

Member Handbook-- 2011

Version 2011.2 -- *This is always a work in progress.* – March 28, 2011

This is the Member Handbook for the ExpertClick.com members.
Updated versions of this manual can be downloaded in Adobe PDF from

www.MemberHandbook.com



Your profile is shown at www.ExpertClick.com

www.NewsReleaseWire.com

www.Daybook.com

www.SpeakerBank.com

The Yearbook of Experts, Authorities & Spokespersons®

This Member Handbook is designed to help you gain the greatest benefit from our services.

- An overview of the benefits and features.
- An explanation of how our Internet sites present your information.
- A guide to how you can use our dynamic Web pages to add updated content to your site.

You control your profile at www.ExpertClick.com

Log-in & Password:

Client:

Profile address:

Verification E-mail:

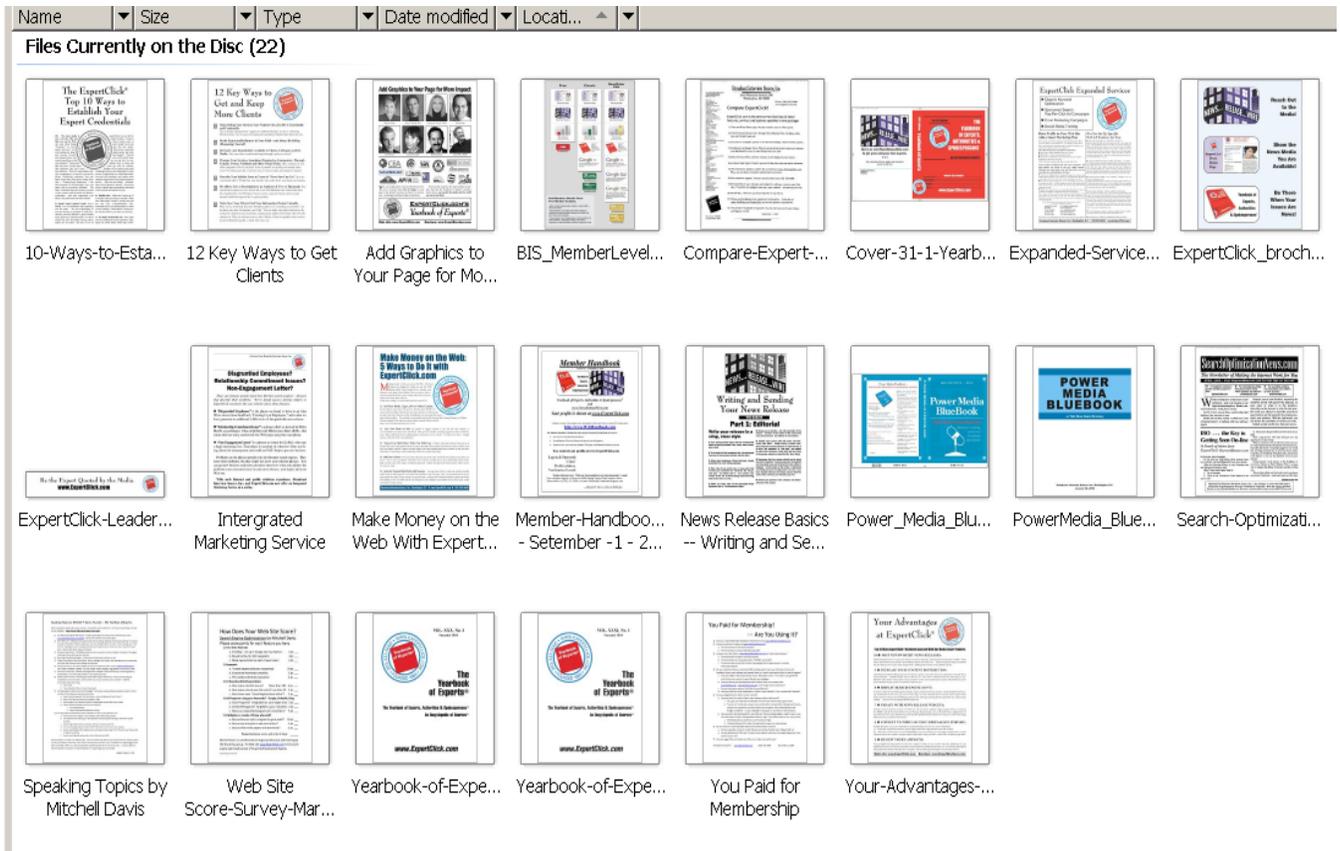
Member label goes here, with your Log-in and Password, showing member's e-mail.

Free customer support is always available during Eastern Time business hours.

Please call us at (202) 333-5000, or e-mail: WashingtonDC@ExpertClick.com

CD-ROM affixed here for member use:

Please insert disk in your computer hard drive to see all files.



Watch Videos at www.WebHandbook.com to learn how to send News Releases.

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March 28, 2011

Dear Subscriber:

Welcome. You can take advantage of all the features of ExpertClick.com so that journalists can easily find you and interview you – so that you will benefit from the news media exposure.

There are three (3) general concepts:

- 1) **Demonstrate who you are and what you want to talk about** so that journalists can find you with your text and topics. Journalists find you most easily through ExpertClick.com's search engine of this information.
- 2) **Reach out by sending News Releases** so that journalists can receive current content from you, get to know you and be enticed to contact you when they have a story to which you could contribute...
- 3) **Use *our* content on *your* Web site** by linking to YOUR OWN NewsReleaseWire.com page that only shows your news releases. All of these features add content that you control and are always updated on your Web page. Pick up badges and use the RSS to syndicate to social media – find the badges in your Manage Releases area, when logged in. Plus now with SpeakerBank and your Web Cam you can always be live ready to be interviewed!

We present your information on the Internet at a number of Web sites, via the LexisNexis® database, and in the printed Yearbook of Experts, Authorities & Spokespersons®. ***You have 100% control with your UserID and Password.***

This handbook will show you how your information is presented in all of the formats, and videos show how the management screens give you access to update and change your information instantly.

We like to help: Please call us at (202) 333-5000 with any questions.

Sincerely,



Editor & Publisher
Broadcast Interview Source, Inc
2500 Wisconsin Ave. N.W.
Washington, DC 20007-4132
(202) 333-5000
WashingtonDC@ExpertClick.com

Overview of Web Sites

The home page at www.ExpertClick.com

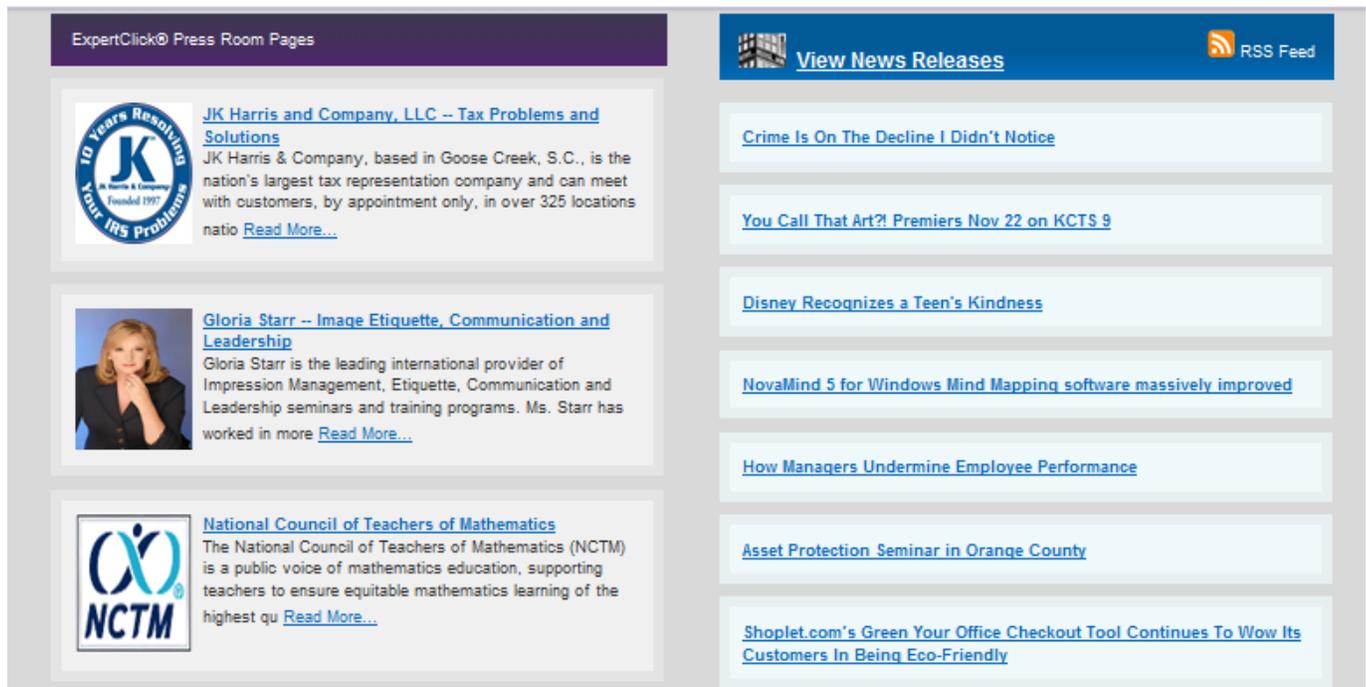
**This is where you can get the most "action"!
When you send news releases – your news release and your #1
profile image appear on our front page.**



The banner features the ExpertClick logo on the left, which includes a circular seal with the text "Yearbook of Experts" and "FOUNDED 1984". To the right of the logo is the text "ExpertClick® with NEWS... RELEASE... WIRE". On the far right, there is a registration form with the text "Get included: Opt-in for: **Invitation to create a free profile **Free e-mail newsletters:" and an email input field with a "Go" button. Below the logo and text is a navigation menu with links: HOME, FIND EXPERTS, FREE JOIN AS AN EXPERT, FREE JOIN AS A JOURNALIST, LOG-IN, SITE MAP, CONTACT US.



This section displays five quotes from partner organizations, each with a corresponding logo below it. The quotes and logos are: "dating service of PR" with PRWEEK logo; "A Hot Site" with USA TODAY logo; "An Invaluable Tool" with CNN.com logo; "Excellent resource, well arranged, easy to use." with abc NEWS logo; and "It will make your group the central point for quotes and interviews." with Association TRENDS logo.



The "ExpertClick® Press Room Pages" section is divided into two columns. The left column features three press releases, each with a profile picture and a "Read More..." link. The first release is for JK Harris and Company, LLC, with a logo that says "10 Years Resolving Your IRS Problems". The second release is for Gloria Starr, with her photo. The third release is for the National Council of Teachers of Mathematics (NCTM), with their logo. The right column features a "View News Releases" header with an RSS Feed icon and a list of seven news release titles, each with a "Read More..." link: "Crime Is On The Decline I Didn't Notice", "You Call That Art?! Premiers Nov 22 on KCTS 9", "Disney Recognizes a Teen's Kindness", "NovaMind 5 for Windows Mind Mapping software massively improved", "How Managers Undermine Employee Performance", "Asset Protection Seminar in Orange County", and "Shoplet.com's Green Your Office Checkout Tool Continues To Wow Its Customers In Being Eco-Friendly".

At www.ExpertClick.com journalists and web searchers can:

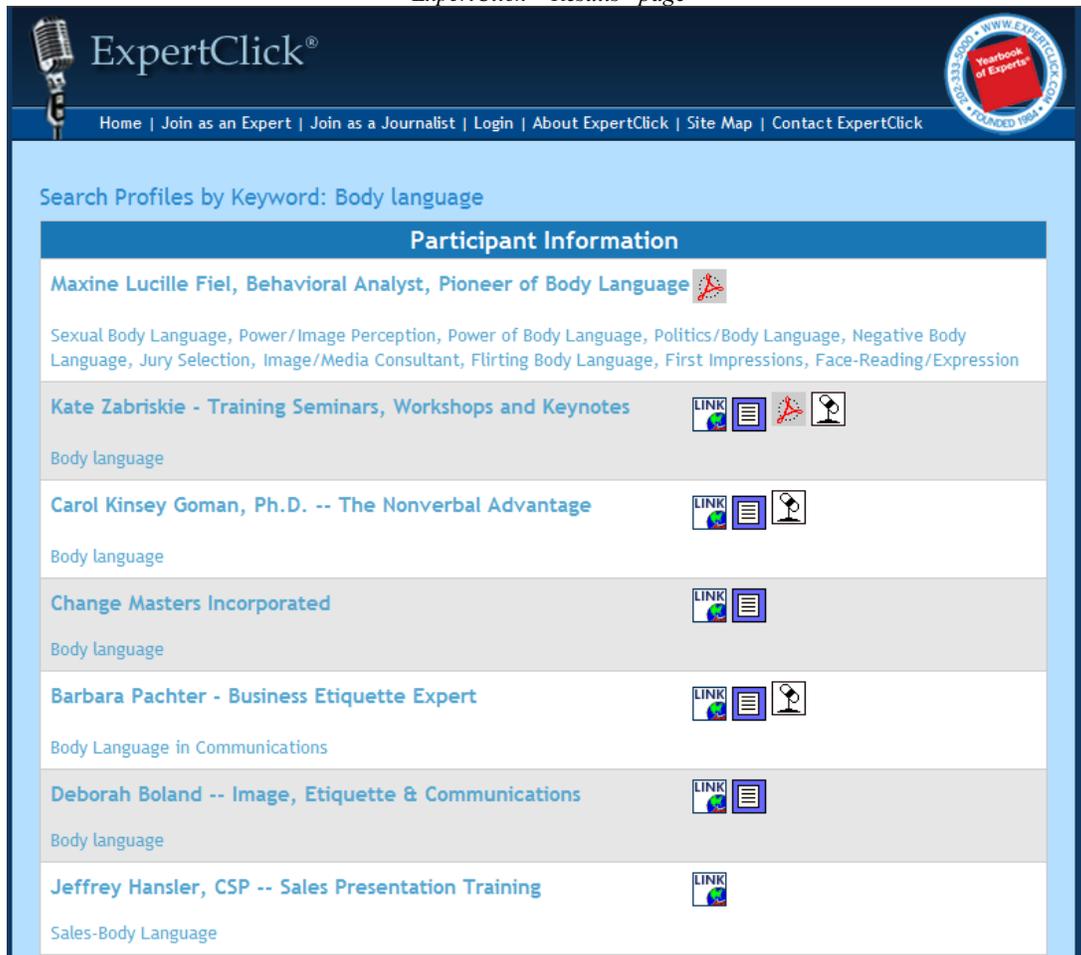
- 1) Search by keyword or topic.
- 2) Click on one of the “favorite topics” for search results on our most popular topics.

The site is open to search engines for we’ve learned that Google search is one of the primary ways our news releases and press room pages are found.

This is the main entry page of the site, and it is important that you choose keywords for your topics that you want to be found on. Also consider including “favorite topics” as some of your keywords so when journalists click on the most popular topics you are included in their results.

When a journalist clicks on a keyword, our system shows a list of news releases or experts on that keyword. For example, if the search is on “Body Language” at ExpertClick.com, the following results screen comes up.

ExpertClick “Results” page



Participant Information	
Maxine Lucille Fiel, Behavioral Analyst, Pioneer of Body Language	
Sexual Body Language, Power/Image Perception, Power of Body Language, Politics/Body Language, Negative Body Language, Jury Selection, Image/Media Consultant, Flirting Body Language, First Impressions, Face-Reading/Expression	
Kate Zabriskie - Training Seminars, Workshops and Keynotes	
Body language	
Carol Kinsey Goman, Ph.D. -- The Nonverbal Advantage	
Body language	
Change Masters Incorporated	
Body language	
Barbara Pachter - Business Etiquette Expert	
Body Language in Communications	
Deborah Boland -- Image, Etiquette & Communications	
Body language	
Jeffrey Hansler, CSP -- Sales Presentation Training	
Sales-Body Language	

The **Icons** help journalists know if you have a Web link, e-mail, audio, news releases or Daybook events. When you add content, you make your listing more attractive and functional. And when journalists click on the name, the profile opens to show your page with links.

Every member has a “Press Room Page.”

Here’s an example of the most popular “Vertical Style:”

A sample expert's page with links to his Web site, and features as noted in this graphic of Deborah Bollland’s press room page.

The image shows a screenshot of a member profile on the ExpertClick website. The profile is for Deborah Boland, an expert in Image, Etiquette & Communications. The page is annotated with several callout boxes and arrows pointing to specific features:

- Links to your web site, press room page, and RSS Freed:** Points to the top navigation area and social media links.
- Media Contact:** Points to the contact information section.
- Your News Releases:** Points to the 'Latest News Releases' section.
- The topics you choose to link to other experts:** Points to the 'Other experts on these topics' section.
- Participant Name:** Points to the name 'Deborah Boland -- Image, Etiquette & Communications'.
- Include photos:** Points to the main portrait photo of Deborah Boland.
- Up to 1,000 words of text:** Points to the bio text at the bottom of the page.

Here's how your news release will look on the web.

The screenshot shows a news release on the ExpertClick.com website. The page layout includes a header with navigation links, a main content area with a headline, a photo of the author, and a list of text paragraphs. On the right side, there are several white callout boxes with red arrows pointing to specific parts of the page:

- Link to your website & RSS Feed:** Points to the top right corner of the page.
- Your Headline:** Points to the main title of the news release.
- Your photo and caption:** Points to the author's portrait and name.
- Your Text:** Points to the main body of the news release text.
- Your Media Contact:** Points to the author's contact information.
- Your Topics:** Points to the list of related topics at the bottom of the page.

Next, when journalists click on the News Release link, they'll be taken to see **Your Own News Release Wire** page that shows only your news releases. Here's an example from news releases from the JK Harris Company:

ExpertClick®

Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact ExpertClick

Yearbook of Experts
WWW.EXPERTCLICK.COM
FOUNDED 1984

View My News Releases

	Title
	Albuquerque Client Saves a Bundle with the Help of JK Harris and Company
	JK Harris and Company Helps Fresno Couple Resolve Back Tax Problems
	JK Harris Employees Rally to Support Local Trident United Way
	JK Harris Volunteers Participate in Trident United Way's Day of Caring
	JK Harris warns taxpayers about the consequences of a federal tax lien
	JK Harris reminds taxpayers with back tax debt of their rights and options
	Client credits JK Harris for saving her from a 'fate worse than death'

You can see only that member's news releases, and RSS Feed button – at the upper right that give you a RSS feed like this:

My Releases

You are viewing a feed that contains frequently updated content. When you subscribe to a feed, it is added to the Common Feed List. Updated information from the feed is automatically downloaded to your computer and can be viewed in Internet Explorer and other programs. [Learn more about feeds.](#)

[Subscribe to this feed](#)

[Albuquerque Client Saves a Bundle with the Help of JK Harris and Company](#)

Yesterday, November 19, 2010, 3:43:00 AM →

GOOSE CREEK, S.C. – When a taxpayer tries to do the right thing, sometimes an error out of their control can lead them to owe back taxes. JK Harris client Tina Driver of Albuquerque, NM found this out the hard way.

Ms. Driver lost he

[JK Harris and Company Helps Fresno Couple Resolve Back Tax Problems](#)

Wednesday, October 20, 2010, 4:46:00 AM →

GOOSE CREEK, S.C. – When you file your federal income tax return each year, typically it keeps you in good standing with the IRS. For one Fresno couple though, filing a tax return was an education in why certain taxpayers must file quarterly ta

You can use this RSS feed to connect your news releases to your Twitter or Facebook page.

You have badges and links to for your stie or to share:

Pick up as links or HTML when you log in and go to the bottom of your Manage Releases page.

Link Pick Up Area

Your Personal Yearbook Profile Page:
<http://www.expertclick.com/19-3210>

Your Personal NewsReleaseWire Page:
<http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359>

Your Personal Yearbook Link:

```
<a target="_blank" href="http://www.expertclick.com/19-3210">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>Michael D. Shaw -- Air Quality Expert<br />  
    is listed at<br />  
    ExpertClick.com  
  </h4>  
</div>  
</a>
```

Your Personal NewsReleaseWire Page:

```
<a target="_blank"  
href="http://www.expertclick.com/NewsReleaseWire/ViewMyNews.aspx?NRWID=7359">  
  <div style="text-align: center; font-family: verdana, arial, sans-serif; font-size: 12px">  
    <br />  
    <h4>View News Releases<br />  
    from Michael D. Shaw -- Air Quality Expert at<br />  
    NewsReleaseWire.com  
  </h4>  
</div>  
</a>
```

Basic Links



Michael D. Shaw -- Air Quality Expert is listed at ExpertClick.com



View News Releases from Michael D. Shaw -- Air Quality Expert at NewsReleaseWire.com

Full HTML that will show logos and link to your profile or your news releases

The Main News Release Wire page is at: www.NewsReleaseWire.com

ExpertClick®

Home | Join as an Expert | Join as a Journalist | Login | About ExpertClick | Site Map | Contact ExpertClick

Search News Releases and Events

Headlines only.

Search

View by date - ON | Recently submitted | Geographic Preferences - OFF | Selection Feature - OFF | Event Only - OFF

All Releases

News Releases	
Title	
	Crime Is On The Decline I Didn't Notice
	You Call That Art?! Premieres Nov 22 on KCTS 9
	Disney Recognizes a Teen's Kindness
	NovaMind 5 for Windows Mind Mapping software massively improved

As a member, you can send news releases via the News Release Wire quickly and simply:

Here's what you do:

- A) Log in at www.ExpertClick.com with your Log-in and Password.
- B) Click on the "Send Release" Button, choose style, text releases are best.
- C) Cut and paste your headline and news release into the form.
- D) Preview the release, edit if needed and submit.

To know you release is published you will confirming release along with a unique release number, and unique URL that you can share, and instantly push to your social network.

Your news release will be:

1. Instantly live at www.NewsReleaseWire.com.
2. Scanned by Google News.
3. Included in our daily and weekly e-mail headline feeds.
4. Available so that journalists can add your release to their RSS feeds.
5. A custom URL link for your Web site that shows only your news releases.
6. Linked to your ExpertClick.com profile.

...When you log-in you can see click and print reports so you can judge usage and response levels to different story ideas and headlines. By studying what types of releases receive the most responses, you can learn to better target your releases.

Classic members can send up to 52 news releases a year with *no per-release charges*.

Here's an example of News Releases picked up at Google News:

Google news

Advanced news search

News Results

Top Stories
More sections ▾

All news
Images
Blogs

Any recent news
Past hour
Past day
Past week
Past month
2006-2007
2002-2005
1998-2000
1990-1997
1980-1989
Archives

Sorted by relevance
Sorted by date
Hide duplicates
Show duplicates
Any language
English
Reset options

Crime Is On The Decline I Didn't Notice 
NewsReleaseWire.com (press release) - 3 hours ago
According to the figures released by the FBI, the estimated number of violent cr...
in 2009 for the third consecutive year. ...

Disney Recognizes a Teen's Kindness 
NewsReleaseWire.com (press release) - 22 hours ago
What do you do when you **press someone in pain**? A 78-year old woman, a 16...
student and Mickey Mouse offer a shining example. ...

NovaMind 5 for Windows Mind Mapping software massively improved 
NewsReleaseWire.com (press release) - Nov 19, 2010
The performance improvements in overall application usage range from a huge 12 times improvement up to a massive 75...
times improvement. ...

How Managers Undermine Employee Performance 
NewsReleaseWire.com (press release) - Nov 19, 2010
San Francisco - November 19, 2010 - Are you working in an organization where managers know how to motivate people?
Are managers held accountable for ...

Asset Protection Seminar in Orange County 
NewsReleaseWire.com (press release) - Nov 19, 2010
On November 30, 2010, Jacob Stein will teach an all-day seminar on asset protection planning. The...
seminar is sponsored by the California CPA Education ...

Shoplet.com's Green Your Office Checkout Tool Continues To Wow Its Customers ... 
NewsReleaseWire.com (press release) - Nov 19, 2010
- Shoplet.com, the office supply industry's online retail authority and champion of small and medium-sized business,
continues to be a leader in enabling ...

Printable Calendars in Spanish for 2011 
NewsReleaseWire.com (press release) - Nov 19, 2010
Just as in 2009 and 2010, each month of 2011 is available to print one month at a time, or users can...
choose to download a file containing all 12 months. ...

Master Healer Teaches the Shamanic Shift 
NewsReleaseWire.com (press release) - Nov 19, 2010
Make the shift that will heal your life and develop your innate abilities to help others heal. Join master healer and teacher...
Deborah King for this ...

Albuquerque Client Saves a Bundle with the Help of JK Harris and Company 
NewsReleaseWire.com (press release) - Nov 19, 2010
GOOSE CREEK, SD - When a taxpayer tries to do the right thing, sometimes an error out of their control can lead them to...
owe back taxes. ...
[EPAMLACCO](#)

Image & Etiquette Certification: Turn Passions into Profits 
NewsReleaseWire.com (press release) - Nov 19, 2010
Gloria Starr's Proven Methodology Turning Passions into Profits - I teach what the other etiquette companies do not teach.
I teach you how to make money and ...

[Create an email alert for source:newsreleasewire.com](#)
[Add a custom section for source:newsreleasewire.com to Google News](#)
[Search Google Fast Flip for source:newsreleasewire.com](#)

Gooooooooooooogle 
1 2 3 4 5 6 7 8 9 10 [Next](#)

The selection and placement of stories on this page were determined automatically by a computer program.
The time or date displayed reflects when an article was added to or updated in Google News.

Google may not pick up every release. Using keywords that at in the news can help get your news releases traction at Google. **Using superlatives or your name is negative.**

Social Media pick-up of news releases – as shown with a search at www.SocialMention.com

socialmention* [Advanced Search](#) [Feedback](#)

1% strength

5:1 sentiment

47% passion

14% reach

9 hours avg. per mention

last mention 24 hours ago

66 unique authors

0 retweets

Sentiment

positive	32
neutral	73
negative	7

Top Keywords

release	60
press	49
business	33
dental	20
grow	20
training	18
successful	18
professionals	18
consultant	18
news	16

Top Users

admin	20
pelgrahamblook	8
oensuscount	6
Edie Mindell	4
CreditGuru	3
realestatefeeds	3
rsfeeds	3
tomheston	3
emarketingpro	2
davidbrown183	2

Top Hashtags

twrt	1
------	---

Sources

google_blog	41
identioa	27
plurk	13
wordpress	10
twitter	9
google_video	8
youtube	4
truveo	2

[Clear all filters](#)

Mentions about newsreleasewire.com

Sort By: Results: Results 1 - 15 of 112 mentions.

- 🔗 [Celebrate a Holiday as Old as Our Country with these Thanksgiving Quotes - NewsReleaseWire.com \(press release\) http://bit.ly/9KJ1YR](#)

twitter.com/MarkHughes3975/statuses/574048368961153
24 hours ago - by @MarkHughes3975 on [twitter](#)
- 🔗 [Celebrate a Holiday as Old as Our Country with these Thanksgiving Quotes - NewsReleaseWire.com \(press release\) http://bit.ly/d9nawy](#)

twitter.com/JoanneGreen88/statuses/5682656469585920
yesterday - by @JoanneGreen88 on [twitter](#)
- 🔗 [Celebrate a Holiday as Old as Our Country with these Thanksgiving Quotes - NewsReleaseWire.com \(press release\) http://bit.ly/cRMu0W](#)

twitter.com/Barbara834535/statuses/5674038143754240
yesterday - by @Barbara834535 on [twitter](#)
- 🔗 [Westwind \(band\) : Trade Show Tips to Promote Your Business - NewsReleaseWire.com \(press release\) http://uxp.in/22060387](#)

twitter.com/rjdi Khan/statuses/5489971033022464
2 days ago - by @rjdi Khan on [twitter](#)
- 🔗 [Conflict: What's your default Conflict Blueprint™? - NewsReleaseWire.com \(press release\) - http://bit.ly/aiPFJE](#)

twitter.com/fambizpros/statuses/4842233933070336
3 days ago - by @fambizpros on [twitter](#)
- 🔗 [Boston area Cosmetic Surgeon Releases Weight Loss CD Nationwide - NewsReleaseWire.com \(press release\) http://bit.ly/bTZwMC](#)

twitter.com/BiMedicalNews/statuses/4759655037276160
4 days ago - by @BiMedicalNews on [twitter](#)
- 🔗 [John M. Collard Named Business Leader of the Year by Prince George's Chamber of Commerce. www.NewsReleaseWire.com/34206](#)

twitter.com/JohnCollard/statuses/4647308482322432
4 days ago - by @JohnCollard on [twitter](#)
- 🔗 [John M. Collard Named Business Leader of the Year by Prince George's Chamber of Commerce... http://fb.me/uuOLcmFe](#)

twitter.com/JohnCollard/statuses/4645688134606848
4 days ago - by @JohnCollard on [twitter](#)

Lexis Results for a search on “Identity Theft” showing news releases from Robert Sicilliano:

LexisNexis® Total Research System

My Lexis™ Search Research Tasks Get a Document Shepard's® Alerts Total Litigator Transactional Advisor Counsel Selector

FOCUS™ Terms Search Within Original Results (1 - 100)

View: [Cite](#) | [KWIC](#) | [Full](#) | [Custom](#) ↔ 1 - 10 of 100 ↔
[Hide Hits](#)

Source: [Legal](#) > /.../> \$ [Yearbook of Experts](#)
Terms: **identity theft** ([Edit Search](#) | [Suggest Terms for My Search](#))

Select for FOCUS™ or Delivery

- 1. [Yearbook of Experts \(R\) News Release Wire](#), Credit Monitoring and Similar Services that Protect Small Business Owners (BOSTON, Mass. - Jan. 5, 2006 - IDTheftSecurity.com) **Identity theft** can be a catastrophe for small business owners ... services protect the small business owner when thieves compromise her **identity**," said Sicilliano, an expert who pr help civilians to track their **identities** and thwart beginning-stage **thefts**. These services all deserve attention." A re ... company now sees the value in publicizing and offering **identity theft** protection services. According to the article, "all its new or renewed small ...
... 3 with representatives from Allstate Insurance to discuss credit monitoring and **identity theft** insurance. "It's tim ... long time, I've informed those who attend my **identity theft** workshops of the many products available to them. T ... Author of "The Safety Minute: 01" and an upcoming book, "**Identity Theft** Pandemic: Curing the **Identity Theft** Vii ... a while: * MyPublicInfo, an Arlington, VA-based **identity** management company, provides the Public Information ... available at www.IDTheftSecurity.com, to make sure their **identities** are in order. * Kroll Background America, the at www.IDTheftSecurity.com. The ...
... Services(R), Inc., an affordable attorney service; and **identity** restoration assistance should the customer's ever be ... PrivateTel and available through www.MyPrivateLine.com. An **identity** thief can learn a great deal from little ...
... last bit of privacy protecting a phone user's **identity**. A single person can use MPL when communicating ...
... for classified ads. "News reports about the suspected **theft** of millions of **identities** last year gave the impressio is indeed the consumer. We need to educate consumers on what's available to them to stop this crime where the rut of IDTheftSecurity. ...
... it his mission to provide consumer education solutions on **identity theft** to Fortune 500 companies and their client
- 2. [Yearbook of Experts \(R\) News Release Wire](#), Identity Theft - How Vulnerable Are You? **IDENTITY THEFT SHIELD**, "WHAT IF IT HAPPENS TO YOU"?
The threat of **identity theft** is increasing this Chri complaint filed with the Federal Trade Commission. Two hundred fifty thousand cases of **identity theft** were reported ... once a year may not be enough to thwart **identity theft**.

There is another viable solution I have found. problems. As I mentioned last month, I have become a victim of **identity theft** this year. Luckily for me, I am a mem ... risk consulting company. Since they have teamed up they have created the "**Identity Theft** Shield" It works and w understand ...
... rating - and the information and services needed to fight back if an **identity** thief threatens your financial standin ... provide an opportunity to control the damage.

With **identity theft** shield, five main activities on your c ... greatest benefit of regular credit monitoring.

Identity Restoration: Reclaiming Your Name

... take years for you to restore your credit standing. **Identity theft** can be devastating, and the process of restoring ... Kroll Background America is meeting this need head-on with its **Identity Theft** Shield, a product that has helped t restoring their names and their credit.
Some suggestions on how **Identity Theft** Shield can save time and mor

Sample of the News Release Wire E-mail feed:

News Release Wire Headlines

Click to www.NewsReleaseWire.com to open and read all releases or click on release of interest.

***Don't Want Your Annuity? You May Be Able to Sell It**
<http://www.NewsReleaseWire.com/34270>

***Military M.D. Reveals Truth About U.S. Wartime Death:**
<http://www.NewsReleaseWire.com/34400>

***Lifesaving Resources to demonstrate the Polar 75 Re**
<http://www.NewsReleaseWire.com/34397>

***Part-time home stagers just as likely to succeed**
<http://www.NewsReleaseWire.com/34391>

***City or Suburbs, Which is Safer?**
<http://www.NewsReleaseWire.com/34384>

***Balancing Act #136 December 2010 from Alan Weiss|**
<http://www.NewsReleaseWire.com/34369>

***Are Boomers Ready For Their Future?**
<http://www.NewsReleaseWire.com/34380>

***Sarah Palin...The Frontier Lady**
<http://www.NewsReleaseWire.com/34379>

***10 Ways to Pay More Taxes and Have More Money**
<http://www.NewsReleaseWire.com/34376>

We distribute the Yearbook of Experts, Authorities & Spokespersons® in five ways:

1. We send free copies of the Yearbook of Experts, Authorities & Spokespersons® to America's leading print and broadcast journalists;
 - a. To reach targeted journalists.
 - b. Upon request when they register.
 - c. At trade shows like the Society of Professional Journalists' annual convention.
2. Download the complete PDF at www.YearbookPDF.com
3. The Yearbook is always online 24 hours a day at www.ExpertClick.com.
4. At www.Scribd.com – the document sharing site.
5. The Yearbook is now also available at Google Books. Visit www.Google.com/books and enter "Yearbook of Experts" to search the printed yearbook or share pages.

Please! To be included in the print and Adobe PDF edition of the *Yearbook of Experts®*, we need your **75-word text profile** and **nine topics**. Please log in to ExpertClick.com with your User ID and Password and go to "Edit Profile" → then "Edit Text" or "Edit Topics" to input the information yourself. Sample **profile** (max. 75 words) from the printed *Yearbook of Experts*:



DEBRA HOLTZMAN, J.D., M.A. -- CHILD SAFETY EXPERT
Hollywood, FL United States
<http://www.thesafetysafetyexpert.com>

Debra Holtzman, JD, MA, is an internationally acclaimed child safety and health expert and award-winning parenting author. Frequently appears on regional and national television and radio, she has been featured on The Today Show, Weekend Today, Dateline, ABC News, The Associated Press Radio, Martha Stewart Living Radio, and in USA Weekend Magazine. Debra served as the official safety expert on the Discovery Health Channel's popular TV series, Make Room for Baby. She was named an "Everyday Hero" by Reader's Digest and a "Woman Making a Difference" by Family Circle Magazine. Debra has a law degree, an M.A. in occupational health and safety, a B.A. in communications, and is the mother of two children. She also teaches infant and toddler safety and CPR classes at Memorial Regional Hospital. Her latest book, *The Safe Baby: A Do-it Yourself Guide to Home Safety and Healthy Living* (Sentient Publications, 2009) is in bookstores everywhere.

Debra Holtzman, J.D., M.A.
Hollywood, FL United States
Contact Phone: 954-963-7702
[Click to Contact from Web Site](#)

To include a photo, please e-mail large -- at least 600 pixels wide to us.

You can be indexed on up to nine topics in the printed Yearbook of Experts. You can edit them when you log in. For your web profile you can choose up to 39 topics.

- 1) Baby Showers
- 2) Celebrities
- 3) Celebrity
- 4) Green Expert
- 5) Home Safety
- 6) Pet Safety
- 7) Spokesperson
- 8) Toy Safety
- 9) Water Safety

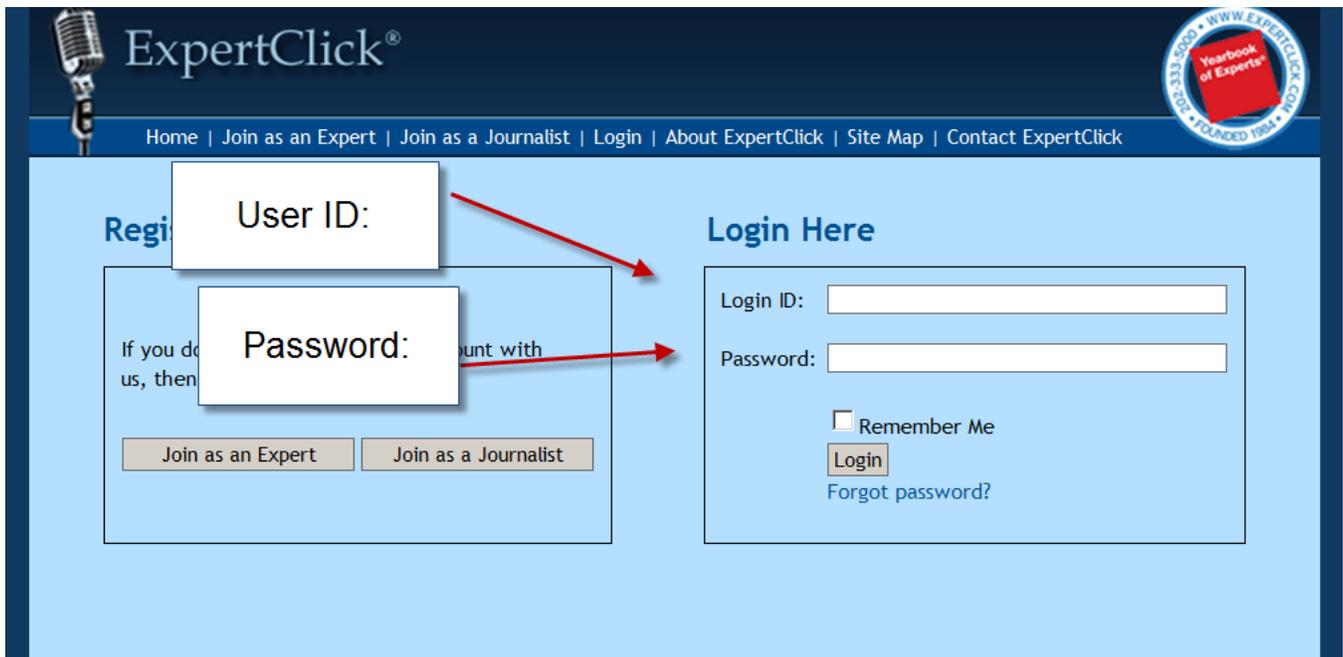
Here's an overview of your management screens:

Here's where click on the log-in choice to get to the log-in page.

Your user Id and Password are printed on the front, or have been send to you by e-mail.



Then you log-m:



When you log in here are the screens you see:
The Expert Control Panel that will show your Participant Name.

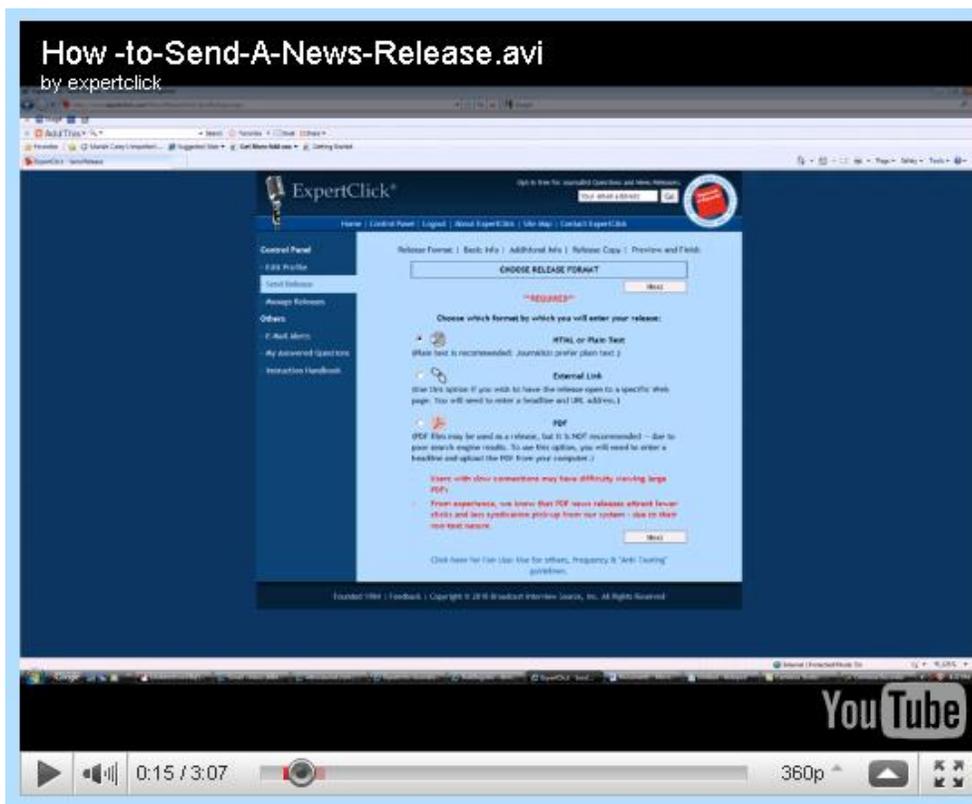
The screenshot shows the ExpertClick.com website interface. At the top, there is a navigation bar with links: Home | Control Panel | Logout | About ExpertClick | Site Map | Contact ExpertClick. The main content area is titled "Expert Control Panel" and includes a sidebar with "Control Panel" and "Others" sections. The "Control Panel" section lists: Edit Profile, Send Release, and Manage Releases. The "Others" section lists: E-Mail Alerts, My Answered Questions, and Instruction Handbook. The main content area displays the user's profile information, including their membership level (EXECUTIVE MEMBER) and a list of profile pages (Profile Details, Book Text). Three white callout boxes with red arrows pointing to the interface provide instructions: "Edit Profile" points to the "Edit Profile" link; "If you have been approved to send news releases this choice will be shown" points to the "Send Release" link; and "Manage releases is where: 1) You can see your news releases 2) Pick up your Banners and links" points to the "Manage Releases" link. The footer contains the text: "Founded 1984 | Feedback | Copyright © 2010 Broadcast Interview Source, Inc. All Rights Reserved".

Then you can update your profile as you move through the screens: [Book Text](#) | [Web Text](#) | [Manage Topics](#) | [Setup your Page](#) | [Additional Profile Info](#) | [View Page and Approve](#)

The Buttons on the left of your *Expert Control Panel*:

- 1) **Edit Profile – Brings you to the second management screen where you can edit your profile.**
- 2) Send Release – Click to send a news release.
- 3) Manage Releases and Links – Click here to see all your releases, and information about journalists who have visited them and picked up the links to your private NewsReleaseWire.com and private Daybook.com pages.

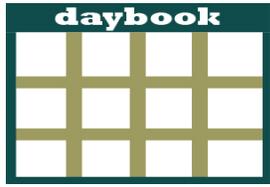
How to send news releases – See first video at www.WebHandBook.com to see this live.



How to edit your profile – See second video at www.WebHandBook.com to see this live.

It shows how you move through the screens: [file Details](#) | [Book Text](#) | [Web Text](#) | [Manage Topics](#) | [Setup your Page](#) | [Additional Profile Info](#) | [View Page and Approve](#)

New: When you complete editing your profile is updated, you do not need to confirm with an e-mail.



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November 18, 2010 at 6am to December 18, 2010 at 7pm - Online Virtual

Today **Yearbook of Experts -- 2011 Discount Deadline**
November 20, 2010 from 6pm to 7pm - Washington DC

November 22 Monday **You Call That Art?! Premiere Celebration and Viewing**
November 22, 2010 from 7pm to 8:30pm - Two Bells Tavern

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*2011 is our 27th Anniversary
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January 2, 2011