

LINKING TO A PRESS ROOM:

Since we are constantly needing publicity, and since your web site is all about publicity, it is only logical to step outside the strict bounds of the genre community in search of opportunities. One big help can be a PRESSROOM - an organization which will distribute your prefabricated PRESS RELEASE to various magazines, newspapers, and web sources.

These outlets are far more likely to respond to a press release from a recognized source than they will to any Joe Blow with a web site. As such, you are well advised to subscribe to as many as you can.

Some Pressrooms are free (admittedly their circulation is fewer and less desirable than the paid sites.) Some Paid Sites run on a subscription basis while others work on a per-posting basis. Your mileage may vary, so dig around for the details. In any event, any publicity is good publicity, and you never can tell what may spring up; making this a form of NETWORKING.

Setting up a Pressroom is fairly easy. You post Press Releases in a standard format through a Release page. (Each site will provide you with their standard format; copy it closely.) It can't hurt to post the Press Release summary to your web site (ideally on the INDEX page. The Pressroom posts a list of your releases together with a CGI insert to create a window. A typical CGI (they vary widely) will look like this:

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<P HEIGHT="450" VALIGN="TOP" ALIGN="CENTER">
  <P><B><I><FONT COLOR="#336633" green SIZE="+2">From The News Room</
FONT></I></B>
  <H4><iframe src="http://pressroom.prlog.org/YourURLhere/?hosted" width="800px"
height="400px" frameborder="1"></iframe></H4>
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Note that <iframes> prefer using <H></H> callouts rather than <P></P> to regulate size.

In writing a Press Release, always reinforce the root message to be sure the idea gets across:

JOE BLOW RELEASES A NEW SCIENCE FICTION NOVEL A Space Adventure Set In The Near Future

When writing the Body of the Release, treat it as a REAR COVER BLURB: short, action-oriented, spelling out the subject in a brief, concise form with no waste verbiage. Finally, be certain to spell out where further information can be obtained, whether through your web site, Amazon, etc. Be sure to include links to your web site and the work's source.

You can find Pressrooms by doing a Google search. Again, costs / payment vary from one to the next, so dig into the details. You should sign up for as many as you can, at least the most likely and desirable ones. This is, after all, a form of ADVERTISING, so work it into your marketing budget, and use them regularly.
