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\$uccess Requires Planning Plus Action

Complete Services Overview

■ **Your Network Expands**

- * New buyers learn about you
- * Existing relationships are reinforced

■ **Your Brand Builds**

- * Editorial mentions break through to buyers
- * Leadership builds via news media endorsement

■ **Your Market Share Grows**

- * Media interviews attract more interviews
- * News media validation and quotes of endorsement are yours

■ **Your Success Shows**

- * Journalists ask you to define the news on your terms
- * You benefit by being seen as the “go-to” source

■ **The Bottom Line Is...**

Networking
Branding
Market Share

+ Success

= Cash Flow

What you do with your cash flow is up to you.

You get a unique service

We empower you to reach journalists, because journalists have turned to us for more than twenty years to find the right sources. You benefit from the contacts we've made and the network we've built.

The news media knows you are the "go-to" source, the reliable source, the willing contact, the right contact.

Then journalists tell their readers, listeners and viewers about you.

We help buyers find you.



Recognized as being unique!

Seth Godin and *Fast Company* magazine gave us their coveted "Purple Cow" designation.

The "Purple Cow" is their designation of distinction for unique companies. We are profiled in their "**Companies That Can Help You Make Things Happen**" issue.

Here's how Seth Godin defines Purple Cow:

"You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice.

What do Starbucks, and JetBlue, Krispy Kreme, Apple, DutchBoy, Kensington, Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving former tried-and-true brands to gasp for their last?

Cows, after you've seen one, or two, or ten are boring. A Purple Cow, though... now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff -- a lot of brown cows -- but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period."

Broadcast Interview Source, Inc.

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Washington, DC 20007

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Toll Free (outside DC): 1-800-YEARBOOK
Fax: (202) 342-5411 E-Mail: editor@yearbook.com
www.YEARBOOK.com

Journalists from thousands of news organizations request the Yearbook. Here are some:

ABC News
Advertising Age
The Associated Press
Baltimore Sun
Better Homes & Gardens
Billboard
Bloomberg Business News
Cable News Network
CBS News
Chicago Tribune
Cincinnati Enquirer
Congressional Quarterly
Copley Daily News Service
Daily News
Dateline NBC
Daynet
Des Moines Register
Discover Magazine
Editor & Publisher
ESPN
Family Circle
First for Women
Gannett News Service
Good Morning America
Harpers
Larry King Show
Lifestyles of the Rich and Famous
London Daily Mail
Los Angeles Times
MSNBC
National Public Radio
NBC News
The New York Times
Newsday
Newsweek
Nightline
Nightly Business Report PBS-TV
Parade Magazine
Paul Harvey
People
Playboy
Popular Mechanics
Popular Science
Reuters
Sally Jessy Raphael
Saturday Night Live
Scientific American
Talknet
Tans
Time Magazine
United Press International
USA Today
Variety
Wall Street Journal
Washington Post
Women's Day
WWOR-TV Universal 9
Yankees Showboat
ZDF German TV

Journalists constantly seek news, contacts and information they can use to benefit their readers, listeners and viewers.

Journalists thrive on content: they follow ideas, they need sources to fill out their ideas, they need people like *you* to interview.

You break through the clutter of information in editorial content, interviews or news stories.

You'll be accepted because you've been endorsed by the news media.

They have chosen to include *you* and talk about *you*. Readers, listeners and viewers welcome *you* because they have chosen the media outlet where they're seeing or hearing about you. That's the power of media exposure.

It all comes together for you with our **two step program:**

Step 1) **Be Available**

- * Help journalists find you.
- * Show journalists your issues.
- * Ensure that the media knows that you welcome their contact and that contact goes to the right person – you!

Step 2) **Provide Content**

- * Send news releases.
- * Have articles available.
- * Post your events.
- * Have updated information pushed to search engines.

That's what we do for you: we help new customers find you via the news media and directly via search engines.

That's how we create new revenue for you!


Mitchell P. Davis
Editor & Publisher



More than 100,000
in print since 1984

P.S. A majority of our clients are renewal customers – they've found long term value. You can see who else is listed at the www.Yearbook.com Web site. You should be there too!

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. ”

—Laren 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

Here's how the Yearbook of Experts' Two Step Program works for you:

Step 1) *Be Available* with a press page featuring you, a unique Web site built for journalists and search engines.

Your ExpertClick.com profile page is the cornerstone of the program.

- With a link to your Web site, your news releases, your audio, your events and the InterviewNet.com question system, 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!

Features include:




- A) Unique URL of your choice
- B) Search engine submission
- C) Inclusion at LexisNexis



ExpertClick.com
Profile Page

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

Listings include Icon links:

-  -- Email
-  -- Web site
-  -- News Releases
-  -- Future Events
-  -- Real Audio
-  -- PDF available.

Yearbook of Experts' Two Step Program (continued)

Step 2) Provide Content with News Release Wire – requested by leading journalists:

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
Main Page

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) Verify and approve via e-mail.
- 7) Your news release is live.

News Release Wire reaches out ten ways:

- 1) In daily and weekly headline feeds going to 11,000 plus journalists
- 2) Via LexisNexis, the leading professional search resource
- 3) Via InstantNewsWire, where journalists sign up for releases by topic -- and get them in real time
- 4) Posted instantly at the News Release Wire Web site
- 5) Linked instantly to your ExpertClick.com profile, 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 RadioTour.com for audio releases
- 8) At ReviewBook.com for book releases
- 9) At Daybook.com for releases about future events
- 10) 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



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

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 year.

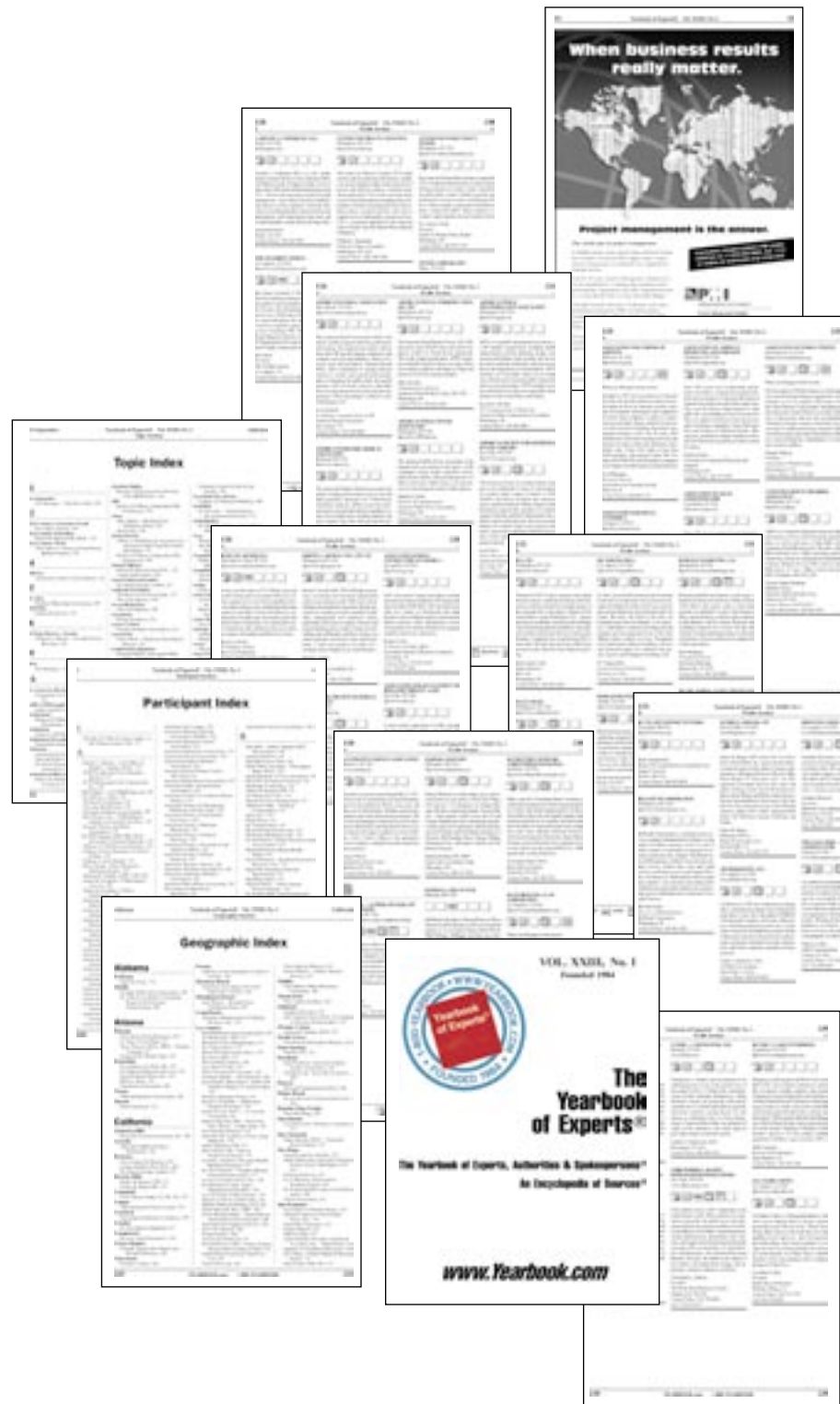
You'll be in good company in the Yearbook

Three Listing Styles

- **Full Page:**
Your full page PDF advertisement also includes a free Portrait listing
- **Portrait Listing:**
Logo or photo, plus 150 words of text
- **Reference Listing:**
75 words of text

Comprehensive indexing ensures that you are accessible:

- **Topic Index, nine topics of your choice**
- **Participant Index**
- **Geographic Index**



Actual pages from the Yearbook of Experts®



of Experts, Authorities & Spokespersons®

You'll join leading interview contacts. Here are a few of our renewal members who have found success:

- Dickinson College
- National Education Association
- Alliance for Children & Families
- Volunteers of America
- Goodwill Industries
- American Society of Association Executives
- National Taxpayers Union
- BNA, Inc.
- The John Marshall Law School
- Kroll, Inc.
- Security Industry Association
- U.S. Army War College
- Alliance to Save Energy
- Nuclear Energy Institute
- Edison Electric Institute
- National Science Foundation
- Salt Institute
- Sugar Association
- Anheuser-Busch Companies, Inc.
- Associated General Contractors of America
- National Automobile Dealers Association
- Aircraft Owners and Pilots Association
- Gemological Institute of America
- The Freedom Forum
- The Telephone Doctor – Nancy Friedman
- National Speakers Association
- Consumer Electronics Association
- American Postal Workers Union, AFL-CIO
- Summit Consulting – Alan Weiss
- Marjorie Brody
- Steve Waterhouse
- Ambler Growth Strategy Consultants, Inc.
- Hemphill Productivity Consultants
- Dr. Robert R. Butterworth
- Dr. Joyce Brothers



Yearbook circulation

We make the Yearbook available to journalists -- when they want it, however they want it. **The Yearbook is free to journalists.**

- Many register at our Web site and request copies.
- Many respond to our letters and fax back requests for copies.
- Journalists simply call our 1-800-YEARBOOK request line, where we offer personal customer service.
- We send extra books to major newsrooms to ensure that they reach the right desks.
- The Adobe PDF version can be downloaded free -- without registration.
- Journalists can visit the ExpertClick.com Web site and search without registration – and the site has more than a million hits each month.
- Top journalists spend thousands of dollars every month searching our files via LexisNexis.
- Journalists register to ask InterviewNet.com questions or to request clients' books for review.

Leading news organizations request The Yearbook of Experts® -- here are some:

- CNN Newsource
- Christian Science Monitor
- The New York Times
- Reuters
- Fox News Channel
- Agence France-Presse
- People Magazine
- CBS Radio Network
- Oprah Winfrey Show
- John Walsh Show
- Daily Show with Jon Stewart
- First for Women
- Dow Jones News Service
- ABC TV Network News
- The New York Times
- The Associated Press
- Newsweek
- NBC Radio Network
- NBC Nightly News
- TV Guide
- Newschannel 8 – Washington, DC
- Talk America Radio Network
- KMOX – St. Louis
- Parenting Magazine
- America in the Morning – Westwood One
- Ricki Lake Show
- AP Broadcast News Center
- Voice of America
- Successful Meetings
- Across the Board
- Federal Times
- American Fitness
- Computerworld
- Industry Week
- Better Homes & Gardens
- National Geographic Explorer
- St. Louis Post-Dispatch
- Scholastic
- Radio Free Europe
- Sirius Satellite Radio
- Southern Living Magazine

Journalists are motivated to create public profiles because they can then access other public media profiles – building the public database of journalists for all members.

Journalists are more likely to find your Yearbook profile via Web search because:

- 1) We submit profiles to search engines.
- 2) We build the system to welcome indexing by search spiders.
- 3) Your news releases drive visitors to your profile.

7,000 Yearbooks were distributed in the last 12 months

The Yearbook of Experts® promotes you five ways:



■ The **printed Yearbook** is “America’s Favorite Newsroom Resource” -- tens of thousands of copies have been requested by journalists. The printed Yearbook includes the topics you choose, your contact information, icons to show your content and text of your choice.



■ The **Yearbook.com Web site** – our million plus hits a month site – at ExpertClick.com, journalists can find you when they search by the topics you’ve chosen and instantly link to your profile, then jump to your home page.

-- Via **LexisNexis search**, using the leading professional search engine. Top journalists find your profile linked to your news releases here.

-- The **Adobe PDF edition of the Yearbook** is instantly downloadable. Tens of thousands of copies have been downloaded providing journalists with a portable desktop computer version of the Yearbook of Experts. Profiles include live links to member’s Web sites -- see for yourself at www.YearbookPDF.com.



With Search Engine Elevator

(SEE) every profile is pushed to search engines. Here’s how *Infocommerce Report* reviewed this strategy of promoting each profile:

“The most basic explanation of SEE is that it offers more ways for experts to be found online by interested media. Mr. Davis sees journalists as sailors, lost in a sea of information; the experts are the lighthouses along the way. Prior to SEE, ExpertClick was its own lighthouse -- just one -- that could be seen from a certain vantage point. SEE changes that, in effect “setting up a coastline of lighthouses” for the journalist, with ExpertClick.com members having the most powerful “light”.”

Make direct contact with: Actual pages of Power Media BlueBook:



Contents



Sample Page



Index

On-line access



Sample on-line profile



Excel or ASCII database for download



Adobe PDF BlueBook



Instant benefits: A CD-Rom of the updated databases and the Adobe PDF directory is mailed upon registration or renewal. Whenever you need a printed copy or updated disk, just call us and we'll mail it to you at no charge.

Power Media BlueBook – America's Most Influential Print and Broadcast Journalists



“America's Most Influential Media”

-- *Ad Age*

“You can plan a national publicity campaign with Power Media”

-- *Your Home Office, Harper & Row*

“Tailored for placement pros at PR firms”

-- *Bulldog Reporter*

“The best directory on the market, if you only get one directory, this is the one”

-- *Guerrilla P.R. Harper Collins*

These features are included with all memberships:

- Live on-line access
- Downloadable database
- Adobe PDF Power Media BlueBook
- Word document set up for mailing labels

Power Media BlueBook has 15 sections, each with a focus on top journalists:

Prep services includes firms like Wireless Flash that create content for subscribers.

Wire Services, from the Associated Press to United Press International.

National Newspapers like USA Today, Wall Street Journal, Christian Science Monitor.

Big City Newspapers cover the top 50 markets.

Local Newspapers reach across the USA.

Syndicated Columnists: Robert Novak, George Will and more.

National Magazines – top 100 circulation.

Trade Magazines from Billboard to Congressional Quarterly.

National TV shows, from Oprah to Dr. Phil.

Local TV interview shows in top markets.

National Radio shows, from NPR's Talk of the Nation to Rush Limbaugh.

Local Radio – focused on NewsTalk Stations in the top 50 markets.

Newsletters – contacts at weekly and monthly newsletters.

Internet Sites & Blogs – journalists and others in the new medium.

Freelance Journalists – with publishing connections.

VERIFIED NEWS MEDIA ACCEPTANCE

Here's what journalists say:

ABC News:

“Excellent resource! Well arranged! Easy to use!”

The New York Times:

“Dial-an-Expert!”

PR Week:

“dating service of PR”

The Associated Press:

“An encyclopedia of sources”

WMAL-AM, Washington, DC:

“Guests and interviews for all kinds of shows-hard news and lite fare.”

USA Today:

“Full of useful contacts”

The Chicago Tribune:

“The type of tool great stories are made from”

C-SPAN:

“Wonderful resource”

Barron's (Dow Jones):

“A treasure trove of information”

Association Trends:

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

CNN:

“an invaluable tool”



Benefit today

Your membership is live instantly when you register. Join anytime for a year's worth of service and be in the next printed Yearbook.

Call us at: (202) 333-5000, we'll have your listing live in minutes.

You get all features shown in this brochure:

- Send up to 52 news releases a year at NewsReleaseWire – without per-release charges
- The Power Media BlueBook and CD-ROM
- Your listing in the Yearbook of Experts -- five ways:
 1. in print
 2. on-line
 3. via LexisNexis
 4. as an Adobe PDF
 5. pushed to search engines
- Your profile for a year at www.ExpertClick.com
- Promotion through the Search Engine Elevator service

Step One—Choose membership level -- cost is based on the size of the listing you want in the printed Yearbook of Experts, Authorities Spokespersons®.

- \$ 1995 Full Page -- includes Portrait Listing
 - \$ 1295 Portrait Listing -- Photo or Logo & 150 words
 - \$ 895 Reference Listing -- 75 words
- Prices Subject to Change

Step Two—For publication, please provide the name of the individual or organization the listing will be about:

Participant Name: _____

Web site: Http://_____

Step Three—Who is in charge of the account?

This is where we'll send the Member Handbook and Power Media BlueBook w/CD-ROM.

Name: _____

Group: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

- Step Four:
- Call (202) 333-5000 -- save 2% when you pay with a credit card.
 - Sign up on-line at www.Yearbook.com/create
 - Mail this page with your check to:

New Members
 Broadcast Interview Source, Inc.
 2233 Wisconsin Avenue, N.W. #301
 Washington, DC 20007-4132

As soon as you order, we'll confirm your profile and you'll be able to send news releases.

Fed Tax ID # 52-193-4923

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