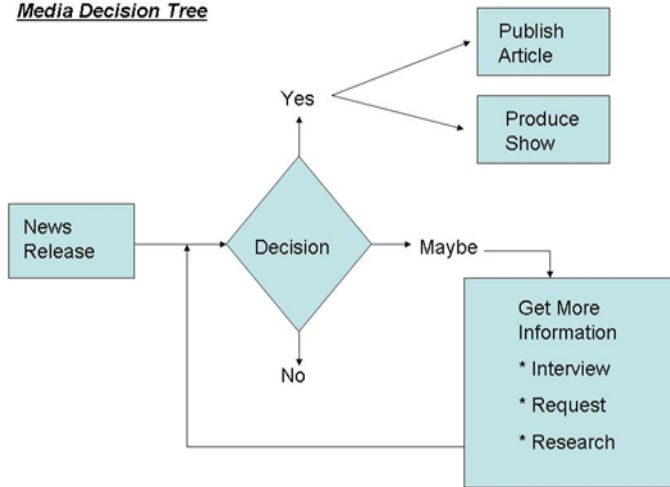


What Really Happens When You Send Out a News Release?

Steps to Achieving Maximum Book Publicity ROI

Understand the Psychology of Dealing with Media

Media Decision Tree



What is a News Release?

A written proposal, containing a request for media coverage, and an offer to provide the media the content and people needed to achieve that end.

Goal of a News Release & Outreach = Media Coverage that Results in Action (ROI)

1. Write about you or interview you
2. Request more information

Step 1: Write a Great Book That Has Real Value for an Audience You Can Reach



SIX ESSENTIAL PARTS OF A TRASH PROOF NEWS RELEASE

1. The *Call to Action*
2. A *Real Story That Relates to Real People*
3. The *Value to the Audience*
4. *Crucial Information*
5. *Highlights of Qualifications*
6. *Access to Key People*

Media Advisory
Media review copies and interviews with the editors available upon request.
Contact: Paul J. Krupin 509-582-5174 direct 509-531-8390 call Paul@DirectContactPR.com or simply hit reply to this email.

Going Rouge – Alternative Sarah Palin book hits the stores during Palin book signing tour
Going Rouge: Sarah Palin An American Nightmare, an alternative, liberal companion with highly critical views of Sarah Palin, is the brainchild of Richard Kim and Betsy Reed, editors at the progressive magazine The Nation.
The books share nearly identical titles, have similar covers, and both show Palin smiling into the distance.
Going Rouge has dark clouds and lightning on the cover, as compared to the blue sky cover of Ms. Palin's book.
Going Rouge is now available in the same stores where Sarah Palin is conducting her signing and in bookstores nationwide. Health Communication Inc, publishers of the best selling Chicken Soup for the Soul series, has taken over publication and is now distributing the books to stores nationwide.

GOING ROUGE
Sarah Palin – An American Nightmare
Edited by Richard Kim and Betsy Reed

"The only truthful and revealing Sarah Palin book on the market – accept no imitations!" – Naomi Klein

Sarah Palin has many faces: hockey mom, fundamentalist Christian, sex symbol, Republican ideologue, fashion icon, "revered" populist. But, above all, Palin has become one thing, an American obsession that just won't go away. Edited by two senior editors at The Nation magazine, this sharp, smart, up-to-the-minute book examines Palin's quirky origins in Visalia, Alaska, her spectacular rise to the effective leadership of the Republican Party, and the nightmare prospect of her continuing to dominate the nation's political scene.
This smart, up-to-the-minute book explores questions such as:

- What was Palin doing before she exploded on the national scene?
- What does her rise mean for the Republican Party, and for feminism?
- Does Palin's brand of down-home right-wing populism represent a still-resilient strain of American politics?
- And if her pro-war, pro-corporate, anti-choice, anti-environment policies became reality, what sort of world would we be living in?

It also includes a selection of classic Palinisms for example: "Only dead fish go with the flow."

With contributions by: Amy Alexander, Max Blumenthal, Juan Cole, Joe Conason, Jeanne Devon, Eve Easter, Michelle Goldberg, Jane Hamsher, Christopher Hayes, Mark Hertsgaard, Jon Hightower, Linda Hirshman, Naomi Klein, Dahlia Lithwick, Amanda Marcotte, Shannyn Moore, John Nichols, Rick Perlstein, Tom Perrotta, Katie Pollack, Robert Reich, Frank Rich, Hanna Rosin, Jeff Sharlet, Matt Taibbi, Michael Tomasky, Rebecca Traister, Katrina vanden Heuvel, Jessica Valenti, Patricia Williams, Julian Wypijewski and Gary Younge among others.

"A superb collection . . . an engaging read from start to finish. . . . You will read far more about the real Sarah Palin in Going Rouge than you ever will in her own memoirs." – Geoffrey Dean, The Huffington Post

"The only original and revealing Sarah Palin book on the market. Accept no imitations!" – Naomi Klein, author The Shock Doctrine

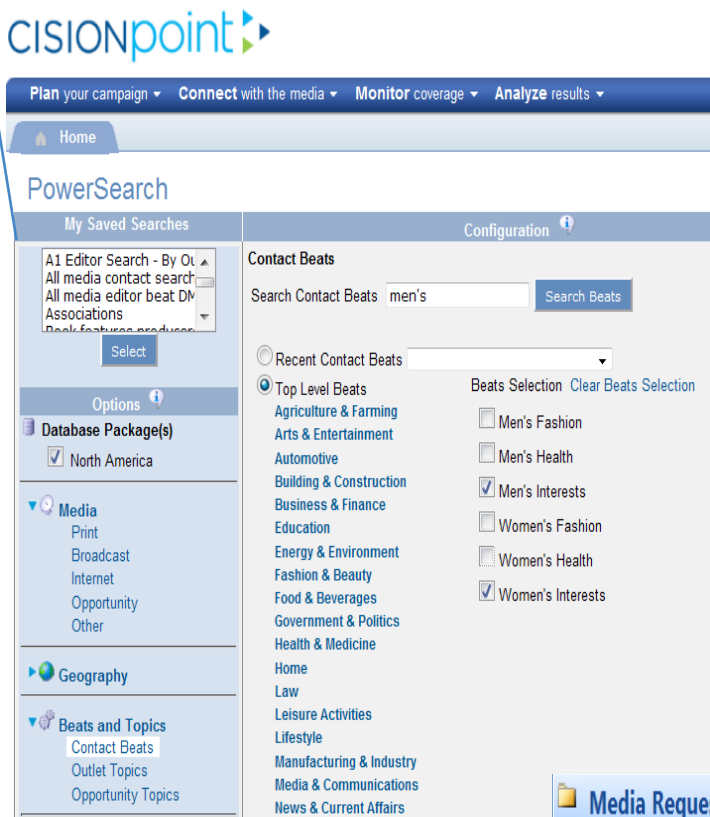
"Sarah Palin's clear goal is to put herself in the middle of the political debate as a serious person. The book is saying GIVE ME A BREAK!" – Star Jones on The Insider, CBS

Media review copies and interviews with the editors available upon request.
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Step 2: Create a Trash Proof News Release That Makes Media Laugh, Cry and Want to Share You with Their Audience

Length doesn't matter, content matters. Help the people you can help the most. Don't sell. Engage with the best news, education or entertainment you can offer.

Step 3: Create a Custom Targeted Media List



Prime Media

- Newspapers
- Magazines
- Radio Stations and Shows
- TV Stations and Shows
- News Services & Syndicates
- Columnists and Freelance Writers
- Online counterparts to all the above
- Media and Journalist Blogs

Internet Media

- Specialized Search Engines
- Bloggers, Ezines and Newsletters
- Mailing Lists and Discussion Groups
- Forums and Article Posts
- Audio/Podcasts, Videos
- Social Media (Facebook, Twitter, etc).

Step 4: Transmit Your News Release by Email Html - Tuesday, Wednesday and Thursday are the best days to transmit

Snapshot of Email Inbox Showing Media Requests Incoming

Media Requests			
	From	Subject	Received
	Connie Fitch	RE: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
	Vivien Bruss	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
	Barton Goldsmith	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
	Rita DeMontis	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:43 AM
	Gabriel Cervera	Thank you very much Maggie's work looks great...	Thu 2/4/2010 9:43 AM
	Kelly Anderson	Re: Maggie Lamond Simone's "From Beer to Maternity"	Thu 2/4/2010 9:43 AM
	Ronald Holden	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 9:10 AM
	Colleen Coplick	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
	Patrick Sullivan	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
	Stephanie Wetzell	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:55 AM
	Ann Harrison	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:54 AM
	Tammy Duplessie	RE: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:29 AM
	Ochoa, Edgar	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:17 AM
	Nancy Goss	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:17 AM
	Koch, Tom	RE: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
	Stephen Baetge	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
	Christina	RE: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
	Dawn Smith	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM
	Laura Lacy	Re: Don't look in the mirror, step on the scale, or say no to chocolate - and other suggestions for growing olde...	Thu 2/4/2010 8:04 AM

Step 5: Respond to Media

Send media review and promotion copies, tailored media kits with feature story material, interview Q & A's, and photography.

Step 6: Enjoy, Leverage & Get More Mileage Out of Your Publicity Success

When you give the media what they need, they'll give you what you want.

To get started call or email me any time. I operate a highly personalized, custom-targeted, task-based, and cost-effective publicity service. Send me a book and tell me about your specific goals so I can advise you intelligently.

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