

# WBJB Self Publishing Radio Interviews Christopher Simmons, PR Pro about the Value of the Press Release

NEW YORK, NY (SEND2PRESS NEWSWIRE) – WBJB Publishing Basics Radio host, Ron Pramschufer, interviews PR Pro Christopher Simmons about the value of a press release to the typical small publisher. A wide range of details are discussed in the podcast, from the evolution of the press release from teletype to Internet. What is a press release? What is the primary goal of a press release? Who should send out a press release and who shouldn't? What type of results should you expect from your press release, and what you shouldn't.



**Send2Press® Newswire**

Christoph

er Laird Simmons has 25 years of experience in the public relations and technology and entertainment marketing fields. He is a member of the Public Relations Society of America (PRSA), and ASCAP, and is the president of Neotrope(R). Mr. Simmons is a former contributing editor to numerous tech and entertainment industry magazines, hosts an entertainment podcast program ([www.Send2Press.com/podcast](http://www.Send2Press.com/podcast)), and is the author of a forthcoming book "The Savvy Guide to Podcasting" (Indy-Tech Publishing, 2006). As a respected marketing technologist he has been widely interviewed by publications like Entrepreneur, PCworld, Print on Demand Business, and TrendWatch. He has been on the launch team of numerous successful companies including MacMall(R), FindWhat.com (now MIVA), and Send2Press(R) Newswire.

WBJB Publishing Basics Radio is podcast weekly at noon on Fridays at [www.WBJBRadio.com](http://www.WBJBRadio.com). The show's subtitle, "Where weekly we help authors navigate the self publishing minefield," sums up the spirit of the show and its producers. Past podcasts have featured interviews with the Presidents of Author House and iUniverse and the former Finance VP of Xlibris. Listeners can subscribe to the show at either the WBJB website or through iTunes. The show is sponsored by [www.SelfPublishing.com](http://www.SelfPublishing.com).

Publishing Basics Radio is hosted by industry professional, Ron Pramschufer. Having worked for over 30 years in both the printing and publishing industries, he doesn't let any industry's "smoke and mirrors" fool him. His straight talking, no nonsense interviewing style falls somewhere between Colombo and Bill O'Reilly. Publishing Basics Radio is produced by Emmy(R) award winning, Errol Smith of Jackstreet Media.

More information: [www.WBJBRadio.com](http://www.WBJBRadio.com)

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