

PUTTING THE SPOTLIGHT ON YOU!

PRESS RELEASE

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IMMEDIATE RELEASE

A WELL-CRAFTED PRESS RELEASE CAPTURES JOURNALISTS' ATTENTION!

Is your news newsworthy? The one-two punch of a creative subject header and a clever "spin" to your news rings extra loud in a crowded inbox. The headline is your first and sometimes only chance to hook the editor or producer and keep him or her reading. Make it newsy, clear, and interesting. The purpose of a press release is to inform the world of your news item, and a good press release opens with answers to the five Ws – who, what, where, when, why – which should tell the story. You have a matter of seconds to grab your readers' attention.

Not everything is news. Your excitement about something does not necessarily mean that you have a newsworthy story. Think about your audience. Will someone else find your story interesting? Let's assume that you have just spent a lot of effort launching a new online store. Announcing your company's opening is always an exciting time for any business, but the last thing the media wants to write about is another online store. This is old news and uninteresting. Instead, focus on the features of your online shopping experience, unique products and services. Answer the question, "Why should anyone care?" and make sure your announcement has some news value such as timeliness, uniqueness or something truly unusual. Avoid clichés such as "customers save money" or "great customer service." Focus on the aspects of your news item that truly set you apart from everyone else

Many journalists respond to clever writing and news releases that describe how a new product or service is a solution to a business or consumer problem.

Pointing to a new business, a consumer or health trend is another way to position a story.

Another popular method for obtaining press coverage is to ride piggy-back on a breaking news story by alerting the media to your expertise on that particular subject.

Does your press release illustrate? Journalists love to write stories about problem-solving. Use real-life examples about how your company or organization solved a problem. Identify the problem and why your solution is the right one. Give examples of how your service or product fulfills needs or satisfies desires. What benefits can be expected? Use real-life examples to powerfully communicate the benefits of using your product or service.

News Releases Focus on WBN Membership Benefits

If you are reporting on a corporate milestone, make sure that you attribute your success or failures to one or more events. If your company has experienced significant growth, tell the world what you did right. Show the cause and effect. And in this context, always think in terms of how the WBN has impacted on your success or significant event.

Press Release Checklist

- Company Letterhead, Name, Address, Phone Number, Web Address
- PRESS RELEASE in all caps
- Contact Person's Name
- Immediate Release or Release Date(all caps)
- HEADLINE or TITLE in BOLD/CAPS
- BODY-Date/City-who, what, when, where and why.
- Catchy Text
- Sum it up...
- Basic Font, Double Spaced, Page Numbers, maximum of 2 pages
- Action Plan/Calendar

Conclude with "# # #" centred at the bottom of the page. (It is theorized that this is Sanskrit for *"Run my news release right now or suffer the consequences."*)

Send your requests for WBN press releases to Deanna Rutherford, Director, External Communications. If you supply her with the story in sequential bullet format she will write the news release for you.

Sample press release follows.

For information contact Deanna at 613-929-9102
or
deanna@RainmakerExtraordinaire.biz

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Joseph A. Stirt, M.D. [AnesthesiologyExpert.com](http://www.anesthesiologyexpert.com)
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ANESTHESIOLOGIST M.D. OFFERS EXPERT DEFENSE/PLAINTIFF CASE ANALYSIS OF
POTENTIAL MEDICAL MALPRACTICE

Charlottesville, VA -- April 12, 2001 -- Before you invest time and money defending or proceeding with an anaesthesia-related medical malpractice case, check with expert board-certified anaesthesiologist Joseph A. Stirt, M.D. Whether you are a defence or plaintiff attorney, Dr. Stirt can not only tell you if you have a case but also how best to structure it, based on a detailed medical review.

No newcomer to cases involving possible related-related malpractice, Dr. Stirt has 15 years of experience. Presented orally or as a written report, his in-depth analysis can save you hours of preparation and thousands of dollars. He is prepared to step in at the last minute when another expert suddenly withdraws from a case. Availability and rapid response make his service unique.

According to Dr. Stirt, "The question I get most often is, 'Is it malpractice?' My job is to sort out the bad outcomes due to occurrences that fall within the standard of care from those that do not. The question of whether a case involves negligence is one that looms over every potential malpractice action. If answered correctly, it can save both defendants and plaintiffs from mental anguish and ill-advised pursuit of a defence or lawsuit."

Dr. Stirt serves on the faculty of a major U.S. medical school affiliated with a top-rated tertiary care medical centre. He sits on state medical boards as an expert reviewer and expert witness in anaesthesiology. He has written books, book chapters, and numerous scientific papers, as well as articles in the medical-legal literature, received honours and awards in medical teaching and scholarship, and has 18 years of academic anaesthesia experience ranging from Post Anaesthesia Care Unit Director and Outpatient Surgical Unit Director to his current position as Clinical Associate Professor of Anaesthesiology.

Dr. Stirt is a diplomat of the American Board of Anaesthesiology and the National Board of Medical Examiners. He has been an invited reviewer and lecturer in anaesthesiology throughout the U.S. and Europe and has appeared on CNBC.

Accessibility is a unique and important aspect of Dr. Stirt's services. His expertise in anaesthesiology is available at any time. He does not work on a contingency fee basis. Your initial telephone consultation is free.

For information: <http://www.anesthesiologyexpert.com> or
Contact: info@anesthesiologyexpert.com
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