen on your holiday giving list. **FLY TACKS** make a great conversation piece in the office, and are the perfect way to liven up the usually dull bulletin board. Your boss will love them!

**TWO GUYS WITH FLYS, INK.** plan to come up soon with three new styles, **BASS, ATLANTIC SALMON, AND SALT WATER FLY TACKS**, as well as several other fly products. All flies are beautifully hand-tied.

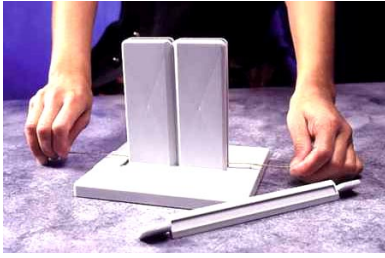
**FLY TACKS** come in two flavors – I mean styles, **TROUT FLY TACKS** and **STEELHEAD FLY TACKS**. For \$19.95 + \$5.00 shipping, handling, and first aid costs. You will receive six beautifully hand-tied flies on gold plated push pins, sent to you in a plastic case, which can be used as a fly box for your outdoor fly experiences.

Order from: **TWO GUYS WITH FLYS, INK.**, 149 S. CENTRAL AVENUE, **MEDFORD, OR 97501**. Or you can call **TOLL FREE: 1.877.777.4278** or go fishing for **FLY TACKS** on the Internet at:

[WWW.HEART2ART.COM](http://WWW.HEART2ART.COM), **FAX 541.779.9838**

-end-

**Used Fly Tacks available for media upon request. For more information, photos, or to speak with one of the two guys with flies call us at the same Toll Free number 1-877-777-4278.**



**NUVELL CRAFTS, LLC**  
4480 WEST SPRING MOUNTAIN ROAD  
SUITE 400  
LAS VEGAS, NV. 89102  
800-595-4244 (702) 898-3839  
For Immediate Release November 10, 1999

Contact: Karen Ammond, KBC Media Relations, (856) 428-2211, [kbc3@erols.com](mailto:kbc3@erols.com)

## **WOMAN HOME BUSINESS-INVENTOR TAKES ON THE BIG GUYS AND HAS THE MARKET ALL WRAPPED UP!**

(Las Vegas, NV – November 10, 1999) **Sandy Sandler** a petite 38-yr. old woman had been running a successful home based gift basket business, struggling for years to make the special bows that topped her baskets. While teaching gift basket seminars at small trade shows in Los Angeles and San Francisco she made a life-changing observation. She noted that the bow-making seminars were always standing room only. Sandler knew she wasn't alone in her need for "Fabulous Bows" and that there had to be an easier solution than tying by hand. Determined to design an "easy to use" high quality Bowmaker, she returned home to begin her challenging quest.

After many months of research, design and development, she came up with **BOWDABRA**. But could the young housewife compete against the highly established craft industry giants? After patiently waiting through the years, Sandy was awarded two patents. She then hit the marketplace with her new bowmaking tool. Then in December of 1998 she received the call of a lifetime! **QVC** America's premier shopping network invited Sandler to appear with the **BOWDABRA**! An excited Sandler flew from Nevada to the QVC broadcast center in Pennsylvania. She was totally unprepared for what happened next. **BOWDABRA** sold out during her very first appearance! The huge success of the first show resulted in repeat appearances on QVC. Sandy returned to QVC on average, once every six weeks. On October 14 1999, **BOWDABRA** sold **9,500 units** 12 minutes. Sandler broke all QVC records for that day!

In a recent interview Sandy Sandler said, "*I wanted to invent a product that would create beautiful, complex and ornate bows quickly and easily. Many busy women may have the desire to add that special touch to gifts or in their homes but have little time or craft talent. Although I was entering a highly competitive market, I was confident in my product. I decided I had to take a personal and financial risk to launch my BOWDABRA!*"

Sandy Sandler, who is often called the "**Martha Stewart**" for the creatively challenged, is now traveling the country to meet with craft and hobby buyers. Her product is sold to consumers nationwide at AC Moore, Hobby Lobby and other retailers. Sales have leaped tenfold this year. "*It was a long and circuitous road to success, but a journey and risk worth taking. I believe that simple, well made, products conceived by entrepreneurs can compete with the "big guys", Sandler said.*"

Bowdabra retails for \$19.95 and is available from Nuvel Craft at (702) 253-0550 or on the Internet at: [www.bowdabra.com](http://www.bowdabra.com)

**Sandler's fascinating personal story is an inspiration to other entrepreneurs launching products and who may be facing competition from large established companies in all fields. For more information about Sandy Sandler and Bowdabra, to arrange for a special on-site local hands-on event for children, charitable organizations, or hospitals or an interview please call Karen Ammond, KBC Media Relations, (856) 428-2211, [kbc3@erols.com](mailto:kbc3@erols.com)**



## Cool ball craze bounces across U.S.

Born in the USA of true American ingenuity, Coolballs are sprouting on car antennas, pencil tops and cell phones all over the country.

Coolballs could be the biggest collectible craze since Beanie Babies, according to **Lisa Sievers**, their 33-year-old San Carlos California creator. The 1 7/8 inch 3-D foam antenna balls are flying out of her warehouse almost as fast as she can stock them. Coolballs come in a variety of “personalities.” The original Coolball is a simple foam ball sporting sunglasses. Variations include Cool She Ball, Cool California Sunshine Ball, Cool Cowboy and Cool Lucky, a single die like those rolling across Las Vegas craps tables. Five different sports balls and four national flags become available at the beginning of January. Sievers has several balls in the design phase, and plans to introduce 3 or 4 new versions each year.

The personable little balls are much cooler than a Jack ball, a promotional item sold by Jack-in-the-Box restaurants, and a lot more fun than driving a car without one, says Sievers. Each ball’s “birthplace” reflects its character – Dallas, TX for Cool Cowboy, for example, or Hollywood for Cool California Sunshine Ball. The soon-to-be-released Cool Lil’ Devil hails from Washington, D.C.

The owner of two other businesses, Sievers conceived Coolballs a year ago when she noticed the popularity of the Jack ball. The first Coolball was a light bulb designed as a promotional item for her electrical contracting company. After discovering that Jack-in-the-Box has sold over 4 million balls, she decided that people should have a choice. She added more personalities, formed DDS Co. to distribute them, and launched the product in October at the local San Carlos Art & Wine Fair. She sold more than 600 balls in two days. The balls retail for \$1.99 to \$2.49.

Since then, she has sold the balls through a northern California drug store chain, Long’s and Chevron gas stations, and she’s seen a huge demand from her web site, [www.Coolballs.com](http://www.Coolballs.com). She’s even filled several orders for custom corporate balls, at a 1,000 minimum.

Sievers says the most popular items to date, as gauged by hits on the website, are the sports balls and international balls, including replicas of the Mexican, Italian, and Irish flags, as well as a Kwanzaa Ball.

“People like antenna balls. They just like this little novelty thing,” she laughs. “This is the only collectible out there geared towards adults.”

[www.Coolballs.com](http://www.Coolballs.com)



For Immediate Release  
August 17, 1998

Contact: Robert Wolseley 1-800-430-1031

## **Love's in the Air The World First Mobile Electronic Matchmaker To be Unleashed on America Soon**

The lights will flash and there will be sounds in the air when Mr. Wonderful or Ms. Right comes your way.

Lovegeety's. One in pink, one in blue. Two small light egg-shaped electronic devices that fit in the palm of your hand. You program them to look for the type of people who match your needs.

From the maker's of those ever-beeping virtual giga-pets and nano-pets -- the Tamagotchi's. Only these are for adults.

You program your Lovegeety to one of three different modes: 1. Talk - indicates you are looking for someone to talk to. 2. Date - means you are looking for someone to date. 3. Get2 - This means anything goes. A red light indicator appears next to your programmed selection.

Now when someone with a Lovegeety of the opposite sex comes into range (about 20 to 25 feet), the Green "Get" lamp at the top will blink and your Lovegeety will beep, notifying you of the presence of a like minded individual in the area.

The other thing that could happen occurs if the other Lovegeety is set to a different mode than yours. A "Red "Find" lamp blinks, and your Lovegeety beeps, telling you there is another Lovegeety in the area, but they are looking for someone different than you. When this happens you can scope the person out surreptitiously, and change your modes to suit your interest.

Almost 1,000,000 Lovegeety's have been sold in Japan since February 1998. Lovegeety's will come to the US in early fall, once FCC approval is received.

Best thing to come along this Christmas since mistletoe was invented.



High resolution photography available on request.

For further information contact: Robert Wolseley 1-800-430-1031 E-Mail: [effive@aol.com](mailto:effive@aol.com)  
or visit <http://www.lovegeety.cc>



**FOR IMMEDIATE  
RELEASE**

**Contact: Ken Ullrich  
509-662-7143 or 509-663-3195**

**New Sound Shower bathes listeners in sound, first lamp style assistive listening device brings increased clarity to those with hearing losses**

WENATCHEE — Tom VanWell’s days as a hard-of-hearing TV watcher are over. No longer does he have to crank the volume up to levels uncomfortable to others in the room. Nor does he have to wear headphones any longer or limit his TV watching to close-captioned programs for the hearing impaired.

VanWell’s answer to a hearing problem is to sit in a chair underneath a new and unique lamp-like device called "The Sound Shower". This innovative assistive listening device, developed by Ken Ullrich, a clinical audiologist from Wenatchee, Washington, places a speaker over the listener’s head, showering direct sound that travels a short distance. “If you don’t want to sit on top of the TV, the Sound Shower brings the sound to you,” said VanWell, who wears a hearing aid in each ear.

To compensate for hearing loss many people turn up the volume on their television. “But, increasing the volume on the television doesn’t necessarily improve understanding,” Ullrich said. Ullrich designed the Sound Shower Listening Lamp to increase the understanding of TV content, while reducing the overall intensity of the sound. The listening lamp device is useful in all home environments, including apartments, assisted living centers, and nursing homes. “When people use the listening lamp, they are able to turn the overall volume down by half, so it’s less intrusive to other people in the room,” Ullrich said.

Unlike headphones, the Sound Shower uses standard house current rather than batteries and operates so a person using it can still hear the phone ring or talk, and communicate with other people in the room. “The Sound Shower improves the transmission of sound to the listener,” Ullrich said. “That might not sound like such a big deal to the average person, but it can mean a world of difference to elderly and hard-of-hearing people who aren’t so fortunate. It makes it comfortable for people to be in the same room as a hearing-impaired individual”.

For information about The Sound Shower contact Ken Ullrich 509-662-7143 or 509-663-3195 or visit the web site at <http://www.soundshower.com>, or send an e-mail message to [ullrich@crcwnet.com](mailto:ullrich@crcwnet.com)

**High Resolution Photography available on request or at <http://www.soundshower.com>**

**For Immediate Release  
March 16, 1998**

**Contact:Joel@JEssoft.com  
Phone: (800) 431-1348. ext.2230  
Evaluation Copy Available On Request**

## **The Print Screen Button Comes Alive Again "Print Screen" Opens Up New Windows of Opportunity - Becomes Powerful Vehicle For Companies**

**Companies can now place ads and motivational messages  
in pop-up window included with the utility**

"U.S. Small Business Exporter of the Year" recipient Janesway Electronics/JE Software has expanded the capabilities of its award-winning Print Screen utility. Print Screen lets users print any Windows 3.x, 95 or NT screen with a single keystroke. Now, corporate advertisers, as well as companies who are looking to motivate their employees, can benefit from the versatility of Print Screen by placing their own messages in a special window that appears every time the software is used.

Print Screen is a long-time computer user's favorite because it brings the windows dormant Print Screen button alive. They simply press the "Print Screen" key and whatever is on the screen will print - from desktop text and graphics, to screens captured from CD's, to Internet screens. For advertisers, Print Screen's possibilities are particularly interesting because of specialty advertising capability has been added as part of the utility.

Whenever the "Print Screen" key is pushed, a dialog box appears, and corporate intranet managers, advertisers or supervisors can put a logo, slogan, notice or any other promotional or training messages in the box. Advertisers have the potential to reach a captive audience of over 62 million Internet users along with tens of millions more now using Microsoft Windows(R) and are not using the Internet!

Up to 30 images/advertising messages or logos can be included on a single Print Screen disk, and the advertiser has complete control over what the message says. Best of all, the impressions are continual whenever the "Print Screen" key is pushed, the message pops up on the screen.

To benefit corporations, JE Software is also offering the pop-up Print Screen box as a motivational tool that corporate managers can use to convey notices or messages to employees. Whenever an employee presses the "Print Screen" key, they'll see the message. Messages can be changed easily. The concept is a natural for corporations who buy Print Screen site licenses. They not only get the world's finest screen-printing utility they get the added value of ongoing positive communication with their employees.

Print Screen runs seamlessly on Windows 3.x and 95/NT. Right now, people who previously purchased the 16-bit Version 2.0 of the product can receive a Deluxe 16-bit/32-bit upgrade at a special price. Print Screen Deluxe includes many enhanced features. JE Software offers downloadable copies at the company's web site: <http://www.jesoft.com>

Print Screen is priced at \$29.95. Network and site licenses are available. For more information, please contact JE Software at 404 North Terrace Avenue, Mount Vernon, NY 10552. Voice: (800) 431-1348. Voice: (914) 699-6710 ext.2230 E-Mail: [Joel@jesoft.com](mailto:Joel@jesoft.com) Fax: (914) 699-6969

Web site: [www.jesoft.com](http://www.jesoft.com)

Janesway Electronics and JE Software share a 20-year tradition as industry leaders, providing outstanding service, superior-quality computer electronics, software and support. Janesway was named "U.S. Small Business Exporter of the Year." Among JE's innovative software titles are: Print Screen, JE-Mail Call (which allows users to receive e-mail messages using a phone), and other feature-packed utilities.

-END-

**Joel Hudesman JE Software-Janesway Electronics**

E-Mail- [Joel@Jesoft.com](mailto:Joel@Jesoft.com) - [www.jesoft.com](http://www.jesoft.com) Home E-Mail - [JoelHH@BellAtlantic.net](mailto:JoelHH@BellAtlantic.net)

800 431 1348 ext.2230 914 699 6710 - Fax 914 699 6969

**For Immediate Release**

June 15, 1999

**Free Review Copy Available On Request**

**Contact: Joel Hudesman 973-259-9300**

email [joel@silverlaketech.com](mailto:joel@silverlaketech.com)

## **The revival of the long dead Print Screen Button! Can be the most powerful button on your keyboard.**

It's been on your key board since the beginning of time but hasn't worked since the days of the 8088. What is it? Your Print Screen Button!

Now with a push of a single button you can restore and add true print screen function to your computer system like never before.

The new Print Screen Works lets users print, e-mail or fax anything that's on their computer screen simply by pushing the long dead print screen button.

Print Screen Works is a simple, easy to use utility that allows you to capture images of all or just a portion of anything that is on your computer screen.

Print Screen Works is generally not visible during operation. Rather, it resides in the system tray (the small area with the clock on your task bar). It converts the print screen button into a hot key which triggers the capture process.

Once captured, the image may be printed or saved as a bit map (".bmp") or .jpeg file (jpg) . Print Screen Works is Year 2000 compliant.

The new Print Screen Works is also loaded with extra features. It can capture images that fill the whole screen, the active window, or just a portion of it. Print Screen Works can automatically print the image each time an image is captured. You can previewing the print and easily adjust the size of the image prior to printing.

Print Screen Works can automatically save an image each time an image is captured. You can save on the fly.

Previews are adjusted through a click or drag zoom. You can also import or open and play with any other image. Once loaded into Print Screen Works, you may print, crop, save, etc... just as you would an image which was captured by Print Screen Works.

Print Screen Works includes a built in Internet email capability -- you can send an image directly from your computer screen directly to anyone else's computer via email. Print Screen Works installs and runs seamlessly on Windows 95/98/NT. Installs in minutes. Ready to go with a push of a button.

Print Screen Works is \$ 29.95. Available from SilverLakeTech.com, 55 Washington St., Bloomfield, New Jersey 07003. Phone - 973 259 9300 - Fax 973 748 3015 -

Email: [Joel@silverlaketech.com](mailto:Joel@silverlaketech.com)

Web page: <http://www.printscreenworks.com> or <http://www.silverlaketech.com>

**Free Media Review Copies Available On Request -- Contact Joel Hudesman 973-259-9300**



**FOR IMMEDIATE RELEASE**

CONTACT: Polly Henderson (504)927-6066 or henderson@rdc-cybersign.com

**Robotic Displays' CYBERSIGN™ Wins Paris Show Award  
New 3D Revolving Display Attracts International Audiences**

MUNICH, GERMANY - APRIL 28, 1998 The Robotic Displays CyberSign™ was awarded an “Oscar Award” for Best in Show at the Annual PLV Show in Paris, the leading European point-of-purchase advertising show. The annual Paris show is produced by CEP Expositions for advertising, merchandising, point of purchase and other marketing and promotional management.

The PLV Oscar Best in Show cited the innovative CyberSign™ electronic system as the outstanding new display of the year. According to Managing Director Christian Hildmann of XXL Werbung of Munich, Germany, “The new revolving system was chosen by the Paris show judges from among 150 exhibitors at the PLV Show, which was attended by over 10,000 visitors.”

A special press exhibition introducing the CyberSign™ system as “art in motion” and “ingenious” was broadcast by Canal 5 French Television and showed graphics revolving, opening, and closing. CyberSign displays are designed to hang in stores, malls, airports, and other public spaces. They can also be mounted above kiosks for a variety of applications.

Mr. Hildmann of the exhibiting organization XXL Werbung stated, “We are an authorized dealer in Europe for Robotic Displays' CyberSign and this was our first show, so we were naturally delighted with both the first prize and the orders we received for the new display. We believe this high-tech revolving electronic display can catch the attention of today's audiences in Europe. The 3-D sculptural qualities of CyberSign go beyond flat panel displays to provide eye-catching artistic qualities for point of purchase and merchandising graphics which will be effective for European markets.”

“In contrast to American displays found in most retail and public spaces,” continued Hildmann, “the European public seems to be drawn more to shape and graphics in motion, as the effect is always more compelling and eye-catching. We find it equally effective for large open spaces as for small shops, and being backlit it provides powerful point of purchase pull from dark corners or wall areas - much more than with flat wall panels.

For this reason we will present CyberSign to shopping centers, airports, stores, hotels, and public areas such as museums and railway stations.”

On exhibit at the Paris show was a 3-tier revolving CyberSign with graphics of clouds, blue skies, and a large revolving eye. Other CyberSigns include a backlit Budweiser® can opening to display the famous Budweiser® frogs and swamp scene, complete with electronically automated croaking, and a CyberSign designed for Estee Lauder® perfumes depicting a perfume bottle opening to display flowers from the Estee Lauder® Pleasures™ line.

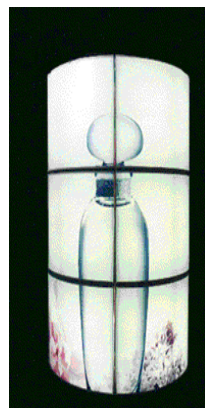
A similar CyberSign display system won the top award last year at the International Store Design, Display, and Visual Merchandising Show in Manila. This is the second major international award in design for CyberSign.

An animated viewing of CyberSign is available on the internet at <http://www.rdc-cybersign.com/>. The motion displays are available in either cylindrical, convex or cube configurations of 1, 2, 3 or 4 levels, as ceiling, floor, or wall-mounted systems. Graphics panels can be changed easily for seasonal or variable applications. Systems are priced from \$1,100 up and are available from authorized dealers worldwide.

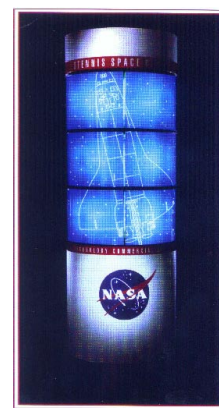
**Budweiser**



**Estee Lauder**



**NASA**



**HIGH RESOLUTION Photography may be downloaded at:: <http://www.rdc-cybersign.com/news.html>**

CyberSign is manufactured by Robotic Displays of Baton Rouge, Louisiana. For sales, dealer inquiries, or to discuss a particular application, call Robotic Displays at 800-343-4415 or (504) 343-4477 or fax (504) 343-4470. For press photos, video or to discuss story or interview materials, contact Polly Henderson at (504) 927-6066 or [henderson@intersurf.com](mailto:henderson@intersurf.com).

XXX END XXX

## **Charge PC tech support to your phone bill PCtechLine - Nationwide after hours computer help line**

It's 10 PM - your computer won't boot and you need to access the files you've been working on for the past three days. You can't even reach your computer manufacturers help-lines at this hour. What do you do now?

"Most computer problems do not involve a crisis," says PCtechLine counselor Bill Scherer of Rocky River, Ohio. "In fact, many computer problems can be identified or solved in five to fifteen minutes. People don't need to be technically trained as long as they can key the strokes into the computer as they receive step-by-step verbal instructions on what to do by phone."

Scherer notes that "most people neither need, want, or have to receive computer training. What they need is good problem-solving advice from time to time." That's why Scherer created the "PCtechLine", a telephone information service (1-900-225-HELP or 1-900-225-4357) which allows anyone with an after-hours computer problem to call and talk with a service technician. Charges of \$1.99 per minute are billed directly to your phone bill.

In just a few minutes, "a lot of very specific analysis and a specific step by step -- do this right now -- action plan is provided," says Scherer. "Problems can be related to the use of Windows, software, hardware, or other computer component or setting."

Scherer has been dispensing problem-solving advice to a wide range of computer owners for more than 10 years. "I get calls every day that start off "Bill, I'm having a Windows problem -- I need help". A typical Windows problem entails walking people through the steps needed to change the autoexec.bat, and config.sys files. This takes about ten minutes.

In one unusual call, a woman said that her new computer wasn't booting up right in Windows 95. "After some tests, I suggested that she take the cover off, turn on the computer and tap the hard drive with the handle of a screwdriver. It worked. The hard disk drive wasn't spinning". Real high-tech solution. Time: 14 min.

Another caller's floppy drive grinds whenever the screensaver tries to activate. I told him that he has a 3rd party program that allows him to use his graphics files as a screensaver or slideshow. He had no idea what program it would be. I had him e-mail his win.ini file and other system startup files to me for review. The next day I sent an e-mail reply detailing the steps for him to disable his Hallmark Screen Gallery program. Problem solved. Time: 8 minutes.

One retired gentleman recently got a digital camera on his home computer. He plugged it in but couldn't get it to work. I had him open up the box the camera came in, grab the installation diskette, and install it on the computer. Problem solved. Time: 3 minutes.

One of the funniest calls came two years ago late on a Friday night. A woman called thinking she was calling a mental health helpline. She said she was addicted to calling 1-900 chatlines, and wanted to talk. So I let her talk. She finally asked a question and I told her I thought she should move closer to her sister. Thank you. End call. Time: 26 minutes.

For emergency after hours computer help call Bill Scherer or one of the others at PCtechLine. Place a call to 1-900-225-4357, or visit <http://www.pctechline.com/>.

-end-

Media are invited to try PCtechLine for free (one time please) by calling 216-263-8788 or by sending an inquiry to [bill@pctechline.com](mailto:bill@pctechline.com). More after hours stories available on request.

FOR IMMEDIATE RELEASE

CONTACT: John Courtney: 908-233-7350 SEPublishing@home.com

## **BE THE BALL - AN AUDIO RECORDING FOR BETTER GOLF PROVIDES A UNIQUE & SIMPLE PRE-SHOT ROUTINE TO IMPROVE SCORES**

Be The Ball - An Audio Recording For Better Golf, released by SE Publishing, is a 45-minute cassette that teaches a straight-forward, easy-to-use method of incorporating relaxation, visualization and a "swing phrase" into the listener's pre-shot routine. According to Dr. Nick Rosa of Peak Performance Psychology "golfers at all skill levels can benefit from Be The Ball" which helps golfers get into the "zone" on command, lower scores and enhance their enjoyment of the sport.

Benefits realized from the tape include learning to relax and focus before each shot, freeing your mind from last second adjustments, being able to swing freely with confidence and discovering a simple way to determine the speed of a putt. Side one of the recording details the complete method and routine while side two offers a quick introduction and launches right into the visualization exercises.

The author, Sean Ryan, reviewed the wide-expanse of popular self-help material on the market and wanted to create a tape that would combine all the best techniques into a simple pre-shot procedure. He took ten strokes off his game using the tape and recommends listening to the recording daily for a month as well as before each round of golf.

Ryan has produced other highly acclaimed self-help audiotapes combining positive visualization and meditation techniques that focus the mind to achieve specific goals. It is estimated that each year golfers spend between 15-30 billion on the sport, which is largely known as a mind game, so at a retail price of \$16.95 Be The Ball may be your best shot!

Call to request review copy, media kit and information.

**SE Publishing 908-233-7350 fax 908-233-7380 betheball@home.com**

**Be The Ball - An Audio Recording For Better Golf**

**Pub Date April 2000 <http://members.home.net/betheball>**

## ***Historic Daytona Beach Pier Sold By Florida Real Estate Investor – for \$14.95!!!***

**The 99-year-old Main Street Pier in Daytona Beach was nearly washed out to sea by the destructive winds of Hurricane Floyd. But an Orlando, Florida man recovered the famous landmark and is now selling it in pieces!**

Barry Abraham, a leading Orlando real estate investor, is selling certificates with an authentic piece of the Main Street Pier attached. The certificates measure 5 1/2" x 8 1/2" and have a genuine 1" piece of the wooden pier attached to them.

“Eight million people visit Daytona Beach every year, and many of them have fond memories of strolling down Main Street Pier,” says Abraham. “It has always been a sentimental favorite of couples in love, as well as a top-rated spot for fishing and a pleasant diversion for beachcombers. On the night of September 15, 1999, many people watching television saw Hurricane Floyd destroy the last 100 feet of the pier. They probably believed they would never see it again. I want to give those people a tangible way to hold onto their fond memories forever.”

Throughout history, Main Street Pier has endured many disasters. It was destroyed by fire in 1919, and it weathered serious storm damage in 1932, 1944, 1950 and 1979. Each time, it was rebuilt. But this time, because of the extent of the damage, local officials expressed serious doubts that Main Street Pier will ever be rebuilt again.

Although real estate investor Abraham has purchased unusual and nostalgic properties in the past, the Main Street Pier is the first of its kind for him. Since Abraham acquired all the recoverable material from the end of the pier that was set adrift by Floyd, he can unconditionally guarantee the authenticity of each and every certificate.

People who would like “a piece of the Main Street Pier” or other pieces of Florida real estate can reach Abraham at (407) 767-9687 or 888-825-2677 during business hours.

# # #

Press kit with sample available on request. Available for Interview.

Shamrock Peripherals, Inc.  
462 Vista Way, Milpitas, CA. 95035  
PH: 408-934-9050 \* Fax: 408-934-9051  
<http://www.shamrockusa.com>  
Email: rolland@shamrockusa.com



For immediate release

Contact: Ron Rollandn408-934-9050

## **SHAMROCK TECHNOLOGY CO. PREMIERES ROCKETRON MONITORS AT SPRING COMDEX 1998**

Chicago, IL – April 1998 - SHAMROCK TECHNOLOGY CO. premieres their newest addition to their full line of color monitors. This 17 inch monitor offers a 16” viewable screen with .25 mm stripe pitch and supports up to 1,600 by 1,200 non-interlaced resolution. Using the Mitsubishi DIAMONDTRON™ tube, offered only to select manufacturers, Shamrock’s ROCKETRON series of monitors offer exceptional clarity and practically zero reflectivity, due to the vertically flat screen design.

The DIAMONDTRON™ CRT uses a proprietary cylindrical, vertically-flat, aperture grille mask design which permits a greater portion of the electron beams to pass through the structure, resulting in a brighter picture. The unique electron gun also enhances and improves screen resolution, maintains beam focus from center to edge, and increases corner resolution up to 40 percent. The O.S.D. (on screen display) controls make adjustments a breeze for that just perfect picture allowing the user to adjust, memorize, and auto-recall picture size, position, pincushion, rotation, trapezoid, RGB color and a lot more. This new picture tube stabilizes picture smear, the benchmark of quality 17” monitors.

All Shamrock monitors are environment-friendly and conform to major standards, including the EPA Energy Star, the NUTEK standards for power management, and MPR II and TCO’92. The new Shamrock ROCKETRON monitor with the Diamondtron tube is the ultimate display solution that surpasses any other model in its price range on the market today.

Shamrock Peripherals, Inc. located in Milpitas, CA, distribute the full line of Shamrock monitors to the United States.

High resolution photography is available upon request.

For Immediate Release  
October 13, 1999

Contact: Philip Regas, (703) 536-5370  
E-Mail: [pregas@zetek.net](mailto:pregas@zetek.net)

## **Cue's 98% accuracy means digital sex**

A new device now available to women means good news for couples trying to get pregnant (or avoid pregnancy). The Cue Ovulation Predictor enables a woman to predict ovulation 5 to 7 days in advance with 98% accuracy, according to the results of a study funded by the National Institutes of Health at the Colorado University Medical Center. FDA Approval has been received for purposes of conception (but not for contraception).

The NIH study tracked more than 2,000 women's cycles using the Cue's Electrolyte Method™. The Cue Predictor offers the most advanced notice possible of ovulation, giving couples and their doctors plenty of time to plan. In addition, it is much more convenient and affordable than other methods of predicting fertility.

Produced by Zetek, Inc. of Aurora, CO., the patented Cue consists of an oral sensor the size of a quarter attached to a small, hand-held unit. Placed on the tongue for 10 seconds every morning, it measures the changes in electrolytes in saliva that occur several days before ovulation. A vaginal reading confirms ovulation has occurred.

Because timing is so important in achieving pregnancy, the Cue represents a significant advance over other methods of predicting fertility. By measuring basal body temperature a woman can record temperature changes that occur with ovulation, but the information is an average based on past cycles. Ultrasound, while very precise, is also very expensive. And monitoring LH, a hormone released with ovulation, requires frequent, costly blood tests or unsanitary urine tests that give little or no advance notice. The Cue gives early and accurate warning of ovulation during a woman's current cycle, using an easy, convenient and affordable method.

The Cue Predictor is available for \$385, or for a monthly rental of \$45. Call Zetek, Inc. at 1-800-367-2837, or visit their website at [www.zetek.net](http://www.zetek.net).

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**This is a first time media announcement of a real breakthrough in family planning technology.**  
**High resolution photography available. Feature article inquiries welcome.**

## **The Ultimate Field Radio**

### **World's most durable two way radio chosen by US Army to serve as " Soldier Intercom" after rigorous field trials**

(Marco Island, FL) The US Army selected the F3S portable 2 way radio for the new soldier intercom. The radio was chosen after rigorous testing and stiff competition with other radio industry leaders. The F3S had the lowest failure rate during harsh test conditions, and was overwhelmingly preferred during combat situations by the soldiers.

The Army tested several radios in a tropical environment because the humidity and heavy foliage presented a probable worst case scenario. The radios were inserted into battle training exercises over a 4 week period.

The results of the testing were published in the " System Evaluation Report For The Soldier Intercom." The report states " The F3S clearly was favored by the soldier test participants; The radio ranks as the best value of those tested."

The F3S experienced only one failure in 1167 operating hours.

The soldiers considered the F3S the most durable of all the commercial radios tested, and the one preferred to take into combat. It's the ultimate in field radios. The extreme.

Because of the extraordinary durability of the radio, Global offers a unique warranty to purchasers of the radio. The warranty runs four years and in addition to repair or replacement includes a \$100 reward if the radio fails during normal usage.

Interested parties can obtain a free copy of the Army report and/or a free trial of the radio by calling 800-684-0054

-end-

For information or interviews call Jerry Cohen, 800-220-5174 Ext. 246  
E-Mail: "jerry" [twowayradios@mindspring.com](mailto:twowayradios@mindspring.com) [www.global2way.com](http://www.global2way.com)

High quality action photos available on request



For Immediate Release  
1339 Commerce Way Victor, MT 59875  
Contact: Doug Larimer 360-385-4512

## Lodgepole Creations

### **Using Nature's Own Curves, Lodgepole Brings a Sense of Montana's Wilderness Into Homes All Across the Country**

<MISSOULA, MT> Tucked away outside the little town of Victor, Montana, Lodgepole Creations is handcrafting a full line of rustic furnishings as well as ruggedly beautiful hand-forged iron hardware and accessories. Featuring naturally twisted, burlled and scarred lodgepole pine, their creations capture the spirit of the west while bringing their furniture into a wide variety of homes across the country.

By utilizing special permits, Lodgepole Creations is able to hand-select prime standing dead lodgepole pine rich in character from the higher elevations of Western Montana's national forest lands. Their careful selection process yields trees uniquely shaped by heavy snowloads, burls, and natural scarring, making up their three main furniture styles. "The trees that have the most character are considered waste to logging companies, but for us they have unlimited creative potential," says co-owner Doug Larimer. It's just such trees which make up the sturdy yet graceful Nature Bend Bed, along with the bold and beautiful Mission Mountain line, which leaves the straightest poles for the simple forms of the Bitterroot Lodge line. Combined, these three styles satisfy the tastes of a wide variety of furniture consumers.

Being a small company, Lodgepole Creations is able to focus on the creative edge of furniture design while maintaining the integrity and commitment to quality rarely found in this day of mass produced warehouse furniture. "One close look, and we've been able to change the opinions of many who have seen this type of furniture either mass produced or put together in a shoddy manner", says Larimer. The true craftsmanship, and meticulous attention to detail, by company's founder Bryan Meeds, is easily detected in his perfected structural and finishing techniques. It's just this desire to produce every piece with an extreme amount of care that has people happily awaiting the completion of their custom furniture.

The company is also able to offer iron work provided by local blacksmiths skilled in the lost art of the forge. The hand-forged iron has been implemented into many of their furniture designs, from twisted wrought iron spindles, to furniture pulls, and ornamental additions including The Everlasting Rose. The most amazing though, is the multi-plate iron scenes which have been included in headboards, footboards, and bench designs as well as scenic wall hangings. These picturesque and iron sculpted scenes are made up of two to three iron plates, with various patinas to give them the subtle hues of color and dimension which really brings the flat iron to life!

The time honored traditions and styles of the Old West are still alive in Montana and Lodgepole Creations captures that heritage with their unique, handcrafted furniture and accessories for your home. Lodgepole Creations at: <http://www.lodgecreations.com>, or contact Doug Larimer at 360-385-4512. E-Mail: [doug@lodgecreations.com](mailto:doug@lodgecreations.com).

**High Resolution Photography available upon request or at  
<http://www.lodgecreations.com>  
Feature Article Inquiries Welcome**

## Lodgepole Creations

1339 Commerce Way Victor, MT 59875

Contact: Doug Larimer 360-385-4512



### Mission Iron

By combining hand forged iron designs with the lodgepole pine our Mission Iron beds have become our most creative bed style yet. Iron scenes can be custom designed to what ever you like. For example, Sunrise & Sunset, Bears, and Wolves.



### Nature Bend

The Nature Bend utilizes naturally bent lodgepole pine to add to this elegant bed design. Along with the sunrise design of the spindles in the head and footboard, the Nature Bend is our most popular bed because of it's graceful character.



### The Rustic Rocker

This rocker is hand hewn down to the runners it rocks on. It's solid seat, tall back and burl accents, provide it's larger than life character! Meticulously handcrafted.

Lodgepole Creations at: <http://www.lodgecreations.com>, or contact Doug Larimer at 360-385-4512. E-Mail: [doug@lodgecreations.com](mailto:doug@lodgecreations.com).

# Feature Articles & Op-Ed's

Feature articles are the bread and butter of print media. These are the best print publicity a person can also receive. Legends have been made and fortunes have been created off of the publicity from feature stories.

Getting feature story coverage is a challenge above and beyond that of getting small mentions or product blurbs in trade magazines. The media is more careful about feature story space than any other area of their product. This is what their readers pay for, it is the hallmark of their publication, the very heart and soul of their purpose.

Thus to get feature story coverage, you have to address readership interest and editorial interest very carefully. You must offer news, information, and perspective that delivers the cutting edge in the area you operate in.

Sometimes you do not measure your publicity success by how many media run the story. Sometimes just one is enough. You consider it a first class success if you get a single feature article dead center in your target media market. The quality vs. quantity issue is a balancing act for PR practitioners, as sometimes you have to trade off one for the other.

Consider these successes as you read through the Trash Proof News Releases:

- “Do You Have A Chicken Soup for the Soul Story?” made USA Today, and helped launch over a dozen NY Times best-selling books.
- “Grocery Store Manager Fires Gay Manager for Sexually Harassing Staff” made The Washington Times.
- Marie Morrissey’s trip to see the Dalai Lama in Tibet made the front page of the Portland Oregonian.
- I’m Safe at the Mall was on CBS This Morning the day after Thanksgiving, which is the busiest shopping day of the year.
- The CD Now Story made Boardwatch Magazine
- Joe Vitale’s P.T. Barnum’s Business Secrets was the seed that resulted in an Arts and Entertainment TV mini-series.
- The Strong Ties articles (about a local Tampa business) contributed to the remarkable growth and success of a business devoted to providing day care services to the developmentally disabled..

The successful feature story news releases look a lot like other types of news releases. However, behind the news release lies the real story.

- The story must have a lot of depth, broad human interest, and touch the hearts of the audience.

The news release persuades the media to mine the real story and write extensively about it. Being able to follow through, stay credible throughout the process, and deliver the necessary information closes the deal.

FOR IMMEDIATE RELEASE  
CONTACT: Chrissy Donnelly, 602-604-4466  
Kill Date September 10, 1998

## **Chicken Soup for Love & Relationships** **Do You Have a Story?**

Do you have heart-warming, insightful and powerfully moving stories about love and relationships? The authors of the New York Times Bestselling book series, *Chicken Soup for the Soul* are currently seeking stories to include in ***Chicken Soup for Love & Relationships***. So far, *Chicken Soup for the Soul* titles have sold more than **30 million** copies to date, literally transforming the lives of readers from all walks of life.

What makes a good *Chicken Soup for the Soul* story?

A *Chicken Soup* story is an inspirational, sometimes emotional, often humorous, true story that opens the heart and re-kindles the spirit. It is the personal account of an event, a relationship, a lesson learned or a dream fulfilled that helps the reader discover basic principles they can use in their own lives.

Some of the topics we will be including are: Love & Intimacy, Finding Each Other, On Commitment, Understanding Each Other, Overcoming Obstacles, On Family, The Flame Still Burns, & Aging and Love After Death.

If you have a great relationship or love story and would like to be included in *Chicken Soup for Love & Relationships*, please send your stories to: *Chicken Soup for Love & Relationships* at 3104 E. Camelback Rd #531, Phoenix, AZ 85016 (please keep copies as we are unable to return materials). Fax to (602) 508-8912. Or e-mail them to [soup4soul@home.com](mailto:soup4soul@home.com). The maximum word count is 1200 words. For each story selected in the book, a 50 word biography will be included about the author and a permission fee of \$300 will be paid for one-time rights. There are no limits to the number of submissions. . Stories must be received no later than September 10, 1998.

Thank you for your interest!

**FOR IMMEDIATE RELEASE**

Web site: [www.griffincom.com](http://www.griffincom.com)

**Contact:** Marcus Covas, (949) 752-1058 ext. 235

E-Mail: [mcovas@griffincom.com](mailto:mcovas@griffincom.com)

## **Grocery Store Fires Gay Manager for Sexually Harassing Staff: Manager Sues for Discrimination, Claims Grocery Store is “Anti-Gay”**

Damned if you do, damned if you don't. That's what the upper management at a Southern California grocery store is saying about their decision to fire a night manager after receiving numerous sexual harassment complaints from employees about his conduct.

The night manager was first suspended because of a box boy's claim that the openly gay manager had attempted to fondle him. During the investigation of the claim, the company received seven signed statements from employees with varying levels of complaints regarding the manager's conduct. The conduct ranged from generally mild sexual innuendo to actual fondling and propositioning of the employees. Acting on company policy of zero tolerance for sexual harassment, the general manager fired the night manager.

The night manager then sued, claiming he was discriminated against and terminated because he was gay. Even though the night manager has yet to produce any evidence to corroborate his claim that the company was “anti-gay,” the case is proceeding to trial.

A win for the grocery store will only mean hundreds of thousands spent on lawyers' fees and the potential for negative publicity. A loss will mean the same, plus a verdict that could be in the millions.

Beth Schroeder, attorney and co-author of *The EPL Book: The Practical Guide to Employment Practices Liability and Insurance* says, "This is happening all across the nation. Companies are experiencing an explosion of employment-related claims based on sexual harassment and discrimination, wrongful termination and a host of other human resources issues". Sound employment procedures alone no longer guarantee protection against employment practices liability. Integrated human resources management has come of age.

Beth Schroeder and other employment law attorneys created *The EPL Book* to help businesses make sense of the complexities of employment practices liability. *The EPL Book* covers a wide variety of issues that any employer will face at one time or another.

Beth Schroeder says, "Companies need to stay current on the ever-changing laws that affect the employment relationship. There are lots of easy-to-implement strategies that can be used to avoid hiring litigation-prone people. There are new effective ways to evaluate employment applications and techniques for conducting interviews, drug and alcohol testing, and reference and background checks."

"In addition, it's very important to learn how to properly investigate employment practices claims," she said. "Knowing which steps to take when a claim arises can mean the difference between a stable productive work environment and one that is embroiled in litigation."

Griffin Communications, Inc. (949) 752-1058 ext. 235 - [mcovas@griffincom.com](mailto:mcovas@griffincom.com)

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For review copy and press kit please call Marcus Covas, (949) 752-1058 ext. 235.

## **Mother of survivor from Mt. Hood Climbing Disaster speaks out**

In May of 1986, the entire country turned their attention on the Pacific Northwest and the biggest climbing disaster in Mt. Hood History. Two adults and seven students from Oregon Episcopal School died that day on what was supposed to be a simple day hike—there were only two survivors.

Ann Holaday, the mother of one of the survivors, is now speaking out. She is available nationwide for interviews, and has included the entire story of what happened in her new book, *The Mountain Never Cries: A Mother's Diary* (BookPartners, Fall of 1999; Trade Paper, \$14.95).

Much of the nation stopped--as the pictures of that snow cave on Mt. Hood were shown to the world over every major television network. One of the largest mountain rescue operations the world had ever seen was minutes from being called off when they found the climbing party. Cheers were heard when the words, "We've got patients" were called out. No one yet knew how many had died.

But Giles Thompson lived—and his mother, Ann Holaday, went through a kind of hell in that hospital over the next months as her son lost his legs and fought to survive. This is a story of tragedy, despair, hope, triumph, and the human spirit.

An interview with Ann Holaday could feature the following ideas:

- **From tragedy to triumph, The Mt. Hood Tragedy**
- **How parents can deal with the disability of their children**
- **Mountain climbing disasters**
- **Disaster preparedness. Should mountain locator units be required? Who pays for an expensive search?**
- **After a tragedy, the recovery process is only just beginning**
- **How to support someone grieving after a tragedy**
- **The enormous changes in the medical system since 1986**

Ann's son Giles lost both his legs after the accident. Now, 13 years later, he is married, the father of two, and he snow skis.

**Ann Holaday is available for interviews nationwide.**

**Please call: Joanne McCall at 503-245-3107**

**e-mail [joanne@teleport.com](mailto:joanne@teleport.com)**

**###**

News Release January 20, 1999

FOR IMMEDIATE RELEASE      Contact: Peter Kent 303-989-1869 [PKent@TopFloor.com](mailto:PKent@TopFloor.com)

## **THE CDnow STORY: RAGS TO RICHES ON THE INTERNET**

Denver, CO -- Top Floor Publishing has announced the publication of the first book about creating an Internet success to be written by entrepreneurs who have actually done it! Written by Jason Olim, with Matthew Olim and best-selling author Peter Kent, "**The CDnow Story: Rags to Riches on The Internet**" (ISBN 0-9661032-6-2) explains how twin brothers, working in their parents' basement, were able to create the world's largest music store.

Early in 1994 the Olim twins set out to build an Internet store selling music CDs—they expected to eventually create a store grossing a million dollars or so a year. Little did they know that by 1998 their store would be the largest online music store in the world, over twice the size of their nearest competitor. From first month revenues of \$387 in August of 1994, the company grew to sales of \$16m in 1997, and by early 1998 industry analysts were predicting revenues of \$50m - \$60m for the year. (Mid 1998 CDnow announced plans to merge with its nearest rival, Music Boulevard.)

There are many books about doing business on the Internet, but **The CDnow Story** is the first to be written by the new generation of Internet entrepreneurs. Jason and Matthew Olim were just 24 when they began their business. Their business rivals were the large music retailers, run by people with far more business knowledge and experience. Yet somehow two kids working in a basement were able to beat them all at their own game.

How did two kids barely out of college, with no business or retail experience, build one of the world's largest Internet stores? By focusing on a single purpose—building a better music store. **The CDnow Story** explains how they did it: what they did right and what they did wrong. Jason Olim describes how he and his brother began by creating a store that had no shelves and no stock—customers buy CDs online and the Olims pass the orders on to a distributor. He explains how they brought people to their Web site and compares their strategies with their competitors', explaining why they came out on top.

The CD now Story can be purchased for \$19.95 directly from the publisher, Top Floor Publishing, by calling toll-free 800-247-6553 or by ordering online at <http://TopFloor.com/cdnow/>. The book is being distributed to bookstores by Independent Publishers Group, a major book distributor (800-888-4741).

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**Contact Information:** For information, review copies, photos, and interviews, contact Peter Kent, at 303-989-1869 or [PKent@TopFloor.com](mailto:PKent@TopFloor.com).

**P.T. Barnum's Business Secrets Discovered;  
American Marketing Association author says  
"There's a customer born every minute"**

(Houston) American Marketing Association author Joe Vitale says P.T. Barnum never said, "There's a sucker born every minute."

"Barnum was too smart a businessman to say or think that way," says Vitale, author of the first book on Barnum's advertising, sales, and marketing techniques, titled "There's a Customer Born Every Minute: P.T. Barnum's Secrets to Business Success" (AMACOM, 1998).

Barnum was a journalist, entrepreneur, politician, promoter, showman, speaker, and bestselling author. He took unknown people, such as a little boy named Charles Stratton, and made him world famous as Tom Thumb, and took dying businesses, such as the American Museum in New York City, and made them flourish.

"How did Barnum do it?" Vitale asks. "He didn't have phones, faxes, computers, radio or TV, yet he managed to captivate the world and sell to millions of people in the 1800s, a time of poverty, disease, struggle, and the Civil War. Barnum was clearly a sales and marketing genius."

Vitale says Barnum's techniques for business success are just as valid today as they were in the 1800s. "He didn't become a tycoon by accident," says Vitale, who has also created a home study course based on Barnum's insights into business.

"He used at least ten techniques to become rich and famous, and every one of them respected his customers," explains Vitale, who wrote "The AMA Complete Guide to Small Business Advertising" for the American Marketing Association.

"Barnum wrote his friend Mark Twain and said his secret to success was in giving more value for less money."

Promoting what he had was also one of Barnum's secrets, of course. "Barnum spared nothing in touting his services and shows to the world," Vitale says. "He was a master at publicity."

"There's a Customer Born Every Minute" by Joe Vitale will be in bookstores in January. The book includes Barnum's famous 1869 talk on how to make money, as well as an interview with him. To see an excerpt from the book, visit The Copy Writing Profit Center at <http://www.mrfire.com>.

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**\*\*\*\* Who is Joe Vitale? Get an automatic reply from [info@mrfire.com](mailto:info@mrfire.com) \*\*\*\***

**For review copy of "There's a Customer Born Every Minute" call Joe at 281-999-1110.**

**Latest book: "CyberWriting: How to Promote Your Product or Service Online (without being flamed)" (Bestseller at Amazon.com) To order 1-800-262-9699 \*Discover marketing secrets – Visit <http://www.mrfire.com> or send an e-mail to: [joe@mrfire.com](mailto:joe@mrfire.com)**



For Immediate Release  
Strong Ties

Contact: Charles Robinson  
Tel: 727-712-8138.

## **PEOPLE WITH DISABILITIES VOLUNTEER WITH LOCAL BUSINESSES -- Those Looking for Volunteers Invited to Participate in Local Program**

Some local Bay area businesses are helping people with developmental disabilities gain new skills and experience as volunteers through an innovative model program called Community Partnership, developed by Strong Ties Inc.

"We start with the fundamental knowledge that each person has unique gifts and capacities. Strong Ties acts as a connector. We introduce the individual to the community and help them develop concrete mutually beneficial relationships with people and organizations," says Charles Robinson, founder of the program. "We provide support for individuals with disabilities to pursue and achieve their hopes and dreams through building relationships with others, and we make a real contribution."

Each volunteer assignment is different.

T.J. volunteers at Rosalie Manor Assisted Living Facility. He loves to read aloud to the residents. His favorite inspirational stories are from "Chicken Soup for the Soul." The residents look forward to his visits and he feels needed and valued.

Tina has discovered a new world through computer classes at Comp-U-Smart in Clearwater. While some participants learned to "surf the net", she has learned to create artwork using computer graphics. The staff and owners of Comp-U-Smart have generously given their time and knowledge to individuals and small groups from Strong Ties.

Another volunteer, Amy, assists with clerical duties at a local physician's office.

Businesses and individuals who are interested in participating in the Community Partnership Program should contact Charles Robinson at 727-712-8138.

-END-

• For Immediate Release •

**CONTACT:** Cor van Heumen  
(800) 769-0396

EVERY DAY UP TO 5,000 BABY BOOMERS FACE NEW HEALTH RISK  
***September 1999***  
***First Annual Menopause Awareness Month***

More than 50% of all women entering menopause are overweight. This dramatically increases serious, even critical, health risks for these women, including heart disease, hypertension, stroke, cancer and diabetes. Each day 4,000 to 5,000 American women ages 35 and up enter menopause -- 21,000,000 just this year with 60,000,000 more women expected to be postmenopausal by the year 2000. To expand public awareness of the health risks, the American College of Obstetrics & Gynecology has declared September 1999 the First Annual Menopause Awareness Month.

Author, researcher and practicing physician, Larrian Gillespie became fat, too. Counting her calories to the microgram, what had once been a dancer's body became a spider's, with thin limbs and a Buddha belly. Combing scientific, medical literature, she unraveled the mystery of how and why women gain and lose weight differently than "normal people" -- meaning men, for whom almost all previous diets were designed!

The result of her research and her own success is a new diet and a new book expressly tailored for women: ***THE MENOPAUSE DIET*** [Healthy Life Publications, September 1, 1999]. This timely new work offers a medically proven lifestyle designed by a woman uniquely for women that improves their chances of enjoying happy, healthy and wisely longer lives *simply by making the food they eat their home pharmacy.*

***THE MENOPAUSE DIET*** is the first book to deal with the #1 complaint of women entering menopause and to deal with the serious health issues involved. Loaded with more than 300 medical references, ***THE MENOPAUSE DIET*** offers scientifically proven advice -- why and how women need to eat differently than men to lose weight and how to keep the weight off -- in an easy, hands-on way, including nutritional as well as hormonal guidance, 44 recipes, tables, figures and charts, plus a complete index.

Contrary to long-standing, popular advice from both the AMA and ADA, ***THE MENOPAUSE DIET*** explains why many women continue to gain weight and why they may be risking their health when they eat a high carbohydrate, low protein diet. Recent published research from various sources, including the Journal of the American Medical Association, have substantiated the author's advice on estrogen therapy and breast cancer, the causes for early on-set of perimenopause, hypertension and heart attacks as well as the need for more protein in women's diets than previously thought and taught.

Even young women need to be aware that, "You may be digging your grave with your teeth when you eat a high glycemic carbohydrate, low fat diet," says Larrian Gillespie in ***THE MENOPAUSE DIET***. "Women's stomachs are very sensitive to hormones in our body, which can affect how we digest and metabolize food. Birth control pills contain progestins which dramatically slow the rate food empties from our stomachs. This makes us highly efficient at absorbing carbohydrates but handicaps us in utilizing needed nutrients contained in proteins. As a result we gain weight. And that puts even younger women at an increased risk for high blood pressure, gallbladder disease, heart disease and cancer."

***THE MENOPAUSE DIET*** guides women of all ages through an understanding of how their stomachs function differently than men. And, it isn't just about good nutrition. It's about good food for real women, naturally. As the author explains, "***THE MENOPAUSE DIET*** is not about the change of life, but rather about having the time of your life making choices that can only lead to a healthier, more youthful looking and active you."

***THE MENOPAUSE DIET*** was written to help women, 35 and up, lose weight as well as to look and feel better. Without the need for surgery or pills, ***THE MENOPAUSE DIET*** can help the many millions of -more on page 2-

women of the baby-boom generation entering menopause this decade regain the vitality and shape of their youth. Perhaps, more importantly, this book and its sage advice will help them live longer, healthier and happier lives.

Quotes:

"Larrian is the perfect guest and *THE MENOPAUSE DIET* is packed with information women have been hungering for...She is simply fabulous, wonderfully spoken and entertaining. We had a great time -- my audience loved her!" - **Benita Zahn**, Host, *Living Well...The Best Revenge*, July 1999

"Not only is Larrian Gillespie a saint when it comes to helping women and understanding our too frequent, unique health challenges, but she's also very, very funny! We call her The Dave Barry of Menopause!" - **Carole Jacobs**, Senior Editor, *SHAPE Magazine*, June 1999 "... in a culture that shouts confusing messages about diet, beauty, aging and disease... *THE MENOPAUSE DIET* will bring health and fitness within reach of all women and successful weight loss to those who have never before lost weight on other diet programs." - *ForeWord Magazine*, September 1999

"Larrian is a great speaker. She really understands women's issues and can translate 'doctor-speak' into language that everyone can understand. I've learned a lot from her!" - **CHER**, Singer & Actress, July 1999.

**About The Author:**

LARRIAN GILLESPIE is a retired, LA physician who received her medical degree from UCLA, has served on the medical advisory board of *SHAPE Magazine* and has been quoted in over 30 popular articles on women's health including a cover feature in *PARADE Magazine*. Her previous book, *YOU DON'T HAVE TO LIVE WITH CYSTITIS*, co-authored with Sandra Blakeslee, is a Top 10 Bestseller on women's health according to the *New York Review of Books Readers' Catalog 1999*. And, Larrian Gillespie is funny, savvy, energetic and attractive media veteran, in-person and over the phone, for print or as a guest on television and radio.

**Media Questions (Call for review copies, interview & additional information):**

1. How does a woman's body and digestion change as they mature?
2. Why must women eat differently than men to lose weight and keep it off?
3. What kind of diet and foods are women commonly told to eat that may actually be increasing their risk of heart disease, diabetes and stroke?
4. You say even younger women may be, "Digging their graves with their teeth." What's the hidden weight gain risk inside birth control pills.
5. How can stress, lack of sleep and hot flashes make you fat?
6. What are the benefits and dangers of hormone therapy?
7. Why use sea salt and isn't all salt bad?
8. What spices and foods (nutraceuticals) can lower blood sugar and improve your insulin balance?
9. Explain *THE MENOPAUSE DIET* and how mini-meals can be a secret weapon for weight control?
10. What is the "secret ingredient" in chicken soup that can stop hot flashes?

\*About The Book:

*THE MENOPAUSE DIET*, by Larrian Gillespie

Healthy Life Publications, 1 September 1999

204 Pages, ISBN: 0-9671317-0-7, US \$17.95/CAN \$26.95

Tables, Charts, Figures, 44 Recipes, Appendices, Index, Medical Bibliography

Distributors: Baker & Taylor, Bookpeople, New Leaf, Nutribooks and Quality

Website: [www.menopausediet.com](http://www.menopausediet.com)

\*Companion books, *THE MENOPAUSE DIET MINI-MEAL COOKBOOK* and *THE MENOPAUSE DIET JOURNAL*, to be released November 1999, Spanish translation, *LA MENOPAUSIA ADIETA*, scheduled for January 2000.

For science fiction fans, this is the “must have” book of the millennium  
**SCIENCE FICTION OF THE 20<sup>TH</sup> CENTURY**  
By Science Fiction icon--Frank Robinson

--Just look at Who says so in early reviews--

Parade Magazine calls it “*One of the Year’s Best Gift Books*”

**U.S. News & World Report**

**Playboy Collector’s Edition, January 2000**

**Bob Stephens of the San Francisco Examiner says:**

“**Highly recommended as a Christmas gift for friends of an intergalactic persuasion!**”

**Mike Ashley, of Interzone, U.K. says:**

“Science Fiction of the 20<sup>th</sup> Century is a feast of visual splendor.

**Amazon.com** ranks **Science Fiction of the 20<sup>th</sup> Century** as their #2 pick  
of all new Science Fiction/Fantasy titles

Frank M. Robinson’s new book, *Science Fiction of the 20<sup>th</sup> Century: An Illustrated History* is filled with vivid images of pulp magazines, digests, slicks, paperbacks, hard covers, and film posters—many shown for the first very time. **This is an insider’s view of the prophetic writers, illustrators and editors who made science fiction the most popular (and important!) form of entertainment in the 20<sup>th</sup> century.**

*Science Fiction of the 20<sup>th</sup> Century* is packed with fascinating information, entertaining and remarkable stories, including the following:

- **How HAL, the mad computer in 2001 got its name. Hint—it has to do with another very famous computer company, IBM....**
- The famous science fiction writer who watched the first liftoff to the Moon and wept. People had called him a madman for predicting it...
- **The editor who published a fictional story about the atomic bomb in World War II but came so close to reality Military Intelligence grilled him about who on the Manhattan Project had talked...**
- How King Kong saved RKO and Frankenstein saved Universal (and Mae west saved Paramount but that’s another story)...
- **The daredevil film director of an underwater science fiction epic who spent more time in a wet suit in the filming tank than his own stuntmen and laminated the pages of the script so he could write on them in grease pencil while in the tank...**

**Frank Robinson** has worked for magazines such as Playboy, Family Weekly, Science Digest, Astounding Science-Fiction, Cavalier, and Galaxy. He has also written a number of thriller novels, which have been turned into movies, including *The Power* in 1968. He ushered in the disaster techno-thriller literary genre with **The Glass Inferno** (renamed **The Towering Inferno**, 1974). He is currently working on the film script for his 1991 science-fiction novel *The Dark Beyond The Stars*. He lives in San Francisco, CA.

For a review copy and to schedule an interview for a feature story with one of the most important writers of the century, Mr. Frank Robinson, **contact Joanne McCall at 503-245-3107 or [joanne@teleport.com](mailto:joanne@teleport.com)**

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## **Speed of scientific advances overtaking science fiction?**

Technothriller's fiction precedes scientific developments,  
but he laments it doesn't stay fiction for very long.

St. Martin's Press isn't claiming that best-selling author Charles Wilson is a reincarnation of Jules Verne, the legendary science-fiction writer who predicted such technological marvels as submarines and space travel long before they were thought possible, but then again, who knows...

But the New York based publisher is growing accustomed to the seemingly futuristic events Wilson predicts in his thrillers turning up in the news. This Brandon, Mississippi writer may even be one-up on Verne. Nearly anything that can be imagined can become reality if enough time elapses between the dream and later scientific advance. Some of the creations of Verne's mind took a hundred and fifty years to become reality. Wilson's ideas, on the other hand, are regularly becoming "real-life" within weeks of his novels hitting bookstore shelves.

The latest example is the way the protagonist in Wilson's newest novel, **Game Plan**, engages in research using a miniature camera implanted in the eye, with digital signals from that camera being fed into the optic nerve in an attempt at a major breakthrough that would allow blind people to "see". Soon after **Game Plan** began arriving in bookstores in mid-January, TV news and newspaper headlines everywhere suddenly were heralding the fact that a New York researcher said he had enabled a blind man to see by using electrodes implanted into his brain from a miniature television camera mounted on a pair of glasses. A news service article explained that although the patient does not see in the conventional sense, he can make out the outlines of objects, large letters and numbers on a contrasting background. "If he is walking down a hall, the doorway appears as a white frame on a dark background," William Dobbelle, of the Dobbelle Institute and Columbia-Presbyterian Medical Center in New York, said in a telephone interview with Reuters.

The article continued with words so remarkably similar to those found in a scene in Wilson's novel that they could have been taken from its pages, including the story's protagonists employing the technique of using "digital signals" to enable a blind pig named "Tank" to receive the optimum light pattern to be able to "see."

An earlier Wilson novel, **Fertile Ground**, dealt with incurable viruses coming from relatively isolated parts of the world. Within months of the story arriving in bookstores, outbreaks of deadly diseases in Africa like the Ebola virus were creating a "virus-mania" that helped propel the non-fiction *Hot Zone* to the top of the best-seller lists. Wilson's November '99 release, **Donor**, contained a subplot where embryonic injections helped mice with severed spinal cords walk again. In the last few weeks there has been "news" that researchers using embryonic injections are indeed enabling laboratory rats with severed spines to regain their mobility. And four years ago, Wilson's **Direct Descendant** predicted DNA from the past being used to fertilize a modern egg to bring back a half-ancient/half-modern creature--a fertilization that is now known to be possible. Wilson's **Extinct**, a novel about the return from extinction of a rampaging megalodon, the possible giant ancestor of the great white shark, is one tale that has not come true.

But Wilson says jokingly in a telephone interview from his home, "Give it a little more time. It's only been three years since I wrote the story."

-END-

Charles Wilson is available for interview.

**SAFE HOLIDAY SHOPPING WITH YOUR CHILD OR GRANDCHILD**

The malls and stores are often crowded with parents and grandparents taking their children shopping--and never more than during the holiday rush season. Yet how many of these children know what to do if they get separated from the responsible grownup?

This is no idle worry. Every day, across the United States, 2300 parents, grandparents, and caregivers call the police to report a missing child. How many thousands more get separated briefly and are found too quickly to report? (Source: National Center for Missing and Exploited Children (NCMEC), Arlington, VA).

A new book, I'm Safe! at the Mall, helps parents and grandparents teach even preschoolers how to make sure they're found quickly if they get separated. The book follows Kip, a young puppy, as he goes with his father to the mall. First, they work together to think about what to do if they get separated, and then, when Kip can't locate his father, he tries what he has learned. The principles the book teaches--stay where you are and identify a low-risk grownup to help--are based on guidelines from the NCMEC and endorsed by prominent early childhood experts.

Other books in the I'm Safe! Series from Back Yard Books include I'm Safe! with the New Baby and I'm Safe! from Monsters. Each book has a companion activity book. The series will eventually expand to 24 titles, each covering a different aspect of child safety (swimming, playgrounds, doctor's offices, among others). The publisher has also put together a website on child safety at <http://www.imsafe.com>.

Author Wendy Gordon became interested in child safety when she realized some of her nieces and nephews didn't know their addresses and phone numbers. Please contact the publisher for interviews.

I'm Safe! at the Mall (8-1/2" x 11", 32 pages, soft cover, color, \$5.95) and the companion Activity Book (8-1/2" x 11", 24 pages, soft cover, \$2.49) are available from BackYard Books. Call toll free 1-877-669-7233 or visit <http://www.imsafe.com>.

Media Review Copies Available on request!

P. O. Box 1056 • Camden, Maine 04843 • fax: (800) 837-0924 • [www.imsafe.com](http://www.imsafe.com)



Patti Glick, RN  
408-865-1234  
FOOTNURSE@aol.com

For Immediate Release

**Available for Talk Show Interviews**

Contact: Patti Glick, RN -- The Foot Nurse 408-865-1234

## **November is National Diabetes Month**

Diabetes can be very destructive to blood vessels and nerves in the feet. Good blood sugar control, regular doctor visits, proper foot care, and daily self-exams help prevent foot complications such as chronic wounds and amputation.

Patti Glick, RN, The Foot Nurse, helps keep Silicon Valley people on their feet by giving informational foot care seminars in the workplace. She also educates physicians and their patients about a new home therapy device that helps treat the pain of neuropathy -- a common complication of diabetes -- in the hands as well as the feet.

Prizm's electrotherapy stocking has silver fibers integrated throughout and attaches to a microprocessor device called the Micro-Z™. It is a neuromuscular stimulator that supplies the electric energy and regulates the treatment while a person sleeps. Clinical studies have shown significant pain relief from the burning pain of neuropathy that seems to be worse at night, although it is effective for many types of acute and chronic conditions. The FDA approved Silver-Thera/Micro-Z™ treatment must be prescribed by a doctor and is covered by most insurance policies. Prizm Medical can be contacted at 800-447-4422 for additional information.

To arrange an interview, call:

**Patti Glick, RN**

**The Foot Nurse**

20358 Clay Street, Cupertino, CA 95014-4403

(home office)

408-865-1244 (fax)

408-406-6158 (messages)



**For Immediate Release**

**Contact: Amelia [amelia@flyana.com](mailto:amelia@flyana.com) / 808 828-1919**

**September 18, 1999**

## **OFFICE YOGA MAKES IT EASY FOR DESK-BOUND WORKERS TO FEEL GOOD, GET HEALTHY**

Desk jobs are hard on the body. Working for long hours at a computer can cause back pain, carpal tunnel stress, headaches and even mood swings. But now you can learn how to counteract stress — all it takes is five seconds to three minutes, and you don't need to leave your desk or change into exercise gear — by using Diana Fairechild's new self-help book, Office Yoga.

Subtitled "A quickie guide to staying balanced and fit in the work environment," the book (\$9.95, isbn: 1-892997-41-x) will help the desk-bound stay flexible, increase range of motion, look better, keep the emotions on an even keel, and think more clearly.

Although these exercises are based on traditional yoga postures, you don't need to be a swami to do them. In fact, they're easy and pleasant. Office Yoga explains each one in simple, clear terms and illustrates each by means of extremely realistic digital "models."

After teaching the poses, Office Yoga then applies the principles to solving specific problems.

The section called "Reduce Pain" deals with eliminating aches in the head, neck, shoulders, arms, wrist and back. There are sections called "Increase Productivity" and "Improve Efficiency" with specific advice such as bettering the digestion, strengthening the abdomen, improving coordination, and reducing eyestrain.

There is also an extensive "Symptom Chart." Readers can look up specific problems — pain in the neck, head, or wrist, for example — and learn which postures to go to for relief.

Office Yoga is Fairechild's personal wellness regime. Author of four books, Fairechild knows what it means to work at a keyboard. And she's practiced yoga for 36 years, learning her skills during fifty trips to India — made when she was an international flight attendant.

**Fairechild is best known as an aviation health and safety expert. Her book Jet Smart has helped millions of airline passengers beat jetlag. As an airline "consumer rights activist," she has been quoted by TIME, Forbes, Smart Money, Glamour, The National Law Journal, and CNN, and she has contributed articles on the subject of healthy flying for Reuters and ABCNews.com.**

Her 1999 airline passenger guide book, Jet Smarter (\$14.95, isbn: 1892997-29-5) bears an endorsement by Dr. Andrew Weil. A sample Office Yoga posture can be seen on Diana Fairechild's, "Healthy Flying" web site at <http://www.flyana.com/yoga.html>. Check it out. Office Yoga makes it easy to schedule these postures into your daily grind — so you can "make the shift from grind to grand."

- END -



## **Jay Conrad Levinson**

170 Seaview Drive \* San Rafael, California 94901 (415) 453-2162 Fax: (415) 456-2701

Email: [JCL@net-market.com](mailto:JCL@net-market.com) \* Web: [www.gmarketing.com](http://www.gmarketing.com)

For Immediate Release Feb 2, 2000

Contact: Jay Conrad Levinson, (415) 453-2162

### **ONLINE BUYING POOLS CHANGING THE FACE OF COMMERCE**

Breaking E-market news feature article By Jay Conrad Levinson, author of Guerrilla Marketing series of books.

**Online Buying Pools** There's a new e-commerce tool on the Internet. It is called aggregated buyer pooling. This is where individual, anonymous purchases are grouped together for volume discounts – the bigger the group, the lower the price. It's an age-old concept that hit the Internet in late 1999 and is gaining remarkable momentum online for both business-to-consumer and business-to-business commerce. Large and small web-based businesses are getting in on it. The benefits are flowing directly to the buyers.

In traditional markets, like auctions, prices rise as more buyers enter a competitive bid. With buying pools, the exact opposite occurs -- the more buyers who get in on a pool, the lower the price can go. Thus, buyer pooling is one of the most value oriented business models that any online distributor or retailer can offer.

**It Can Get Very Sticky** As an “add-on” feature for existing websites, buyer pooling can offer value and excitement to visitors as they watch in real-time as prices decline. It provides companies with a true marketing advantage by helping them stand out in an ever-increasing competitive environment.

Online buyer pooling is an excellent way to build a buying community on a website. Site-owners can add a high degree of “stickiness” to their sites as buyers continually return to the site to check if prices have dropped even more. Significant traffic results as members of entire existing communities, such as clubs and associations, come to a site to evaluate discounted purchases for all their members.

**Follow the Leaders** One of the leading buyer pooling companies is Volumebuy, Inc., <http://www.volumebuy.com>, which has a proprietary patent pending technology that includes multiple pooling techniques. Virtually any company that offers products or services for sale online can use Volumebuy's pooling technology through a licensing agreement as a “value added” service.

-more on page 2-

**Leveling the Field for the Small Business** Until recently, only the large volume purchasers were able to obtain high volume discounts. With buyer pooling, small businesses can anonymously join together and order items as a bulk order, giving them the discounts ordinarily available only to the largest players. When a small business joins a buying pool with other businesses purchasing the same goods, every one of them gets in on the high volume discounts no matter how little they purchase.

**Reduced Fulfillment Costs Increase Profits** Buyer pooling has another added benefit. By aggregating small orders into one large order, sellers reduce their fulfillment costs and can move to a “build-to-order” model much like Dell Computers. In an era of one-to-one marketing, aggregated buying provides sellers with long-term customer relationships as buyers return for significant discounts on products they use frequently.

**Here’s How it Works:** Buyers come to a site and join a buying pool for the goods and services they want to purchase. The buying pool is open for a set time frame, such as ten days. As more buyers enter the pool, the price drops dynamically until the pool closing date. When the pool closes, the seller sends the goods to the participants at the final price, which is can only be the same or lower than the starting price.

**The Next Killer Application** Currently, most company web sites offer their goods and services in a static environment without much differentiation. Visitors to sites have no way of knowing whether they are getting good value. Buyer pooling gives Web site owners a whole new way of attracting visitors, building loyalty and brand, creating a community and offering value over their competitors.

First there were online auctions like Ebay, then came reverse auctions such as Priceline. Now there is buyer pooling like Volumebuy, whose new technology is also available to web sites worldwide. As with auctions and reverse auctions, expectations for buyer pooling are high. If they hold true, it just may be the next killer application in Internet business.

Jay Conrad Levinson is the author of 28 books, including the Guerrilla Marketing series, the best-selling marketing books in history, now in 37 languages and required reading in many MBA programs.

This article is available in electronic form upon request at is posted at DCNewswire  
<http://www.dcnewswire.com>

Please feel free to use this article. We request that you please provide contact information with the article. Jay Conrad Levinson and Greg Perlman, President and CEO of Volumebuy.com are available for interview by calling 818 345 9896 ext 110 or by e-mail

<[gperlman@volumebuy.com](mailto:gperlman@volumebuy.com)>



## PRESS RELEASE

### **EnviroCrime.com**

Ms. Nancy Pearlman, Executive Producer & Host

Contact: Lidia LoPinto (914)963-3695

Visit our website at <http://www.envirocrime.com> for electronic copies of this release.

Review copies need to be ordered by fax at (914)376-5011

### ***The Case of the Toxic Cruiseline*, the first of a series of environmental thrillers is due to be released in February by two Yonkers authors**

Yonkers, NY – EnviroCrime Publishers, a new firm based in Yonkers, is releasing a new series of novels poised to become the new "E-Files" of the environment.

Their series premiere, "The Case of the Toxic Cruiseline," introduces sleuths Juliana Del Rio, a feisty Puerto Rican EPA investigator and Sean Ryan, an Irish born aging FBI agent. The two are paired to investigate toxic dumping by a cruise liner in Alaska. Posing as husband and wife on an Alaskan cruise they stumble on evidence of an international nuclear terrorists ring. The agents risk their lives to protect the public from assailants that would contaminate our air and waters for profit and power.

Our heroes are ordinary people who do extraordinary things. The novel has all the elements for a thoroughly entertaining page-turning thriller: action, intrigue, suspense, murder, romance, and complex likeable characters.

#### ***Mission of EnviroCrime Publishers***

Environmental books and reports are often loaded with scientific terms and don't appeal to the general public. Our mission is to both entertain and heighten awareness among our readers that environmental crime is increasing and becoming more serious. **Visitors to our website can sign up for a free newsletter that summarizes real environmental crimes happening right now.**

([Http://www.envirocrime.com](http://www.envirocrime.com))

Lidia is an engineer (graduate of Manhattan College) and writer who has already written two other novels. She recently teamed up with her husband Charles, also a chemical engineer and graduate of Cooper Union and Manhattan College as well as a long time fan of science fiction, to create the new EnviroCrime series.

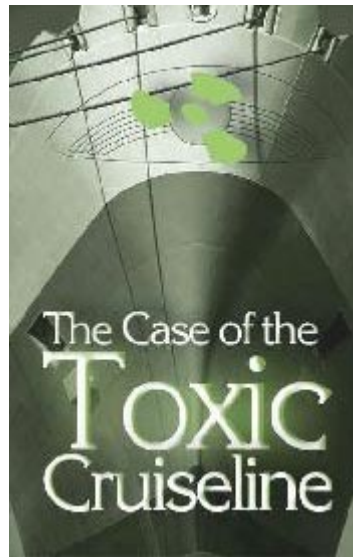
"The Case of the Toxic Cruiseline was inspired by real crimes investigated by the Department of Justice and other worldwide organizations. It could be happening right now and certainly plausible with today's technology," said Charles, coauthor.

"The Case of The Toxic Cruiseline" is due to be released in February 1, 2000 and will be available through Amazon.com, Barnes&Noble.com and at bookstores. ISBN 0-9677441-0-5

Reviewers may order a copy by fax (use letterhead) at (914)963-3695. Visit our website for a sneak preview and more information at <http://www.envirocrime.com>.

Page 2:

We will be available for book signings throughout the Spring. Call us at (914) 963-3695 or send us an email at [envirocrime@onebox.com](mailto:envirocrime@onebox.com). We would love to visit your library, bookstore or organization and meet with the public.



***Story Summary From The Back Cover :***

An aging narcotics agent, Sean Ryan, thinks his career is over when he is transferred to the Environmental Crimes Unit of the FBI. But when teamed up with Ms. Juliana Del Rio, a young arrogant and stubborn EPA investigator with little field experience, the two must try to overcome their differences and limitations. On their first assignment, they are ordered to pose as husband and wife on an Alaskan Cruiseline to gather evidence of toxic dumping.

During the course of the investigation, Sean and Julie stumble on a Russian plutonium trafficking operation. Sean leaves Julie behind to assist another FBI agent in arresting the dangerous nuclear terrorists before they can gather enough material to build a bomb. Meanwhile, on her own and without authorization, Juliana follows the toxic dumping trail to a hazardous waste operation run by organized crime, and she is captured. Juliana now wonders if help will come before her captors dispose of her.

Cover graphics available on request. email: [envirocrime@onebox.com](mailto:envirocrime@onebox.com)

# Cookbook

## News Releases

Cookbook releases are a special breed.

The successful cookbook news releases:

- Recipes that are new and somewhat unique and fill a special 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.

## **NEWS RELEASE -- FOR IMMEDIATE RELEASE**

Contact: Debbie Black, Phone: (403) 251-4569 or 1-888-MJM-FIRE  
E-mail: debco@cadvision.com Fax: (403) 251-1782

### **HOT AND HEALTHY! Enjoy the flavor and fire of hot foods**

(Calgary, AB) Millions of people from many cultures from around the world enjoy the flavor and fire of hot foods. After all, chiles are the second most common spice in the world, following salt. Few people, however, realize the many health benefits that chile peppers offer.

Capsaicin, the substance that causes the heat of chiles and peppers, has been associated with many cures that include:

- ❑ Lowering blood pressure;
- ❑ Reducing cholesterol and warding off strokes and heart attacks;
- ❑ Speeding up metabolism;
- ❑ Treating colds and fevers;
- ❑ Preventing cancer.

Capsaicin has been used medicinally for centuries. In addition to adding great flavor to food that thrills the palate, chiles offer the world some amazing health benefits. Chiles are not only "hot" in popularity and flavor, but have proven to be very healthy as well.

A new cookbook entitled "**Light the Fire - Fiery Food with a Light new Attitude!**", delivers "hot" new information on chiles and fiery flavors of the world. "This book is dedicated to all those who share my burning desire for healthy, fiery foods of the world," says Linda Matthie-Jacobs, co-author of the national best seller entitled "**The Fire 'n' Ice Cookbook - Mexican Food with a Bold New Attitude**".

Matthie-Jacobs' new book, Light the Fire, creates fiery food that celebrates flavor and fun and, in most recipes, keeps the fat content low without sacrificing taste. This book will inspire people to include more chile in their diets and ignite a passion for "hot" foods and flavors of the world.

For further information on "**Light the Fire**", call 1-888-MJM-FIRE or visit the website located at: [www.cookingwithfire.com](http://www.cookingwithfire.com).

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Linda Matthie-Jacobs' is an experienced and lively interview guest with a fiery passion for fun, flavorful and healthy food. She will ignite your listeners' interest in a healthier lifestyle that will keep their taste buds talking!

Dave DeWitt, publisher and editor of Fiery Foods Magazine is quoted as saying "Chile peppers and light cooking are a perfect match. This fact is proven by Linda Matthie-Jacobs' new book, Light the Fire, where low-cal, low-sodium, no-cholesterol chile peppers are combined with like ingredients to produce light, hot and spicy recipes that burst with vibrant flavors. This cookbook is highly recommended!"

**Media review copies available on request.  
Linda Matthie-Jacobs is available for interviews.**

## Coleen's Howard's Favorite Diabetic Holiday Recipes

Diabetics are among the world's most finicky eaters. Ask a diabetic what they crave the most and they'll say "candy and desserts". Millions of people are afflicted with diabetes and other diseases that require special diets that restrict altogether or only allow exceedingly small amounts of sugar and fats. Although life may be miserable if you are a diabetic or are married to one, it doesn't have to be an endless battle between the forces of good and evil. There's hope. Her name is Coleen Howard.

Coleen Howard is a nutrition consultant whose husband is a diabetic. To satisfy his cravings she spent years developing and testing dessert and candy recipes on her guinea pig husband and thousands of similarly afflicted men, women and children across the nation. She has written several cookbooks, lectures and teaches, and appears on television cooking and radio shows nationwide.

Coleen says "Times have changed -- no sugar diets have given way to diets including natural sugars (fructose) and some polyunsaturated fats -- both are important to healthy, stable diabetics and other people on restricted diets".

"The holiday season, in particular, is especially tough. But it doesn't have to be", Coleen said.

Based on surveys conducted over the years at cooking demonstrations, food tastings and e-mail from satisfied diabetics, Coleen has identified the following favorite holiday dessert and candy recipes for men, women and children. All of these recipes are contained in Coleen Howard's book "**The Diabetic Dessert Cookbook**". They can all be made with sugar and salt substitutes, no fat evaporated milk, polyunsaturated oil or a minimum of vegetable oil are guaranteed to satisfy even the most finicky diabetics cravings.

- ❑ **Men:** 1. Pumpkin Pie 2. Oatmeal Cookies & 3. Chocolate Cake
- ❑ **Women:** 1. Lemon Cheesecake with a Graham Cracker Crust & 2. Pretzels
- ❑ **Children:** 1. Granola Candy (\*\*Safe for children to make. A no-cook recipe), 2. Filled Fruit, 3. Coconut Drops and 4. Apricot Balls

You can get a free copy of these recipes by sending a self-addressed stamped envelope to GMK Books, 73-1388 Hiolani Street, Kailua-Kona, Hawaii 96740, or call 800-549-3789 or by sending an e-mail message to chow@aloha.net with the words "Diabetic Desserts" in the subject line.

"**The Diabetic Desserts Cookbook**", Avon Books (\$11.00 plus shipping) and other books by Coleen Howard are available in bookstores and on the Internet.

-END-

**Media review copies of "The Diabetic Desserts Cookbook" available on request. Number One on the BookMag.Com list of Diabetic & Special Diet Cookbooks. Feel free to request copies of the recipes for a feature article. Coleen Howard is an experienced, entertaining and engaging media guest and is available for interview. Feel free to inquire about doing a "Healthy Holiday Desserts & Candy Cooking Show". Call Coleen at 800-549-3789.**

For Immediate Release

Contact: Emily Cale P(800) 757-0838 F (830) 895-5568

**Editors -- Feel free to request free review copies**

**Is There A Way To Get Away From Fast Food? Yes!  
Amazing Recipe Books With Only  
Four Ingredients In Each Recipe.**

With today's busy hectic (and sometimes frantic!) lifestyles, just putting a meal on the table is a major accomplishment. People don't have time to prepare long involved recipes. Most of us are too tired and too busy to cook.

Linda Coffee and Emily Cale, co-authors of The Four Ingredient Cookbooks, have combined their skills and dedicated their talents to helping busy people everywhere conserve their time and enjoy cooking. They've created a well-known series (over 300,000 sold!) of no-nonsense cookbooks that contain simple, easy to follow four ingredient recipes for busy people who like to cook, like food that taste good, but just don't have enough time to spend in lengthy preparations.

**The Four Ingredient Cookbooks** combine minimal preparation with great tasting food that working parents, busy students, newlyweds or workaholics can put together four ingredients in just a few minutes. The Four Ingredient Cookbooks show you how to have fast healthy great tasting food at home - better tasting and healthier than fast food restaurants.

The Original Four Ingredient Cookbook, More of the Four Ingredient Cookbook, and The Low Fat Four Ingredient Cookbook cost \$12.95 each postpaid (Texas residents please add \$1 tax). Each offers hundreds of recipes for appetizers, salads, vegetables, meats and desserts.

To order call (800) 757-0838 or send check or money order to The Four Ingredient Cookbook, P. O. Box 2121, Kerrville Texas 78029-212.

-END-

**"THE FOUR INGREDIENT RECIPE COOKBOOK" EXPERTS  
AVAILABLE FOR INTERVIEW**

**Editors -- Feel free to request free review copies**

**Please visit our web site -- Color pictures available for copy and download at**

**<http://www.ktc.net/cookbook>**

**E-Mail: [areglen <<areglen@ktc.com](mailto:areglen@ktc.com)**



NEWS: FOR IMMEDIATE RELEASE



Contact: Kay Skov, Marketing Director  
Phone: 541-296-5859 Fax: 541-296-1875

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

Attention: Food & Lifestyle Editors

## 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!

Feel free to request this release via e-mail at [scaledwn@gorge.net](mailto:scaledwn@gorge.net)  
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 faxes  
...tear sheets are appreciated.  
Contact us if you want to be removed from our list.

## Page 2: Quick & Healthy Great Sandwich Ideas Using Leftover Turkey

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

## Quick & Healthy Cooking

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](mailto:scaledwn@gorge.net) • <http://www.gorge.net/business/scaledown>

Available in local bookstores or directly from ScaleDown Publishing, Inc.  
Those ordering by phone should add \$2.50 for the first book and \$1.00  
for each additional book for shipping and handling charges.

# Internet

## News Releases

Face it. Media are getting swamped with news releases about places boasting of their Web sites. To most editors, it's like saying "we are now listed in the phone book." What is the big deal? The proof is in the papers and magazines every day. Media generally NEVER do features on Web sites. If all you've done is open a web site, don't automatically think that PR can be used to drive traffic.

For a web site to get publicity, it's got to be something special. It's got to be something new and consumer-friendly. Not just the typical "our goods are cheaper than theirs, our service is faster than theirs" approach.

News releases about Internet web sites that succeed:

- explain why you are special, as in if you offer a service that is not available offline.
- why you deserve to be mentioned.
- why what you are offering or specializing in is different or significant to today's audience.

However, whenever media do a feature article or some other type of coverage they are increasingly including their web sites along with their location, address, phone number, cost, etc. When they do the media checks them out to make sure they are easy to get to and that they have useful information once someone gets to them.

It is important to note that even though the Internet is a graphical medium, media will not download graphics off of web sites. The quality is not good enough for our use.

Go beyond "brochureware". The site should offer a service that people cannot get offline--better deals, greater convenience, greater ease of use, ie easier to book or request or receive quality information.

Web sites that get media attention are those that use interactive technology in new and highly beneficial ways. Publicity tends to focus on sites that use web forms and postings to offer free recommendations, strategy, tips, or responses to a key question, concern, or need, provide a vehicle to listen to unique problems or needs, respond and satisfy the stated need with precision. Since it takes custom programming to create a web site that offers custom web personalization, most of these are out of reach of most individuals and small businesses. Nonetheless, a graphic and text web site can be a storehouse for extra information that can be made available to the media.

One especially useful tactic is to offer something valuable for free via 800 number, fax, SASE or e-mail

Here is the example of the MAGIC WORDS which should be incorporated into the news release:

To get a free report titled "The Surefire Way to Write Trash-Proof News Releases" send an e-mail to: [info@imediapax.com](mailto:info@imediapax.com) and place the words "Trash Proof" in the subject line.

If the media runs with this, you know immediately by the hundreds of requests for the free report. Of course, you also get to respond with your additional marketing materials to convert prospects to sales.



**154 West 70th St. 11A, New York, New York 10023, (212) 874-7243**

FOR IMMEDIATE RELEASE:

CONTACT:

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Fax: +44 + (171) 937-7100  
E-mail: kevin@kids-space.org

## **KIDS' SPACE NAMED TOP WEBSITE FOR KIDS**

(London, Jan. 15, 1998) -- Childnet International today honored Kids' Space with First Prize in the non-profit organization division of its 1998 Awards Scheme for providing safe, innovative and educational World Wide Web sites for kids.

Kids' Space, a New York City based non-profit was rewarded for facilitating cross-cultural communication between children from 125 countries around the world. Kids' Space's colorful, fun and adult-monitored websites have become international meeting places on the Internet for kids aged 16 and under. Children visit Kids' Space to meet pen pals, to share original stories, artwork and music with other kids, and to participate in a variety of creative activities.

London based non-profit organization Childnet International and telecommunications services provider Cable and Wireless sponsored the awards to highlight and reward innovate communications projects benefiting children. "Kids' Space websites are a must for children using the Internet, " said Nigel Williams, Childnet Director.

Quickly gaining worldwide acclaim, this award marks the second major international competition Kids' Space has won in the past three months. Kids' Space is funded through individual and corporate donations.

###

International Kids' Space and Kids' Space Connection are located on the World Wide Web at <http://www.kids-space.org> and <http://www.ks-connection.com>. High resolution graphics are available upon request.

October 1, 1997  
Media Advisory

Editors: Lifestyle, Children/Family/Youth, Computers/High Tech

Contact: Pam Johnson  
pjpr@primenet.com  
(818) 846-5318

**FABRICLINK'S "HALLOWEEN COSTUME CLOSET"  
IS ONE-STOP  
WEB RESOURCE FOR ALL HALLOW'S EVE**

**On-Line Parent Help Center Offers Free Costume Ideas,  
Kids' Safety Tips, Effects Make-Up and More**

**FabricLink (<http://www.FabricLink.com>)** offers an easy way to find just the right stuff for Halloween including a free e-mail guide "10 Terrific, Timesaving Costumes" a list of easy, inexpensive ideas for creating way-cool costumes.

FabricLink's award-winning Halloween Costume Closet is a one-stop resource for everything from inexpensive costumes, spooky make up and props to must-know safety tips, Halloween books and folklore. It's conveniently organized into key areas: Costume Ideas, Material Sources, Ready-Made Items, Haunted House and Safety Tips from the U.S. Consumer Products Safety Commission. FabricLink provides over 50 links to fun and frightening sites on topics such as "How To Make The Best Costumes At The Least Scary Price," "How To Make Fangs Out of Next To Nothing," "Halloween History," "The Official Halloween Safety Game" and more.

Before you or your children go out trick or treating -- Click on the Halloween Costume Closet icon on FabricLink's home page at <http://www.FabricLink.com> for a ghoulish good time. To get your free "10 Terrific Timesaving Costumes" guide send an e-mail to [info@fabriclink.com](mailto:info@fabriclink.com) and place the words "Save Me Time and Money This Halloween" in the subject line.

**-End-**



FOR IMMEDIATE RELEASE

CONTACT: Rusty Carpenter, (813) 878-3461 E-Mail: rcarpen@us.ibm.com

## **NEW PREMIUM PLAN FOR IBM INTERNET CONNECTION SERVICES**

**Designed for Internet Professionals, Small and Medium Businesses**

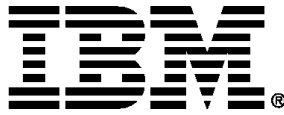
SOMERS, NY, September 8, 1998 . . . IBM today announced further enhancements to its award-winning IBM Internet Connection Services with a new Premium Plan offering, as well as changes to its existing Basic and Comprehensive Plans. The new Premium Plan will include additional online creativity, productivity and communications tools -- extra-value solutions -- for Internet professionals and small and medium businesses engaged in e-business.

The Premium Plan will cost \$29.95 per month in the United States and is planned to be available November 15, 1998. It offers customers 100 hours of access in the U.S., Canada and selected countries in Latin America,\* 12 MB of e-mail storage, 10 MB of personal Web storage and includes three email IDs. For customers in the U.S., the Premium Plan also includes premium customer care. Additionally, small and medium businesses interested in expanding their Web site by offering cataloging and online commerce should consider the IBM HomePage Creator for e-business.

IBM's latest Internet access kit on CD-ROM gives customers their choice of either Netscape Communicator or Microsoft Internet Explorer Version 4.0 bundled with popular software plug-ins such as Adobe Acrobat and Macromedia Shockwave Flash and is available at no additional cost. These plug-ins can be used by customers to take advantage of graphic, sound enhancement, video and animation capabilities found on the Web today.

IBM Internet Connection Services offers 1,327 local access points in 52 countries with 962 now supporting the new V.90 modem standard for download speeds of up to 56 Kbps (limited by law in the U.S. to 53.3 Kbps). ISDN connections are now available from 601 locations in 17 countries.

-More on Page 2-



Page 2

## PREMIUM PLAN HIGHLIGHTS

Premium Plan customers will have 10MB of Web storage to extend their business presence on the Internet. Using the current IBM Global Network dialer (Version 4.19),\*\* customers will be able to easily publish content to their Web site using such leading applications as Lotus SmartSuite, Microsoft Office, Microsoft Front Page, Microsoft Front Page Express and Netscape Communicator Composer.

The Premium Plan provides customer care on a priority basis to U.S. customers. This service includes toll-free 800 access for Internet dial problems, billing and setup.

The IBM Internet Connection Services access kit is currently available for Windows NT, Windows 98, Windows 95, Windows 3.1 or Macintosh operating systems. It also includes Netscape Navigator Version 3.04, Netscape Communicator 4.05 or Microsoft Internet Explorer 4.0 and the IBM Global Network dialer. Customers may obtain the kit on CD-ROM through the fulfillment center at (800) 722-1425, or may obtain the stand-alone IBM Global Network dialer by downloading the software from [www.ibm.net/](http://www.ibm.net/).

Provided by IBM Global Services, IBM Internet Connection Services is one of the world's most highly-regarded ISPs according to ratings from such leading publications and organizations as Network World, Data Communications, PC World, HomePC, Mobile Computing, Boardwatch and Inverse Network Technology.

For more information on the new Premium Plan and changes to existing usage plans, please visit [www.ibm.net](http://www.ibm.net), or contact Rusty Carpenter at (813) 253-2449 or via email at [rcarpen@us.ibm.com](mailto:rcarpen@us.ibm.com)

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\* Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Venezuela

\*\* Content of the IBM Internet Connection Services dialer is subject to change without prior notice.

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Other company product and service names may be the trademarks or service marks of others.

## **Innovative Internet Fundraising Auction of 600+ Pound Pumpkin on eBay for “Pumpkins Against Polio” Halloween Campaign**

**Giant Pumpkin will be delivered free of charge, anywhere in the US  
by Halloween Eve. Current bid is at \$2,500**

**Proceeds to Benefit Polio Awareness Fund at Texas Scottish Rite Hospital for Children**

(DALLAS - October 22, 1999) One lucky pumpkin has something greater in life to aim for this Halloween than being just one Jack O’ Lantern lost in a crowd or the anonymous filling in someone’s pumpkin pie.

In its mission to raise awareness about polio, Texas Scottish Rite Hospital for Children (TSRHC) today publicly launched its “Pumpkins Against Polio” Campaign, officially endorsed by the World Pumpkin Confederation (WPC), with the auction of a 600+ pound pumpkin on eBay, the world’s leading person-to-person trading community Internet site, running October 19-26.

The great pumpkin was donated to the hospital on behalf of **The Home Depot** to contribute to the hospital’s campaign efforts against polio and to help celebrate the completion of its documentary *A Fight to the Finish: Stories of Polio*. **All proceeds from the winning bid, as well as other donations made to the campaign will be placed into a fund specifically designated for the hospital’s polio efforts.**

To help officially kick-off the pumpkin auction, local morning show personalities Brother Van and The Dorsey Gang of Dallas country radio station KSCS-FM, 96.3, placed the first bid of \$96.30 for the colossal pumpkin and encouraged the Dallas-Fort Worth Metroplex to outbid America to “Keep the Pumpkin in the Dallas-Fort Worth area

**Anyone who makes a monetary donation to the “Pumpkins Against Polio” Campaign will receive a giant pumpkin seed courtesy of the World Pumpkin Confederation to attempt to grow their own giant pumpkin.** These special seeds will be available through Halloween Eve and are offspring of real giant pumpkins donated by WPC members from around the world.

Funds raised during this effort will help to increase the awareness of polio, a condition that still is affecting thousands of people worldwide.

On October 26, the winning name, as well as the bid amount and location will be revealed on eBay and then with the generous help of the AIT Freight Systems, the great pumpkin will be shipped to the winner’s home.

**Information for the “Pumpkins Against Polio” auction campaign can be accessed through <<http://www.ebay.com>> under "Cool Happenings", "Fundraisers" or "Halloween-O-Rama," or the radio station’s Web site at <<http://www.kscs.com>>.**



**For Immediate Release**

**Contact:** Muska & Lipman Publishing 513-924-9300

## **First book about MP3 Internet Music and Radio Technology published by Muska & Lipman**

**Over 300 pages of how-to information co-authored by Justin Frankel, creator of highly popular  
Winamp MP3 Player software**

**CINCINNATI, June 8, 1999** – Muska & Lipman Publishing today announced that it has published the first book about MP3 Internet music technology. The book -- "*MP3 Power! with Winamp*" (ISBN: 0-9662889-3-9) -- will be released to stores immediately.

"As a technology, nothing on the Internet is more exciting or growing faster than the use of MP3 technology," said Andy Shafran, publisher for Muska & Lipman. "However, mastering MP3 requires a lot of work. We're extremely happy to be able to help demystify a technology that everyone is hearing and reading about."

Co-authored by Justin Frankel, creator of Winamp, the most popular MP3 music player with more than 15 million downloads, "*MP3 Power! With Winamp*" helps novices and experts alike maximize the potential of a technology that has taken the Internet by storm. "This book helps us continue our mission of promoting and expanding high-fidelity digital music," said Frankel. "From beginning to end, this book explains everything people need to know about MP3, making it easier for people to take advantage of the technology."

"*MP3 Power! with Winamp*" offers unique and complete coverage of MP3 technology and Winamp technical specifications and optimizations. The book also shows users how to create MP3 files from existing CDs and find MP3 files on the Internet. Using Winamp's SHOUTcast server technology and detailed instructions in the book, readers will also learn how to build a personal Internet radio station. "*MP3 Power! with Winamp*" also includes interviews with leading MP3 users and proponents including Chuck D of the rap group Public Enemy. The companion CD-ROM contains a robust collection of MP3 tools and utilities as well as licensed music clips courtesy of EMusic ([www.emusic.com](http://www.emusic.com)) from well-known artists such as They Might Be Giants and Frank Black.

**About the Authors** - Justin Frankel is the creator of Winamp and an early MP3 software pioneer. He is a major player in the MP3 software arena and one of the world's leading experts in this technology. Co-authors Ben Sawyer and Dave Greely have written numerous computer books and have a track record of thoroughly writing about exciting and innovative new computer technologies. Their books include "*Creating Stores on the Web*", "*Digital Camera Companion*", "*Creating GeoCities Websites*".

**About Muska & Lipman Publishing** -- Muska & Lipman Publishing is an up-and-coming computer publisher headquartered in Cincinnati, Ohio. Focusing on unique and exciting topics, Muska & Lipman delivers high-quality books that help meet the evolving needs of Internet users. Their books range in topics from Paint Shop Pro and GeoCities to MP3 technology and eBay.

**Contact:** Muska & Lipman Publishing 513-924-9300 – voice 513-924-9333 - fax  
[publisher@muskalipman.com](mailto:publisher@muskalipman.com) - e-mail

Review copies, author interviews, and common MP3 questions and answers are available by contacting the publisher directly. For the latest news and information:

[www.muskalipman.com](http://www.muskalipman.com)

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**CONTACT: Andy Shafran, 513-794-1912**  
**E-Mail: [ashafran@muskalipman.com](mailto:ashafran@muskalipman.com)**

## **Creating Dazzling Web Graphics That Work**

Everyone with a web page knows that a picture says a thousands words. Attractive quick loading original graphics lure and direct visitors through the flow of the message. Web page functionality and ease of use hinge on the balance and blending of text and color graphics. Navigation, interaction, feedback -- the essential elements of success in this multidirectional communication medium must all come together -- harmonize with the presentation of graphics and text. Graphics performance are important to customers and visitors. The key is to create a graphical impression that offers a pleasant visual virtual experience and complements your abilities and purpose.

You don't have to hire a high-priced graphic artist. You can do it yourself with the newest edition of "[Creating Paint Shop Pro Web Graphics: 2<sup>nd</sup> edition](#)". Currently # 5 on the Barnes and Noble On-Line Bestseller List, Andy Shafran, best-selling author of over a dozen Internet books and currently on-line instructor at Ziff-Davis University, packs this book with his extensive experience in designing and developing innovative web sites, and creating web graphics with Paint Shop Pro (a painting and image editing program by Jasc Software, Inc).

Creating Paint Shop Pro Web Graphics is for anyone who needs web graphics on their web site -- it's as easy-to-use for first time do-it-yourselfers as to professional web site designers and publishers. Hundreds of pages of full-color examples teach how to create simple as well as detailed highly sophisticated web site graphics all focused on optimizing your pages for maximum visitor enjoyment.

Shafran's approach is based on the observation that pictures present a professional image and add to the wow factor. The book covers the creation and use of vivid buttons, headlines, banners, backgrounds icons, photographs and all the new interactive techniques. You can learn how to jazz up web sites using picture tubes, deformation and special effects for amazing and colorful graphics, and how to use the latest in scanner and digital camera technology to edit and enhance your photos. The goal -- making the web site visitor's life easier. This exceedingly valuable book provides a roadmap to achieving the proper balance between aesthetics and technology -- simplicity and power.

In short, "[Creating Paint Shop Pro Graphics: 2<sup>nd</sup> Edition](#)" is the perfect book for anyone wanting to focus on the real world techniques and examples to create a bookmark worthy and effective web site. The long-term investment in the book is enhanced by a companion web site which contains up-to-date free information on the world of web graphics, new resources to use to stay on the cutting edge, and the ability to interact directly with the book staff via e-mail.

["Creating Paint Shop Pro Graphics: 2<sup>nd</sup> Edition"](#) by Andy Shafran; US\$44.99.  
Muska & Lipman Publishing: 513-794-1912 [ashafran@muskalipman.com](mailto:ashafran@muskalipman.com)  
<http://www.muskalipman.com/graphics>

For Immediate Release  
November 2, 1998

CONTACT: Sheryl Heller, 888-4TPEAKS  
E-Mail: sheryl@tpeaks.com

## **Unique On-Line Gourmet Trading Post Offers The Most Indulgent Heavenly Treats**

This amazing web site has over 200 unique, gourmet, all-natural foods for those whose tastes run to the ultimate in true culinary decadence. Formerly these types of desserts and pleasures were the domain of the rich and famous. But now even if you live in the middle of nowhere you can indulge yourself.

Have a full Live Maine Lobster dinner complete with clam chowder steamers, bib and crackers air expressed to your door.

Instead of a classic old boring fruit cake, send mom a Pecan Truffle Cheesecake or a Chocolate Peanut Butter Tart. These are sure to tickle your tastebuds and have you begging for more. For those with love in their heart, try some French Kisses - Marinated prunes in Armagnac for two days and then stuff them with D'Artagnan mousse of pure foie gras.

For the health conscious palate, Twin Peaks has added a whole new suite of new sugar free products to its extensive collection of cuisine art. Nature Sweet Crystals are a maltitol sugar free sweetener suitable for baking, and the sugar free Rocky Mountain BBQ sauce has a natural maple flavor. Twin Peaks Trading Post owner Cheryl Heller said "All of these exquisite sugar free delectables are suitable for diabetics and others with dietary restrictions."

There are over 100 gourmet salsas, spices, sauces, and sweets to choose from on the shelves of the Twin Peaks Trading Post.. The newest unique delicacies include Wild Alaska Smoked Salmon, Mountain Fruit Company Premium Jams, and Garlic Valley Garlic Juice Spray. Other luxurious delights include: Tuterri's Tomato Parsley Fettucine, Hat's Texas Original BBQ Sauce, Gil's Gourmet Habanero Pistachio Nuts, Norman Bishop Sevilla Orange & Honey Mustard, Mascotte Gourmet Pickled Terriyaki Mushrooms, Big Bubba's Rubba Jerk Rub, and Baron Classic Pepper Sauce.

Twin Peaks has now added a "Wish List" at their web site, which is just like a Wedding Gift Registry so that friends and family can select the right gourmet gift. All you do is hit the web site, select the delectable items that will make your dreams come true, and drop hints with your family and friends where to go to get you a gift you will truly enjoy.

Whether you are searching for the perfect mustard, salsa or other luscious gourmet find, The Twin Peaks Gourmet Trading Post is there to fulfill your palates desire. The "**Twin Peaks Gourmet Trading Post**" is at <http://www.tpeaks.com>.

January 3, 2000

MEDIA CONTACT: KATE KITCHEN, PUBLICIST

949-481-0747

## **BSI ACQUIRES AUCTION BROWSER.COM**

Beyond Solutions, Inc., a world leader in auction software development, acquired Auction Browser.com from Z Curve Software, it was announced today. BSI CEO Doug Weick said, "This acquisition allows us to provide additional services to our customers and rounds out our company's capabilities of providing high-end auction software to leading edge corporations, entrepreneurs and consumers alike.

Auction Browser is a full-featured web browser that helps EBay™ users keep track of items of interest in the Auction Tracking Window. Items are sorted and color coded to let the user know when auctions are ending. It also automatically updates bid prices at preset intervals, as well as other user-friendly features. The Browser allows the user to keep listings of favorites already used in Internet Explorer and its Archive feature offers a database of items whose auctions have ended, as well as sales status and notes for each completed auction item the user has bought and sold.

BSI has, in three short years, become a world leader in auction software due, in part, to the fact that the company offers an integrated, customized HTML user interface in addition to the complete program needed to run a successful online auction site. Says Weick, "Online auctions are among the most profitable sales vehicles on the Internet today. By the year 2002, sales projections are expected to reach \$52.6 billion. BSI found that niche market and made the company's main focus Visual Auction. We continually add features to an already full-service program." Visual Auction was written in ColdFusion to be highly scalable. Weick added, "Clients can start off small and through our program, we can help them grow as their needs increase."

The company's latest enhancement, Visual Auction Server 4.0 is available for review on BSI's web site <http://auction30.beyondsolutions.com>. The Visual Auction Server is a software program for entrepreneurs and businesses who wish to establish their own high-end, professional auction web site. The newest version, 4.0, has incorporated the visual auction studio which allows the user to browse auctions by thumbnail. It also has REVERSE auction capabilities, allowing SELLERS to compete by proactively offering a lower price to buyers requesting particular products.

BSI, a California-based company, is also known for its Palm VII development.

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To interview Doug Weick, CEO, please contact Kate Kitchen. For information on company products, call 714-522-7553 or e-mail them at [services@beyondsolutions.com](mailto:services@beyondsolutions.com). IF YOU PUBLISH THIS, PLEASE e-mail [katekitchen@home.com](mailto:katekitchen@home.com) so I will know to order your publication. Thank you!

## **CSSINFO RECEIVES EQUITY INVESTMENT FROM THOMAS PUBLISHING COMPANY**

January 26, 2000 (Ann Arbor, MI). CSSINFO, an e-commerce provider of specialized technical information to engineers, scientists, and corporate librarians, today announced that it has secured a first-round equity investment from Thomas Publishing Company (TPCo), the publisher of the Thomas Register of American Manufacturers<sup>SM</sup>, and 55 other business publications.

"We are very fortunate to have been recognized by such an established, reputable organization like TPCo," said Gregg Hammerman, President and co-founder of CSSINFO. "Not only is TPCo an industrial publishing leader with an enormous amount of content and services, but a name that nearly every American engineer recognizes and respects. This strategic relationship will clearly benefit CSSINFO in many ways, particularly as we expand our information collection and offer greater value to our customers."

CSSINFO's Chairman, Carlos Zorea, commented: "This is a seminal investment that will begin a bold new phase of our company. We can now start to implement our growth strategy and build a true 'engineering information portal' that will provide engineers and technical professionals with comprehensive and compelling information products to satisfy their needs."

Thomas has introduced online editions of several of its publications. José E. Andrade, Chairman of Thomas Publishing Company, said the company has experienced strong growth in e-commerce. "We see the investment and partnering with CSSINFO as a strategic fit that will advance the growth of both companies."

The funds will be used to complete the first phase expansion of CSSINFO's information collection. In the first quarter of 2000, the company will launch a formidable technical bookstore and a collection of technical training products.

Stephen F. Palla, Director Planning & Product Development for Thomas, will take a seat on the CSSINFO Board of Directors.

### **ABOUT CSSINFO**

Based in Ann Arbor, Michigan, CSSINFO (<http://www.cssinfo.com>) is the owner of one of the world's largest collections of industry standards and specifications from over 300 different standards developing organizations (SDOs) worldwide. Some of those SDOs include ISO, IEC, ASTM, ASME, ANSI, SAE, API, BSI, CSA, IEEE, and UL. CSSINFO's Web site allows technical professionals to find and obtain the information they need to design and manufacture their products to industry-specified levels of safety, quality, and performance.

### **ABOUT THOMAS PUBLISHING COMPANY**

The 101-year-old Thomas Publishing Company (<http://www.thomaspublishing.com>) publishes twenty-four major buying guides, twenty-nine product news magazines, two product information exchange services, a magazine on factory automation, three software comparison guides, and a publication to help buyers select the most cost-efficient transportation modes for their inbound freight. The Company's electronic media offerings include online editions of Thomas Register of American Manufacturers<sup>SM</sup>, Thomas Regional Directory, Thomas Food Industry Register®, American Export Register, Product News Network<sup>TM</sup>, SoluSource<sup>TM</sup> and TPN® Register, a joint venture company of TPCo and GE Information Services.

For further information or additional comments, please contact  
Andrew Bank, (734) 930-9277, [andrew@cssinfo.com](mailto:andrew@cssinfo.com) CSSINFO, Ann Arbor, MI <http://www.cssinfo.com>

###

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## NY TIMES BEST SELLERS GO ONLINE

- **"The Millennium Bug"**
- **Can you protect yourself and your family from the Y2K crisis?**
- **"The Year of the Rat"**
- **How Bill Clinton compromised US security for Chinese cash**

**"The Millennium Bug" by Michael S. Hyatt, the best selling book about the much-publicized "Year 2000 Problem" that has ranked as high as #7 on the NY Times business list, is now available to download from the World Wide Web as a 'virtual' book.**

For those unfamiliar with the term, virtual books are not physical objects made of paper and ink; instead, they are books that can be downloaded from the Internet as data files directly to the computers of millions of readers around the world from the following Web location: [www.1stbooks.com](http://www.1stbooks.com)

**The perfect marriage of medium and message, the online edition of "The Millennium Bug" from Regnery Publishing helps readers protect themselves from the rapidly-approaching "Y2K" crisis. The fact that the book can be downloaded directly to the reader's computer in a matter of minutes makes the online edition especially attractive to anyone who owns a computer.**

1stBooks is listed as the world's top online library by many major Internet services, including America Online, Excite, Netscape, Prodigy and Webcrawler. According to Publishers Weekly (2/22/99) "Publishing, distributing and selling digital texts ... [1stBooks] is beginning to attract [major] publishers ... including those of reference works, which can be easily updated online."

Regnery Publishing is the first major national publisher to offer best selling titles as downloadable books exclusively from The 1stBooks Library.

In addition to "The Millennium Bug," Regnery also offers its best seller "The Year of the Rat" by Edward Timperlake and William C. Triplett II (#17 on the NY Times non-fiction list as of 2/99) as a virtual edition from 1stBooks.

"Year of the Rat" exposes "how Bill Clinton compromised US security for Chinese cash." According to Marvin Lee of the Washington Weekly, it also documents "massive transfers of previously restricted advanced military technology to the People's Liberation Army."

The availability of major national best sellers in purely digital form signals that online publishing is coming of age. In the remaining months of the 20th century, more and more major books will be available to download from the Internet, as companies like Regnery Publishing and 1stBooks pioneer the future frontiers of the publishing industry.

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**Notes to editors: free review copies of these books, and hundreds of others in The 1stBooks Library, are available by calling 800-839-8640 or sending e-mail to: [1stbooks@1stbuys.com](mailto:1stbooks@1stbuys.com) For background info see: [www.1stbooks.com/book21.htm](http://www.1stbooks.com/book21.htm) and [www.1stbooks.com/media.htm](http://www.1stbooks.com/media.htm) The Web locations and e-mail address above, starting with the number '1,' must be used exactly as shown in order to receive more info. Please include the Web location ( [www.1stbooks.com](http://www.1stbooks.com) ) in all stories.**

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Word count: under 400 words; release date: 10/12/1999

Topics: books, publishing, lifestyle, Internet, computers, fantasy, fiction, novel, adventure

## **CA & NJ WRITERS RELEASE NEW ADVENTURE STORY**

### **Online Library Showcases Authors' Work**

**BLOOMINGTON, Ind. - A newly published story about medieval heroism showcases the writing talents of California teacher Michael E. Bolyog and Farmingdale, N.J. resident Rick Young. "Aiden's Cauldron" is now available from The 1stBooks Library, the world's leading distributor of electronic books.**

**The story centers around an evil castle where, concealed behind a labyrinth of constantly shifting passageways, is Aiden's Cauldron. It holds the key to the mystery of the castle -- and the only way out for the villagers trapped in the valley below. A cast of characters, including an elvin warrior, an inaccurate archer and an enigmatic cleric, use courage and self-sacrifice to wrest the castle from an evil counterfeit-illusionist.**

**Michael E. Bolyog has seventeen years of teaching experience and is the chairperson of the foreign language department at Oak Park High School in Agora, California. Writing, an extension of his desire to educate, is both a passion and a hobby. Michael served eleven years in the U.S. Air Force. Allen Richard "Rick" Young is a senior special agent with twenty-eight years experience in federal law enforcement, including combat duty in Vietnam as a military policeman. He writes as a second profession.**

"Aiden's Cauldron" is now available to download from the World Wide Web as an "eBook" or electronic book. eBooks are not physical objects made of paper and ink. Instead, they are books that can be downloaded directly to the computers of an estimated 50-70 million or more readers from the Internet.

Bolyog and Young's eBook is now distributed by The 1stBooks Library ( [www.1stbooks.com](http://www.1stbooks.com) ) at 25% to 50% below softcover prices. With more than 2,000 titles available, including hundreds of free classics, 1stBooks has been selected as the world's top online library by many major Internet sites, including America Online, Prodigy and USA Today Online.

"We are pleased to offer Bolyog and Young's book through the 1stBooks Library," says 1stBooks President Timothy E. Jacobs. "It has some fresh, insightful things to say and we believe it's well worth the reader's attention."

In addition to Bolyog and Young's book, current offerings from 1stBooks include NY Times best sellers such as "The Millennium Bug" and "Year of the Rat." Bolyog and Young's book and the entire 1stBooks catalog are available to millions worldwide, 24 hours a day, 365 days a year.

# 30 #

Notes to editors: free review copies of this book, and hundreds of others in The 1stBooks Library, are available by calling 800-839-8640 (best 10am to 2pm eastern) or send e-mail to: [1stbooks@1stbuys.com](mailto:1stbooks@1stbuys.com). The Web locations and e-mail address above, starting with the number '1,' must be used exactly as shown in order to receive more info. Please include the Web location ([www.1stbooks.com](http://www.1stbooks.com)) in all coverage. For radio and TV, please spell out the location so it is not confused with "firstbooks" or other variations that sound similar but lead to the wrong site.

## **FOR IMMEDIATE RELEASE**

CONTACT: Melody Wigdahl (513) 751-0488 netlady@womensnet.net  
**WomensNet.Net**    <http://www.womensnet.net>

# **WomensNet. Improves The Way Women Access Information On The Internet**

Not only will January 1, 2000 mark a new millennium, it will mark the debut of WomensNet.Net, <http://www.womensnet.net>, the new way for women to go online to access the resources they need to run their everyday lives.

WomensNet.Net is poised to become the first Internet Service Provider and Portal dedicated to the community of women online. WomensNet.Net is composed of two complimentary components: an expansive web site which provides a comprehensive overview of useful and practical internet content, categorized in easy to use channels; and the WomensNet.Net ISP, which will provide internet access for the novice or experienced Web user, and help raise funds for women's organizations at the same time.

Noting that the typical women's web site today leans more towards coping with family & relationships or beauty advice, President and Founder of WomensNet.Net, Melody Wigdahl says "There are some wonderful resources on the internet for women today if they need help with the family or a relationship, but we want to give today's woman some useful tools to cope with the reality of everyday life! We need to know about practical things - from managing our own stock portfolio to repairing the leaky bathroom faucet. Tomorrow I may want to apply for a home loan or buy a used car...I want the tools to effectively and efficiently run my life - and WomensNet.Net is going to be the place to do find those answers. Quickly.... easily.....and in a clean format that can be printed out or bookmarked for later use!"

## **A Different Type of Web Start-Up**

WomensNet.Net has no impressive gleaming headquarters, no high salaried executives - unlike many of today's internet start-ups, WomensNet.Net did not go to Wall Street or venture capital "angels" for funding. Instead, Ms.Wigdahl is building a true telecommuting corporate structure, with a group of dedicated women, who work from home and communicate by the Internet.

"The goal," says Ms. Wigdahl, "is to be successful and still have a life. Most of us are "refugees" from 80 hour a week corporate careers...and we won't go back!"



## **Women Use The Internet Differently**

Women today use the Internet differently than men. They go online to find specific information, as opposed to general "surfing", and tend to research 4 or more topics during every session. WomensNet.Net reduces the amount of time that women spend surfing the net doing research by bringing the sites to their visitors. It provides both original content and the "best of the web" - reviewed sites, in a well-organized and logical fashion. Unlike most sites, WomensNet.Net is quick-loading, light on graphics, easy to navigate, download or print. Every site that is reviewed and recommended has the actual URL - so if visitors don't have time to look at a site, they can print out the page and file it for later reference.

WomensNet.Net is for women who know that there are resources available online for them but don't want to waste time looking for them!

## **Supporting The Community of Women - Online**

WomensNet.Net Internet access is only \$18.95, with connectivity provided through the AT&T network in over 300 cities and over 1800 local dial-up points. Free services for members include web-based e-mail accounts, web space and business listings for women-owned businesses until March 31, 2000. The Affiliates Fundraising Program, launching January 2000, will provide a permanent on-going monthly income for women's organizations and associations.

"Fundraising support for women's groups and organizations is an integral part of the company's long-term business plan." according to Affiliate Program Director, Vickie Wright. "Our goal is to create a long-term permanent revenue stream to help these organization's meet their financial goals and needs."

But the heart and soul of the company is the Amber Foundation, starting in the spring of 2000, which will provide small grants to help women start their own business or go back to school to upgrade their job skills. It is dedicated to the memory of the founder's 19 year-old sister, who died in 1981.

For more information about WomensNet.Net services, please visit the WomensNet.Net website at <http://www.womensnet.net> or contact: Melody Wigdahl, Ph: (513) 751-0488 E-mail: [netlady@womensnet.net](mailto:netlady@womensnet.net)

October 25, 1999

FOR IMMEDIATE RELEASE

Contact: Robert Siciliano 617-257-1870

## **Led Zeppelin's NY Attorneys Demand Enterprising Fan Turn Over Famous Rock Band's Internet Domain Name**

**There's no "Stairway to Heaven" in cyber-space for Robert Siciliano, the web savvy and crusading Led Zeppelin fan who owns the Internet domain name, [www.ledzeppelin.com](http://www.ledzeppelin.com).**

**The heart-broken Siciliano just received a letter from lawyers representing the legendary and renowned rock band demanding that he surrender the domain name or suffer the legal consequences – a lawsuit.**

I didn't go looking for trouble said Siciliano, who owns a web based company, 1800STUNGUN.COM, which sells personal safety equipment products like stun guns and mace. Siciliano purchased the LEDZEPPELIN.COM domain name just over five years ago and operated it as a jump station with links to Led Zeppelin websites operated by other rock band fans and aficionados all across the country.

"I make no money on it at all" said Siciliano, "I'm one of their biggest fans". Siciliano proudly exhibits his dedication and devotion to the band with the words "ZEPLIN" on personalized Massachusetts license plates for his truck and his 1987 Harley Davidson Low Rider ("ZEPLN").

Siciliano's LedZeppelin.com website explicitly states:

"Led Zeppelin" is federally trademarked. LedZeppelin.com is not associated with the band. This domain is not for sale. Reason why? They'll eventually yank it anyway!" The New York City Fifth Avenue lawyer's letter to Robert Siciliano states:

"I thought I would write you on behalf of Led Zeppelin to let you know that the time has come for them to yank it..."

Siciliano says he hopes to reach a happy ending with the band, since so many fans use his web site.

-end-

High-resolution photograph of Robert Siciliano with Harley in back of truck with ZEPLIN license plates available on request or at [www.1800STUNGUN.COM](http://www.1800STUNGUN.COM).

# ReallyBIGMall<sup>SM</sup>

September 24, 1999

As you prepare upcoming articles on Internet Christmas shopping, I'd like to recommend a fascinating site: **reallybigmall.com**, an ad-free portal to more than 1,700 brand name stores that's attracting and keeping visitors thanks to a simple concept. (A concept that in less than six months is producing an average shopping time of 43 minutes per visitor. Not bad, considering Yahoo! claims one hour per visitor on its site.)

**We're positive your readers will find reallybigmall.com a useful site because:**

- ❑ The ad-free environment makes for incredibly fast page downloads.
- ❑ A well-organized directory makes navigation easy.
- ❑ Quick access to thousands of useful products and services means they are bound to find some item of interest.
- ❑ They need just one bookmark instead of remembering those "dot coms" they're bombarded with every day.
- ❑ Visitors can sign up for an e-mail newsletter with special discounts and offers from stores seen on reallybigmall.com.
- ❑ Shoppers can recommend additional stores for the site. In fact, nearly 200 stores have been added since July because of shopper input.

Whether you need a great feature story, a source to talk with about online shopping or a "recommended site" in a sidebar listing, reallybigmall.com would be a valuable resource. If you'd like to interview reallybigmall.com president Mark Pelczarski, please call me at 918-249-9521 or via e-mail at [andrew@reallybigmall.com](mailto:andrew@reallybigmall.com).

Thanks for your time,

Andrew Naugher  
918-249-9521  
[andrew@reallybigmall.com](mailto:andrew@reallybigmall.com)

P.S. Visit <http://reallybigmall.com> today and see why it has received positive mentions in *The Wall Street Journal*, *YM* and *Woman's World*.

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