



## Press Release Guidelines, Template and Sample

To distribute our press releases, VoiceAmerica uses a website called ReleaseWire. The type of distribution VoiceAmerica uses on the platform is called SBWire. ReleaseWire syndicates press releases to a minimum of 200 news and media sites; you can view the full list [here](#). Your press release will be submitted to major search and news engines, as well as major social networks.

When you submit a press release, please allow one to two business days for publication. You can submit a press release ahead of time, but make sure to specify when you would like the press release to be published.

Please only submit press releases that are newsworthy, including but not limited to:

- Special guests who have a large following on social media, are widely known to the public, or are an expert in their field
- New podcast or book launch
- Major updates regarding your show
- Events surrounding your show
- Article or magazine features

You can submit possible press releases in the host portal under the host services tab. If we feel that your press release doesn't follow our guidelines, we will reach out to you via [socialmedia@voiceamerica.com](mailto:socialmedia@voiceamerica.com).

# Press Release Template

[Insert Press Release Headline Here] (no more than 170 characters)

[Insert a sub-headline here, but it is not required.]

**City, State Abbreviation:** [Insert Day of the week], Month Day, Year: The announcement of what the press release is about should go here.

*"insert a quote here,"* – says [insert title], [insert name of who said the quote].

Make sure you are answering the "who," "what," "why," and "where" throughout the press release.

If you have any questions about the show or would like to advertise your products or services, please contact [insert media contact] at [insert an email and/or phone number].

It is up to you to include an about section for you and/or your guest. You can use your host biographical information and/or your guest information from your show page in this section.

## About [Insert Show Name]

[insert the show day, time in PST and what channel it airs on]

Insert the show description and paste the link to your show's RSS feed here (The link to the Ecard as well if you prefer)

## About VoiceAmerica

VoiceAmerica is the original digital broadcast company for the production and delivery of Live Internet Talk Radio programming and continues to be the industry leader in digital media, marketing, and distribution. We are the pioneers of digital radio programming and have been since 1999. We create and distribute over 500 unique and innovative radio programs for our millions of engaged listeners worldwide. Our network channels distribute live programs daily that reach a growing domestic and international audience who connect through all devices via our mobile, desktop, and tablet VoiceAmerica destinations. Learn more at <http://www.voiceamerica.com>. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). Call us any time to find out how VoiceAmerica can help you reach your audience, (480) 553-5756.

Insert, your, keywords, here!

**Commented [RS1]:** The headline should be a single sentence, attention getting and factual. You should resist adding any text that asks the reader to take action as your press release will seem like an advertisement.

**Commented [RS2]:** The sub-headline should be short and call out important details of your press release. A maximum of two sentences should be used.

**Commented [RS3]:** business location

**Commented [RS4]:** Quotes are an essential part of press releases! Make sure it is short and meaningful. Your quote can come from a guest, your Executive Producer or anyone else included in the story.

**Commented [RS5]:** Insert your Executive Producer's name and email address.

# Press Release Sample

## Reimagine Your Resolutions as Life Purpose Choices

**Phoenix, AZ — (SBWIRE) — 01/18/2023** -- Would it surprise you to learn that you can do your best thinking while you're asleep? Learn how to use *sleep thinking* to solve problems, encourage creativity and begin the day with a practice that coaxes the experience of meaning into your life. Host Kirsten Johansen is joined by Dr. Eric Maisel, who points out that meaning is a renewable resource so long as we understand what is important in our own lives and live our life purpose choices with devotion. Devotion asks us to rekindle the spark and fall back in love with the things we know we love...and then practice those things daily.

*"If we want the experience of meaning... we have to do our work, rather than believe that it's out there somewhere and that somehow, we're missing the boat by not rushing off to India, or some guru's feet, or the top of some mountain to go find meaning. Our experience of meaning is right where we're at if we do our work."* -Eric Maisel

If you have any questions about the show or would like to advertise your products or services, please contact Tacy Trump, Senior Executive Producer at [tacy.trump@voiceamerical.com](mailto:tacy.trump@voiceamerical.com).

### **About Eric Maisel:**

Eric Maisel, PhD, is a retired family therapist, a creativity and life coach, and the author of more than fifty books including *Redesign Your Mind*, *The Power of Daily Practice*, and *Lighting the Way: How Kirism Answers Life's Toughest Questions*. He writes the *Rethinking Mental Health* blog for *Psychology Today* and the *Coaching the Artist Within* column for *Professional Artist* magazine. Eric has been quoted or featured in a variety of publications, including *Martha Stewart Living*, *Redbook*, *Glamour*, *Mens Health*, the *San Francisco Chronicle*, and *Self*. He lives in the San Francisco Bay Area and lectures throughout the world. He recently released the course, *Ending the Aftershocks of Traumatic Experiences* on *DailyOm.com*

Visit him at [www.EricMaisel.com](http://www.EricMaisel.com) and find out more about Kirism at [www.Kirism.com](http://www.Kirism.com)

### **About Kirsten Johansen:**

I'm going to get straight to the point. I was suffering! My self-hating perfectionism was militant and pervasive. While it led to success, it certainly did not lead to happiness. Success and happiness aren't the same. Sometimes they aren't even friends! I had been working to improve and fix myself for nearly 35 years. No part of my life or my appearance was safe from my inner critic and the belief that I had to do better. Be better. Look better. A human can't live this way without anesthesia behaviors. I was no exception. Anesthesia behaviors tend to compound suffering by providing only brief relief followed by more harm to the self. Just as the pandemic began, my suffering had enveloped me. There was nowhere left to go. I could slide into the dark, hollow, emptiness I felt when I looked inside, or lay down my weapons and surrender. Surrender, finally, to unconditional love, acceptance, and compassion for myself. This complete

shift in my beliefs about myself allowed me to heal my wounds, grieve my losses and experience a rebirth. I told self-hate to kick rocks! GTO Coaching for Humans allows me to connect with other humans and help them find freedom and love themselves. GTO Freedom for Humans reflects my passion for radically honest and vulnerable storytelling and leveraging the experiences of others to connect us, heal us and release us into the freedom of unconditional self-acceptance. I am living my purpose now. -In gratitude, Kirsten

**About GTO Freedom for Humans**  
**Wednesdays at 10 am PST on the Voice America Variety Channel**

Free yourself and find your Tango! Join us for laughter, tears, tools, and strategies to help you shift your perspective and connect with other humans and to something greater. Through inspirational stories of humans who have freed themselves from suffering, you will spot self-hate and develop its antidote: unconditional love, compassion, and acceptance of self. This will influence and simplify your choices, large and small. Self-hate is sneaky. One of its talents is to convince us it doesn't exist while it tells us we're not good enough. Ouch! Self-hate thrives when humans feel like they are alone. You are not alone. When humans share from a radically honest and vulnerable place, we build trust and connection. GTO, Giraffe Tango Octopus, the integration of my wonderfully weird human characteristics, was born from my own journey to freedom through unconditional self-love and acceptance. Given my history as a self-hating perfectionist, it is nothing short of a miracle!

<https://www.voiceamerica.com/episode/140982/living-your-life-purpose-choices>

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Keywords: lifepurposechoices, dailypractice, meaning, resolutions, anxietymanagement, gtfreedomforhumans, kirstenjohansen, ericmaisel, coachkirstenjohansen, gtocoachingforhumans, liveyourpurpose