

EXPERTCLICK

We Are Back!

Five Big Changes at ExpertClick & The Yearbook of Experts

SO, WHAT CHANGED?

During April and May, we turned everything back on.

We Are Back! We Are Back! Five Big Changes at ExpertClick & The Yearbook of Experts Dear Friends,

As many of you know, I turned 70 this year. Nearing that milestone, I thought it might be time to retire. Since I was not convinced anyone else could properly carry on the mission of ExpertClick, my plan was simply to close the company on December 31, 2025. I notified members in November and stopped sending renewal notices.

Then came the straw that broke the camel's back: ExpertClick was hacked in December.

We restored the site and kept it running, but I remained retired in Greensboro, North Carolina, spending my days playing golf, bridge, and backgammon.

Then life took another turn.

In March, I suffered a fall that resulted in a herniated disk. I spent 12 days in the hospital and another 30 days in rehabilitation learning how to walk again. While lying flat on my back, I had plenty of time to think. I realized that my legacy should be more than simply being the caretaker who closed the doors of ExpertClick.com.

By April, I was walking again. This week I completed a full football field, including both end zones. I am not quite ready for the bowling league, but I have regained my balance and my determination.

So What Changed? During April and May, we turned everything back on.

1. Published the 44th Annual Yearbook of Experts on May 6 -- we published the 44th Annual printed edition of the Yearbook of Experts, Authorities & Spokespersons.

Check the index to see if you are listed:

www.ExpertBook.com

You can also purchase a copy on Amazon. At 368 pages, it is priced essentially at cost — just \$12.95.

2. Reignited InterviewClick.com We brought back InterviewClick.com, where journalists can post questions and experts can answer publicly, creating valuable visibility and SEO benefits.

Experts can also search our journalist database and connect with reporters seeking sources.

3. Partnered with NewsUSA.com -- We reached an agreement with for cross-promotion and member benefits.

Most importantly, our members now have access to NewsUSA's proprietary AI Visibility Score system, which measures how your organization appears across AI search platforms such as ChatGPT and other AI assistants.

Sent release at PR Newswire with the headline: AI SEARCH SHOCKER: ChatGPT Already Has an Opinion About Your Business — Find Out What It Is Before Your Competitors Do.

4. Returning to the TALKERS Convention. Next week I will be taking copies of the 44th Annual Yearbook of Experts to the TALKERS Conference in New York City on June 5.

This is the largest annual gathering of talk radio hosts, producers, and industry leaders in America.

A table full of Yearbooks will be available to take away, and more than 175 hosts and producers will receive information about obtaining a complimentary copy of the Yearbook when they register as journalists with us, making them searchable and accessible to our expert members.

View the TALKERS 2026 agenda at: www.Talkers.com

5. Building a Long-Term Legacy I have been so busy rebuilding and improving the company that I have not yet sent updates to my entire community. Many members have nevertheless renewed on their own, and formal renewal notices will be going out soon.

"Guaranteed Cost for Life — We Will Never Raise Your Rate"

But rebuilding the business is only part of the story.

My larger goal is to create a lasting organization that can thrive long after I am gone.

We are preparing to establish privately traded ownership through the Pulley platform. My intention is to distribute ownership to five groups who helped make ExpertClick possible:

- Current employees, including Don White and Stephanie D.
- Outstanding former employees, including Randy M. & John F.

- Family members and selected distant relatives.
- Key vendors and partners, including longtime printer Rachid and our web hosting partner at Information Evolution.
- Special contributors and supporters, including Randall Craig, The Advertising Council, AP.org, and SPJ.org.

My vision is to create a broad and diverse ownership group with meaningful quarterly stakeholder meetings and long-term continuity.

Over time, this structure will allow me to gradually step back from daily operations and transition greater leadership responsibilities to Don White as Publisher.

After everything that happened this year, I have come to appreciate that ExpertClick is more than a business.

It is a community, a mission, and a resource that has helped thousands of experts connect with journalists for more than four decades.

Thank you for your support, encouragement, and friendship.

We are back.

Sincerely,

Mitchell P. Davis

Founder & Publisher

ExpertClick.com

Guaranteed Cost for Life — We Will Never Raise Your Rate

Helpful Links

<https://www.ExpertClick.com>

<https://www.ExpertBook.com>

<https://www.NewsUSA.ai>

<https://www.InterviewClick.com>