

Sample Special Topic Press Release

<p><i>Headline: What is the most important newsworthy fact?</i></p>	<p>FOR IMMEDIATE RELEASE</p>
<p><i>Subhead: What is the second most important fact?</i></p>	<p>“Is Obesity America’s Number One Problem?” Your Thoughts Aired on Social Radio Network BlogTalkRadio</p> <p><i>“This Show’s Name” tackles America’s Obesity Problem live on Tuesday, January 29, 2008 at 8 p.m. Eastern</i></p>
<p><i>Body: You start with the date you are posting this. Then reiterate your headline and subhead again.</i></p> <p><i>Next give details about the specific show, include a reason this topic is newsworthy. Think about those you most want to listen and why.</i></p> <p><i>End with a quote from you. Again, think about what is in it for the listener.</i></p>	<p>Hometown, State -- Month Day, Year – The question “Is obesity America’s Number One Problem?” will be the focus of BlogTalkRadio’s “This Show’s Name” (http://blogtalkradio.com/thisshowname) with host Jane Doe on Tuesday, January 29, 2008, at 8:00 p.m. Eastern. The show will feature a panel of medical and dietary experts and welcome calls from listeners.</p> <p>The 2007 Health Study released this month by The American Medical Group notes obesity in America is rising steadily. 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/thisshowname.</p> <p>“America has a serious weight issue,” said Doe, host of the program. “But how to address this problem is another challenge. Our panel of knowledgeable guests will welcome ideas and discussion from listeners during the live show.”</p>
<p><i>About: Give details about your show. Make this broad and factual.</i></p> <p><i>This section is about BlogTalkRadio, you can leave this as is.</i></p>	<p>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 web site URL here]</p> <p>About “This Show’s Name”</p> <p>“This Show’s Name” is an interactive, live Internet talk-radio show that focuses on hot health topics. Host Jane Doe explores dietary and health issues that face America today. Callers are encouraged to call (123) 456-7890 to listen or ask questions. The stream and archives are available at http://www.blogtalkradio.com/thisshowname. The show is live every Tuesday night at 8 p.m. Eastern/ 5 p.m. Pacific. The show is hosted on BlogTalkRadio.</p> <p>About BlogTalkRadio</p> <p>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, <i>The Washington Post</i>, <i>Portfolio</i>, <i>Talkers Magazine</i>, and <i>TheStreet.com</i>. The citizen broadcasting network can be found at http://www.blogtalkradio.com.</p>
<p><i>Don’t forget your contact information!</i></p>	<p>Press Contact</p> <p>Name (555) 555-1212 you@youreemail.com</p>

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