

www.RadioTour.com



Booth 4100





RadioTour.com



Connect with TV Shows and Talk Radio!

Authors: You get all these benefits with your annual membership.

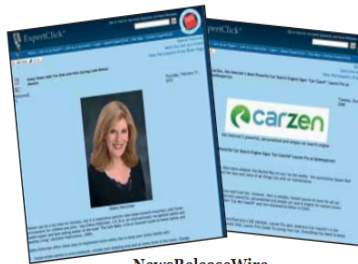
- ✓ Video releases featured at www.RadioTour.com
- ✓ E-mail headline feed to thousands of shows and journalists
- ✓ Google News pick-up and Lexis syndication
- ✓ Instant release sending at www.NewsReleaseWire.com
- ✓ Your Press Room page at www.ExpertClick.com with photos
- ✓ Links from profile and releases to your site or blog
- ✓ RSS feed you can connect to Twitter and Facebook
- ✓ Each release as a unique search optimized web page
- ✓ Cross linked to other experts on the topics you choose
- ✓ Instant sending with do-it-yourself "cut-and-paste"
- ✓ Personal calendar of your events at www.Daybook.com





- 1) Via Google News - many of our experts releases are now being included at Google News
- 2) In daily and weekly headline feeds going to 11,000 plus journalists
- 3) Via LexisNexis, the leading professional search resource
- 4) Posted instantly at the News Release Wire Web site
- 5) Linked instantly to your ExpertClick.com Press-Room Page, where a complete list is shown. Plus you can add a link with all your news releases to your Web site to create your own news page
- 6) Via the ExpertClick.com search system, referenced by icons to show content, and in the printed Yearbook of Experts
- 7) At FeaturesUSA.com for articles
- 8) Plus, as unique Web pages, your releases are designed for search engine spiders to bring you more visitors as long as you leave the release active

You'll send news releases without per-release charges. Send up to 52 news releases a year. Compared to services with per-release charges you can save thousands of dollars a year.



NewsReleaseWire.com
Actual News Release

Use News Release Wire to distribute:

- News Releases
- White papers
- Links to news on your site
- Content from your blog
- Your newsletter
- Your opinion about the news of the day
- PDFs of your brochures

Here are some news outlets that have opted-in to receive the headline feed:

- AARP Bulletin
- ABC Radio Network
- Atlanta Journal-Constitution
- The Associated Press
- Boston Globe
- Bottom Line/Personal
- Business Week
- CNBC
- CBS Marketwatch
- CBS News – 48 Hours
- Chicago Tribune
- CNN Radio
- Fox News – New York
- Good Morning America
- Hollywood Reporter
- KGO NewsTalk – San Francisco
- KNBC-TV Los Angeles
- Entrepreneur Magazine
- ESPN
- Los Angeles Times
- MSNBC
- National Public Radio
- New York Daily News
- The New York Times
- The New Yorker
- Physician's Weekly
- Public Radio International
- Robb Report
- Salon.com
- Sky Radio Network
- The Star-Ledger
- Time Magazine
- Washington Post
- Wireless Flash News Service
- WGN Radio
- WRC-TV Washington, DC
- United Press International
- Univision Network
- U.S. News & World Report
- WBAL-TV Baltimore



NewsReleaseWire.com

Sending a news release is easy:

- 1) Log-in.
- 2) Click "Send Release" button.
- 3) Cut and paste your text.
- 4) Proof.
- 5) Publish.
- 6) Your news release is live.

...And you can track your results and success:

- 7) You'll get a nightly click report.
- 8) You get log-in access to see results of all your news releases.
- 9) You can validate the success of your news releases and the number of visitors who jump from your news releases to your Web pages when you use Google Conversion Tracking. You can validate which releases generate the most opt-ins or sales from your order form.





CLIENT SUCCESS STORIES:

“The Wall Street Journal called me from the Yearbook: their story about boot camp marketing resulted in positive exposure and speaking offers.”

—Arnold Sanow, MBA, CSP

“Oprah, the Today show, InsideEdition, ESPN, MSNBC, CNN.”

—Lauren J. Fix, Automotive Consultant/Expert

“I got an e-mail from the New York Times writer assigned to check out Munchausen’s Syndrome by Proxy, who said that every time he did a search on LexisNexis my news releases were the first seen.”

—Barbara Bryan, National Child Abuse Defense & Resource Center

“Business Week, AP, FOX NEWS, Bloomberg Radio, Atlanta Journal Constitution from one release.”

—Paul Dickson, Author

“Inside Edition, MSNBC, Parenting magazine, Child magazine, the Boston Globe and Oprah.”

—Debra Holtzman, Safety Expert

“Rush Limbaugh, and dozens of other outlets picked up my story.”

—Michael Levine, Hollywood Publicist

“Oprah called and flew me out for her child care show!”

—Judith Lederman

“dating service of PR”

... **PRWEEK**

“A Hot Site”



“An Invaluable Tool”

... **CNN.com**

“Excellent resource, well adjusted, easy to use.”

... **abc NEWS**

“It will make your group the central point for quotes and interviews.”

Association
... **TRENDS**





Why Video?

Broadcast Journalists need to know how good you look and sound!

Q: What is a Video News Release?

A: A News Release with a video, often as simple as an embed YouTube.

Q: Are they easy to send?

A: Yes, if you can cut & paste – you can send video news releases instantly with RadioTour.

Social Media →

Video Icon →

Amazon Icon w/purchase link →

RSS →

Dateline → Thursday, May 19, 2011

Headline → Science Education Gets Spotlight Today, May 19, on National Lab Day

Your Photo → [Photo of Linda Jeschofnig]

YouTube video with link and embed → [Video player for LabPaq Introduction Movie.wmv]

Text of Release → National Lab Day is a volunteer initiative to organize support for sciences, technology, engineering and mathematics (STEM) teachers and to connect them with STEM professionals who will share their expertise as well as their excitement and passion for their disciplines.

Courtesy of Scott Lorenz Book Publicity

Special Features
Send this link to a friend
View Participant's Press Room Page

Science Education Gets Spotlight Today, May 19, on National Lab Day
New York, NY

Linda Jeschofnig co-authored Teaching Lab Science Courses Online: Resources for Best Practices, Tools and Technology

Video Clip: Click to Watch
National Lab Day on May 19, 2011, aims at promoting the critical need to do better teaching to America's young people.

LabPaq Introduction Movie.wmv

National Lab Day is a volunteer initiative to organize support for sciences, technology, engineering and mathematics (STEM) teachers and to connect them with STEM professionals who will share their expertise as well as their excitement and passion for their disciplines.

To promote National Lab Day, Hands-On-Lab personnel will be travelling for workshop presentations in Raleigh, N.C., on May 19 and in Phoenix, AZ, on May 20.





Your RadioTour Page links to your web site.

Your ExpertClick.com Press-Room Page is the cornerstone of the program.



- With a link to your Web site, your news releases. The page is designed first to provide information for journalists – then it is optimized for search engines to ensure your page is found.
- You have instant 100% control of up to 1,000 words of text, your contact information, your meta tags and graphics. You can update your profile 24/7!
- You can even include YouTube.com video!

ExpertClick.com
Sample Profile Pages
Visit www.ExpertClick.com to search on topics of interest and see more profile pages.

You get these benefits:

- Unique URL of your choice
- Search engine submission
- Inclusion at LexisNexis

Listings include Icon links:

- Email
- Web site
- News Releases
- PDF available.

Your Name

Your Tag Line

Social Media Share

Participant Information

Patricia Bragg -- Vegetarian Health Recipies
Santa Barbara, CA United States

Jump To Patricia Bragg -- Vegetarian Health Recipies

View Releases

Contact Information

Brad Butler
Hollywood, CA
United States
Contact Phone: 323-461-3921

Contact Brad Butler

Ask a question

Media Contacts

Additional Contact Information

Babara Gaughen
barbara@rain.org
Gaughen Global Public Relations
805-968-8567

Latest News Releases

	Title
	Bragg's Vegetarian Health Recipes for Long Life: New Book from Health Legend ...
	Patricia Bragg Featured in Santa Barbara News-Press, She is a Crusading Healt...
	I Will Miss My Friend Jane Russett, Patricia Bragg, First Lady of Natural Hea...
	Patricia Bragg Radio Interviews: Bragg.com Has 11 Terrific Radio Interviews w...
	Patricia Bragg on George Noory Sunday Night: First Lady of Natural Living on ...

Link to your Web Site

RSS -- Connect to Twitter or

Your Photo

Your Book

Your News Releases with Video for RadioTour.com

Patricia Bragg -- Vegetarian Health Recipies





Courtesy of Brad Butler, Promotion in Motion.



Book Expo Show Special

Save \$285



RadioTour.com



Connect with TV Shows and Talk Radio!

Authors: You get all these benefits with your annual membership.

- ✓ Video releases featured at www.RadioTour.com
- ✓ Email headline feed to thousands of shows and journalists
- ✓ Google News pick-up and Lexis syndication
- ✓ Instant release sending at www.NewsReleaseWire.com
- ✓ Your Press Room page at www.ExpertClick.com with photos
- ✓ Links from profile and releases to your site or blog
- ✓ RSS feed you can connect to Twitter and Facebook
- ✓ Each release as a unique search optimized web page
- ✓ Cross linked to other experts on the topics you choose
- ✓ Instant sending with do-it-yourself "cut-and-paste"
- ✓ Personal calendar of your events at www.Daybook.com

You can send 88 video news releases a year!

Annual cost: \$880 **Book Expo Show Special: \$595 when you order at the show!**

Name: _____

Group: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Yes, I want Radio Tour at \$595: Membership start date to be: ____ / ____ / 2011.

Amex, MC, VISA or Discover Card # _____ Ex Date: ____ / ____

Signature: _____ Card CID Code: _____

Broadcast Interview Source, Inc. | Washington, D.C.
Our 27th Year - founded 1984

Mitchell P. Davis, Editor | RadioTour@RadioTour.com
(202) 333-5000

Visit us at Book Expo booth: 4100 at the top of the central escalator

