Sample Special Guest Press Release

Headline: What is the most important newsworthy fact?	**FOR IMMEDIATE RELEASE**

<table>
<tr><td>Subhead: What is the second most important fact?</td><td>

Arthur Author joins BlogTalkRadio host Jane Doe on "This Show's Name" January 29, 2008, at 8 p.m. Eastern

Noted science fiction writer will discuss his career and writing style

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Body: You start with the date you are posting this. Then reiterate your headline and subhead again.

Next give details about the specific show. Try to show why other people would care about this news.

End with a quote from you. Again, think about what is in it for the listener.

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Hometown, State -- Month Day, Year -- Famed science fiction writer Arthur Author will appear on BlogTalkRadio's show "This Show's Name" (http://blogtalkradio.com/thisshowsname) with host Jane Doe on Tuesday, January 29, 2008, at 8 p.m. Eastern. The exclusive interview will highlight Author's successful career and unique writing style.

Callers are welcome to join the conversation during the show by calling (123) 456-7890. The live, Internet talk-radio show will stream from the host page at http://blogtalkradio.com/thisshowsname.

"This exclusive interview with Arthur Author is a must-listen for any science fiction writer or fan," said Doe, host of the program. "His successful career has entertained and fascinated millions of readers worldwide. We hope to answer some of his fans' biggest questions."

An archive will be available at the same link immediately following the show or listeners can subscribe to the archives via the RSS feed located on the host page. Read more about the host and the discussion on Doe's blog at [enter blog or site URL here]

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About: Give details about your show. Make this broad and factual.

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About "This Show's Name"

"This Show's Name" is an interactive, live Internet talk-radio show that focuses on authors and writers of all genres and mediums. Host Jane Doe explores the careers, advice, writing style and personality of each guest. Callers are encouraged to call (123) 456-7890 to listen or ask questions. The stream and archives are available at http://www.blogtalkradio.com/thisshowsname. The show is live every Tuesday night at 8 p.m. Eastern/ 5 p.m. PT. The show is hosted on BlogTalkRadio.

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This section is about BlogTalkRadio, you can leave this as is.

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About BlogTalkRadio
BlogTalkRadio is a free, web-based platform which allows any user with a phone and a computer to host a live, interactive Internet broadcast. Hosts call into the service by phone, managing callers on the web-based host dashboard. Shows stream live directly from the host's BlogTalkRadio web page with archives available for all past shows. BlogTalkRadio has been featured on ABC News, *The Washington Post*, *Portfolio*, *Talkers Magazine*, and TheStreet.com. The citizen broadcasting network can be found at http://www.blogtalkradio.com.

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Don't forget to include your contact information!

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Press Contact

Name
(555) 555-1212
you@youremail.com

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