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PAGE

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Here's What the News Media Says:

The
New York
Times

New York Times
“Dial-an-Expert”



PR WEEK
“Dating Service of PR”



USA TODAY
“A Hot Site”



CNN
“An Invaluable Tool”



ABC News
“Excellent resource, well arranged, easy to use”



Association TRENDS
“It will make your group the central point for quotes and interviews”



Barron's
“A treasure trove of information without which most journalists could not function”

Recognized as
being unique!

Seth Godin and Fast Company magazine gave us their coveted "Purple Cow" designation.

The "Purple Cow" is their designation of distinction for unique companies.



Purple Cow?

We are profiled in their "Companies That Can Help You Make Things Happen" issue.

Here's how Seth Godin defines Purple Cow:

"You're either a Purple Cow or you're not. You're either remarkable or invisible. Make your choice. What do Starbucks, and JetBlue, Krispy Kreme, Apple, DutchBoy, Kensington, Zespri and Hard Candy have that you don't? How do they continue to confound critics and achieve spectacular growth, leaving former tried-and-true brands to gasp for their last?"

"Cows, after you've seen one, or two, or ten are boring. A Purple Cow, though... now that would be something. Purple Cow describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff -- a lot of brown cows -- but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. Purple Cow is inherent. It's built right in, or it's not there. Period."

Broadcast Interview Source, Inc.

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Journalists from thousands of news organizations request the Yearbook. Here are some:

ABC News
Advertising Age
The Associated Press
Baltimore Sun
Better Homes & Gardens
Billboard
Bloomberg Business News
Cable News Network
CBS News
Chicago Tribune
Cincinnati Enquirer
Congressional Quarterly
Copley Daily News Service
Daily News
Dateline NBC
Daynet
Des Moines Register
Discover Magazine
Editor & Publisher
ESPN
Family Circle
First for Women
Gannett News Service
Good Morning America
Harpers
Larry King Show
Lifestyles of the Rich and Famous
London Daily Mail
Los Angeles Times
MSNBC
National Public Radio
NBC News
The New York Times
Newsday
Newsweek
Nightline
Nightly Business Report PBS-TV
Parade Magazine
Paul Harvey
People
Playboy
Popular Mechanics
Popular Science
Reuters
Sally Jessy Raphael
Saturday Night Live
Scientific American
Talknet
Tues
Time Magazine
United Press International
USA Today
Variety
Wall Street Journal
Washington Post
Woman's Day
WWOR-TV Universal 9
Yomiuri Shinbun
ZDF German TV

Journalists constantly seek news, contacts and information they can use to benefit their readers, listeners and viewers.

Journalists thrive on content: they follow ideas, they need sources to fill out their ideas, they need people like you to interview.

You break through the clutter of information in editorial content, interviews or news stories.

You'll be accepted because you've been endorsed by the news media.

They have chosen to include you and talk about you. Readers, listeners and viewers welcome you because they have chosen the media outlet where they're seeing or hearing about you. That's the power of media exposure.

It all comes together for you with our **two step program**:

- Step 1) Be Available
- * Help journalists find you.
 - * Show journalists your issues.
 - * Ensure that the media knows that you welcome their contact and that contact goes to the right person - you!
- Step 2) Provide Content
- * Send news releases.
 - * Have articles available.
 - * Post your events.
 - * Have updated information pushed to search engines.

That's what we do for you: we help new customers find you via the news media and directly via search engines.

That's how we create new revenue for you!


Mitchell P. Davis
Editor & Publisher

P.S. A majority of our clients are renewal customers - they've found long term value. You can see who else is listed at the www.ExpertClick.com Web site. You should be there too!

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Quotes from Participants with great results:

“The Wall Street Journal called me... their story about my marketing boot camp resulted in speaking offers.”

–Arnold Sanow, MBA, CSP

“The Today Show, Inside Edition, ESPN, MSNBC & CNN” –Lauren J. Fix, Automotive Consultant/Expert

“I got an email from a New York Times writer assigned to check out Munchausen’s Syndrome, who said every time he did a search on Lexis, my news releases were the first seen.” –Barbara Bryan, National Child Abuse and Resource Center.

“Business Week, AP, Fox News, Bloomberg Radio from one news release.” –Paul Dickson, Author

“Good Morning America, Inside Edition, MSNBC, Parenting Magazine, Child Magazine, The Boston Globe”

–Debra Holtzman, Child Safety Expert

“Rush Limbaugh, and dozens of other outlets picked up my story” –Michael Levine, Hollywood Publicist

“World News Tonight, NPR, CBS Radio & CNN.” –Professor Doug McCabe, Labor Expert, Georgetown University.

“Significantly increased our media calls, national networks; outstanding results.”

–Mark Rosenker, Electronic Industries Association.

“The exposure was nationwide and we received calls from places we never expected to hear from: radio stations, National TV and newspapers.” –Dr. Musa Qutub, Islamic Information Center of America.

“I’m a ten-year member who wouldn’t think not to renew every year. I’ve had interviews with every major media outlet multiple times. I’ve had hundreds of thousands of opens on my news releases using ExpertClick’s News Release Wire; it has helped me be #1 at Google with ‘Identity Theft Expert.’” –Robert Siciliano.

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–Marilee Driscoll, Long-term care expert.

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–Alan Weiss, Consultant.



Note about testimonials. Your results may differ. These results are based on journalists’ interest in specific topics.

Yearbook of Experts®

The Yearbook of Experts, Authorities & Spokespersons® is an annual directory of interview contacts, first published as the Talk Show Guest Directory in 1984.



Available at Amazon.

Reference listing with logo/photo and 75 words of text.

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The Yearbook of Experts®

Yearbook of Experts — 2017
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 Add a Private Note
 Redact Document
 Edit Headers
 Get Document Information
 Edit Document Data

EMBED TOOLS
 Embed this Document
 Embed a Page
 Embed a Note

PAGE TOOLS
 Insert/Replace Pages
 Remove Pages
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Listing style: There are two listing styles in the printed Yearbook of Experts

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The ExpertClick website has press room pages and news releases in an easy to search portal, where you can be indexed by 39 topics.



Search Engine Elevator

With Search Engine Elevator (SEE) every profile is pushed to search engines. Here's how Russell Perkins from the Infocommerce Report reviewed this strategy of promoting each profile:

"The most basic explanation of SEE is that it offers more ways for experts to be found online by interested media. Mr. Davis sees journalists as sailors, lost in a sea of information; the experts are the lighthouses along the way. Prior to SEE, ExpertClick was its own lighthouse—just one—that could be seen from a certain vantage point. SEE changes that, in effect 'setting up a coastline of lighthouses' for the journalist, with ExpertClick.com members having the most powerful 'light'."

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Platform® Speakers Bureau

Every member gets a speaker bureau profile with the International Platform Association.

History of IPA

The International Platform Association® (Platform®) is one of America's first associations. Founded as the American Lyceum Association in 1831 by statesman Daniel Webster and educator Josiah Holbrook, it has been the market place for speakers for 188 years. Much has changed over the years, from the invention of the Telegraph and the rise of YouTube. The Lyceum movement of town hall-like buildings for sharing education changed with the Chautauqua movement of traveling tent shows.

Annual meetings have been held in Washington, D.C. since 1965. Speakers have included President Lyndon B. Johnson and Governor Nelson Rockefeller; Poet Carl Sandburg; Activists Jesse Jackson and Ralph Nader; and Secretaries of State Daniel Webster and Henry Kissinger.

Today, Platform® continues as an extraordinary and unique publicity tool for hundreds of speakers with web profiles and the organization's annual meeting. The corporate sponsor for the association is Broadcast Interview Source, Inc.: publisher of The Yearbook of Experts, Authorities & Spokespersons® and the expert referral website: www.ExpertClick.com.

Your speaker bureau Platform® page is based on your ExpertClick press room, so there is nothing extra for you to create or edit.

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