

News Release

For Immediate Release

Contact:
 Jan Peterson
 J.M. Peterson & Associates, Inc.
 (651) 222-3377
jan@jm-peterson.com

Create and issue news releases and journal articles quickly and affordably.

St. Paul, Minn.—March 15, 2011—Get a whole year's worth of PR written and sent to the trade journals in your industry without an expensive agency, without adding to your payroll and without tapping valuable engineering resources to do the writing. A custom-compiled media contact list assures that your releases land in the print and online trade journals that serve your industry. You'll see year-round exposure for a fraction of what a traditional agency would charge.

Jan Peterson of J.M. Peterson & Associates specializes in promoting high tech and industrial products and services. The key is to create a schedule of appropriate topics in advance and create all the releases and articles at one time. This makes creating, editing, approving, implementing and managing the schedule significantly easier and less expensive than tackling the project piecemeal.

Here is a typical calendar:

News Release and Article Calendar for a Respirator Products Company

	Jan	Feb	Mar	Apr	May	Jun
News release #1				Fit Testing Products	Compliance Software	Series 5000 Respirators
News release #2			Emergency Response Products	Respirator Selection Guide	Series 8000 Particulate Respirators	Hearing Conservation Software
Journal articles				Evaluating Safety Training	Selecting the Best Hearing Protection	A Manufacturer's Perspective on 42 CFR 84

	Jul	Aug	Sep	Oct	Nov	Dec
News release #1	Respirator Protection Videos	Exposure Assessment Seminar	Series 9000 Particulate Respirators	Hearing Protection Products	Series 7000 Respirators	Chemical Sorbents
News release #2	Supplied Air Respirators	Petroleum Sorbents	Respiratory Protection Program Seminars	Exposure Assessment & Respirator Selection	Air Monitoring Systems	Series 6000 Respirators
Journal articles	Evaluating In-plant Sorbents—What works best?	New Designs in Powered Air Purifying Respirators	Selecting Maintenance Sorbents	Helping Municipalities with their Safety Needs	In-house vs. Outsourcing Safety Management	Some Interesting Safety Facts for 1998

J.M. Peterson & Associates will research and conduct interviews to collect the necessary technical information. We work with you to create the calendar. We then complete the media contact list and work on the releases and articles. It's one-stop shopping to completely deliver a comprehensive PR program that gets results. We boast a 95% placement record for all news releases. Don't needlessly add staff, ask your engineers to write, or hire an expensive agency with junior writers.

For more information on PR, journal article and media contact list services, contact Jan Peterson at J.M. Peterson & Associates, Inc. Phone: 651-222-3377, email: jan@jm-peterson.com or visit www.jm-peterson.com.

###