

## Radio and TV News Releases

### The Golden Rule: I'm newsworthy and entertaining

You've got thirty seconds to communicate that:

1. A large number of the people in the listening or viewing audience will be interested in the topic
2. You will be an entertaining and great guest.

Your product does not matter to the media. It is important to you, yes, but the media only cares for two things:

1. What's my audience going to hear or see?

Answer: You provide the script for the show. You answer this question.

2. How many people will be interested in this?

Answer: You demonstrate that ***lots of people*** will be interested, in fact, the more the better. But you better be straight and honest about this.

When you contact or are contacted by the media you need to develop an accurate understanding of who the audience is. Ask the media about their audience and the demographics of the population. If you know who the audience is you can figure out what they will be interested in and you pitch and emphasize the aspects that will interest the biggest audience possible.

The more of the audience who you can interest or help the more likely the chances of getting publicity.

The successful news releases:

- Have great headlines that tell the media at a glance what the story line is all about.
- Are easy to read and look at, graphically and visually pleasing, and intriguing.

- Use large type, bullets, boxes, and graphics to highlight the issues and to persuade.
- The graphics, particularly headshots, must have persuasive value-added, even when viewed on a black and white fax. If they don't have persuasive value added, don't use them.
- Have contact information that allows for quick booking of the interview.
- Ask the media to take action twice, once at the top, once more at the bottom.
- Offers free additional information, review copies, samples, media kits, on request.
- Judiciously use non-competing media reviewer comments or testimonials

**The same type of news release can be used for radio and tv.**

The body of the news release must emphasize words that create audio or visual word pictures so that the producers can imagine what the show would sound or look like.

Examples of successful releases provided below.

Use my 3 I technique and you can create one for yourself that is well inside the box of usability on the first try.

Paul J. Krupin Custom Targeted PR  
The Right Markets, The Right Message, The Right Media  
[www.DirectContactPR.com](http://www.DirectContactPR.com) [Paul@DirectContactPR.com](mailto:Paul@DirectContactPR.com)  
800-457-8746 509-545-2707  
800-457-8747 Improve Your Search with [www.SearchWordPro.com](http://www.SearchWordPro.com)

Available for emergency interview via telephone or satellite uplink from Santa Barbara, California, or in Los Angeles by arrangement, over the weekend or beyond.

## WHY RUNAWAY BRIDE MAY HAVE ASKED HERSELF

### ***“HOW DID I GET HERE?” AND FLED***

World Renowned Relationships Expert and NY Times Bestselling Author Barbara De Angelis explains why Jennifer Wilbanks may have panicked and why it may not be entirely her fault but part of “THE LOVING CONSPIRACY”

In the last few hours, runaway-missing bride to be Jennifer Wilbanks confessed that she had not been abducted during a job, but had fled from her upcoming wedding, throwing law enforcement around the country into a frantic search.

#### **Interview Barbara De Angelis**

Barbara is the author of the brand new book ***HOW DID I GET HERE? Finding Your Way To Renewed Hope and Happiness When Life and Love Take Unexpected Turns.***

Barbara can provide unique and timely commentary and analysis.

Jennifer may very well be a victim of something many people go through—the **pressure to fit into someone else’s expectations of what we should do and how we should live.**

#### **Barbara calls this “The Loving Conspiracy”**

Jennifer probably had some sort of **WAKE-UP CALL**—a moment when we realize that the life we planned doesn’t match the life we want.

In ***How Did I Get Here***, she calls this “**Waking Up A Stranger In Your Own Life**”, when the life or relationship you thought would make you happy doesn’t, and yet pressure from friends and family makes you feel there is no way out.

“We become a victim of ‘SHOULD’S’.. Barbara says.

“I should get married to this perfectly nice person...”

“I should have a huge wedding.”

“I should be happy.”

But often, our expectation of how we should feel and the reality of how we actually feel collide.

**Barbara can discuss:**

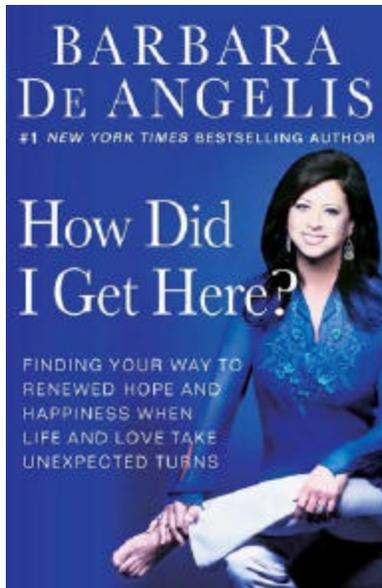
- Why it is easier than you think to be in denial about your relationship or your life
- The secret ways many of us sabotage our happiness and how to stop
- Warning signs that you may be having a mid-life or any-time-of-life crisis
- The loving conspiracy: why we don't always get support from others for being honest and authentic and why this drives us into denial

**WHO IS BARBARA De ANGELIS?**

Barbara De Angelis is one of America's most recognizable experts on relationships and personal growth. She is the author of 14 books including 4 #1 NY times Bestsellers. She has hosted her own shows on CNN, CBS and PBS.

Her new book is: ***HOW DID I GET HERE? Finding Your Way to Renewed Hope and Happiness When Life and Love Take Unexpected Turns***





Available for emergency interview via telephone or satellite uplink from Santa Barbara, California, or in Los Angeles by arrangement, over the weekend or beyond.

*Media kits and review copies available on request.*

*Contact information:*

*To make arrangements hit reply or send an email to <[Barbara@Barbaradeangelis.com](mailto:Barbara@Barbaradeangelis.com)> or reach Barbara on her cell phone directly 805-698-5008.*

**For Immediate Release    Contact: IRWIN ZUCKER (323) 461 3921**

This news release may be used in whole or part for small Superbowl Sunday entertainment feature stories.

Available for fun interview

## **10 Easy Tips to Enjoy Super Bowl Sunday** **(Even If You Are a Girl)**

***What's a girl to do?*** Super Bowl Sunday has to be the most masculine day of the entire year.

**Julie Hunt**, *female improv extraordinaire*, offers 10 totally awesome ideas to women planning on enjoying their *Sunday, Feb 6 Super Bowl Soirée* (despite what the male half of this nation's population is doing).



**Maybe You Want To plan an "Anti Super Bowl Party"** where you can escape for a few hours, let the guys do their thing and paint the town red... the reality is **most of us girls will end up at a Super Bowl Party** (and oh no heaven forbid! you may even be the co-hostess of one).

**And that means** hanging out with excitable boys who can't be interrupted or ripped from the TV, eating almost as much food as we do on Thanksgiving Day and grinning and bearing the football nonsense to get through it all.

**Thank goodness** we've got Bono this year as our halftime hunny!

**Why fight it?** Might as well brighten up the day with a little feminine energy and make it a day for everyone, not just the boys.

So here ***are 10 ways to enjoy a Simply Superb Super Bowl Sunday.***

1. **Pre-game Role Reversal.** Encourage the guys to perform a pre-game cheer and let the girls huddle up to devise a play and act it out. Make it an annual Super Bowl ritual and elaborate on it every year.
2. **Battle of the Sexes.** Start a football pool for the girls. Have each woman take exactly the opposite position of one of the guys. And at the end of the day see who really knows more about football.
3. **MVP Awards.** Keep a look out for the MVP partygoers. Keep secret voting ballots for the girls to pick:
  - Worst Joke
  - Worst Behavior

- Best behaved
  - Heisman Trophy Snack Winner
  - Fewest Party Fouls
  - Worst Party Fumble
4. **Open Up the NFL Shop.** Get the girls together before hand and add a little football fun to your wardrobe. Make 'NFL Champion' baby doll tees with nick names or code names. Buy flashy Super Bowl rings as party favors.
  5. **Beer Blitz.** Have the kids on clean up patrol all day long. Give them trash bags and let them know that every empty can they collect is money in their pocket. You'll take them down to the 'Recycle Center' and turn the cans into cold hard cash. You might even match the money and then take them to a special spot so they can spend it!
  6. **Toilet Penalties and Seat Fouls.** Every time the boys leave the seat up, girls get a two minute reprieve from the football talk. Feel free to bring up any non Super Bowl related topic for a two whole minutes without being shushed!
  7. **Football Fun Trivia.** Have a competition between the women and the kids at the party and see who is up on their football trivia. Send an email to [julie@shesite.com](mailto:julie@shesite.com) with the subject line "**Super Bowl Trivia**" for a silly Super Bowl Trivia link that everyone (including women and kids) can play. When you get it, you can print the email, make copies and pass them out at halftime. Then when half time is over, rip it up and use it for confetti!
  8. **Ice Cube Interception.** Feel playful, flirtatious and let your guy know it. Toss a cube his way with a wink and a wave instead of shooting him long disapproving stares that could create conflict later.
  9. **Get In The Game.** Learn a few buzz words, game principles or plays so you can get in to it. Get the quick tips *Girl's Guide to Super Bowl Sunday* at [www.shesite.com](http://www.shesite.com) with 10 of our favorite football phrases and 3 quick-witted questions so you can shoot the breeze and sound like a pro.
  10. **Footsie Fumble.** Just in case the testosterone gets too thick. Have pedicure spa goodies on stand by and ask the girls to bring toe nail decals to trade and swap for a fun pedicure moment in the 4<sup>th</sup> quarter. WARNING: For party peace, this tip should only be used in case of an emergency. Retreat off to the side (or even another room completely) and never start it before halftime.

**And if that doesn't get you excited, maybe you should plan an "Anti Super Bowl Party" after all.**

Just forget the 10 tips. Skip the game totally and head straight to the age old and totally reliable '**Anti Super Bowl Standby.**'

### **Go shopping!**

If you can get away with the girls, do it! Enjoy the ghost town you live in at its best!

You'll find that most places, activities and attractions are completely devoid of male human presence!

Try something new, go somewhere different or see something you've been hoping to for a long time. Plan a Super Bowl fun shopping day, lunch or visit to a museum.

For more simple happy fun essentials for every other day of the year, take a peek at [www.shesite.com](http://www.shesite.com). And, enjoy the game!

### **About Ms. Julie Hunt**

Julie Hunt is pure delight and motivation. She's a free flowing source of hope, energy and inspiration who tells it like it is giving straight forward and simple tips and advice so you can live happier days and obliterate the monotony of life.

She is on a self propelled mission to scream, skip, run, jump, shout, dance and sing with women all around the universe who want live a vivacious life busting at the seams!

A two timer of the O.C. Crazies Improv School and first time stage performer with the 2004 Crazy Beez she's widely recognized for her bounce, passion, verve and playful comedic torture. Her budding romance with improv is no fling...even if she has to compete for center *plaza* with the Tango dancers in Buenos Aires. She's a committed player who integrates the skills of improv into everyday life and business in a fun and inspiring way!

Julie Hunt is a happiness-making machine devoted to creating pure bliss in women's lives. She splashes streaming tips of happy essentials that are fun and easy to swallow, feel good about, and great to experience.

Her bottom line message is this: Your days are numbered so fill them with more joy, smiles, fun and helpful productivity. This is how to be happy. Get out there!

Available by arrangement and on short notice for those 911 emergencies.

**Contact Irwin Zucker (323) 461 3921 or hit reply and Paul Krupin at Imediafax will send your request on to me.**

Thanks!

Julie Hunt

Available for Interview

Contact: Linda Miles 850-668-4473 or E-Mail [DrLinda03@aol.com](mailto:DrLinda03@aol.com)

**Love can be wonderful but marriage really rocks.**

**Marriage is good, gets better, & is the best when it's hot.**

**Ten ways to fire up your relationship this Valentines Day & beyond.**

**Ask Dr. Linda Miles**, a veteran psychotherapist, and she'll share with your audience the very best things she has learned in over 30 years of practice with couples.

She has taken countless couples whose relationships have gone cold and taught them how start the fires kindling again, keep the fires burning, and get things really roaring.

Do you want to teach your audience how easy it is to find heaven on earth? There's gold to be found out there in the hills.

**Here are her ten keys to firing things up & keeping love magnificent & grand**

**1. CELEBRATE VALENTINES DAY EVERY DAY:** Love is a practice. Say I love you in the morning and at night.... more is better. Share with one another the things that give you the greatest pleasure and help one another's dream come true. For example if you partner loves music, bring home CDs or tickets to concerts often. If your partner loves football, watch with him on a regular basis. Remember these are GIFTS and are done without resentment; you are dream-makers. A good relationship is like good sex--both partners give and receive what they want.

**2. HEAT UP THE BEDROOM:** Since most men are visual, they appreciate lingerie. Women tend to need to be "talked up" during the day. However, everyone is different so you need a love map to one another. Give your partner what you know they like.

**3. MAKE CONNECTIONS:** Research shows that happy couples connect often with their eyes, soft voice, body language. Cool couples have habitual ways they distance. Communicate connection. Use soft eyes when you look at your partner and touch often.

**4. LIVE PASSIONATELY AND NOT JUST FOR PASSION:** A wise Native American once said, "As you go the way of life you will see a great chasm.

Jump...It is not as wide as you think". If your life is cool, how can your relationship stay hot?

**4. LOVE THE SPIRITUAL AND IT WILL BE DIFFICULT TO DESPISE THE EARTHLY.** Develop a spiritual practice together. You can use prayer, inspirational readings, and meditation. Offer gratitude to one another by sharing one thing you appreciate about your partner before you go to sleep. This practice builds a positive emotional bank account. Spiritual practice generates warmth that heats up the relationship.

**5. DON'T JUST SURVIVE, VISUALIZE:** Visualize your dream relationship. Close your eyes and feel the warmth and connection. Affirm what you want. Our unconscious mind is filled with negative thoughts. Retrain your brain. Many people never saw a model of a hot relationship so they need lots of visualization practice. A famous neuroscientist observed, "In the brain, practice makes permanent".

**6. YOU CANNOT STOP LIFE'S SORROWS BUT YOU CAN CHOOSE JOY:** Mother Theresa said, "Our best protection is a joyful heart". Have fun together. Act like kids. Masters and Johnson observed good sex is like two children under the sheets.

**7. WAKE UP WITHOUT MAKE-UP:** We cannot have true intimacy unless we drop our masks. Live every day like Valentines Day instead of Halloween!

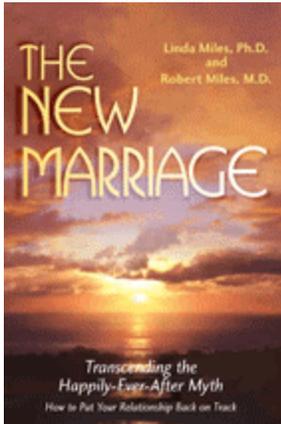
**8. SHARE GROWN UP SEX:** Grown up sex is not about hooking up but about really looking at your partner and loving that person with knobby knees, loose skin from the lives you created together or well earned wrinkles. A perfect 10 means being just perfect for you.

**9. IMITATE THE BRADY BUNCH:** I do not mean the sit-com Bradys but the honorable James Brady and his wife. She stood by him after he was shot at the same time as President Reagan and fought along side him for the Brady Bill on gun control. According to Brady who is still paralyzed on one side," The doctors saved me physically. My wife saved me emotionally."

**10. LOOK FOR THE REAL LIFE INSPIRATIONAL COUPLES** like the Bradys and the Newmans who have a great marriage and use them as models. Look around your community for couples that share a common cause accept and support one another emotionally. Instead of watching Brad and Angelina, figure out what the Newman's did to sell all that salad dressing together for charity.

Dr. Linda Miles is a highly regarded psychotherapist with over 30 years experience. She has exceptional media skills and experience with hundreds of appearances on radio and television including national shows such as The

O'Reilly Factor, ABC syndicated radio, Cable News 12 and WOR Radio. Her articles have appeared in Entrepreneur and Parents magazine and many others.



**Have an open conversation with Dr. Linda Miles and watch your phones light up.**

Invite your audience to ask questions live. Dr. Miles will provide answers to questions, and provide the tools that will empower couples to transform their relationships, move beyond Hollywood-inspired, happily-ever-after fantasies, and learn to create realistic, long-term adult relationships.

For more information visit [www.drlindamiles.com](http://www.drlindamiles.com).

Available on short notice – call her on 850-668-4473 or E-Mail [DrLinda03@aol.com](mailto:DrLinda03@aol.com)

Interview Opportunity

Contact: Margaret Horton (831) 454-0606

Interview with Dr. Bruce Lipton and learn about the incredible breakthroughs in modern science and *The Biology of Belief*

## **We are not the victims of our genes Our beliefs control our biology**

**Dr. Bruce Lipton**, world-renowned lecturer, cell biologist and author of *The Biology of Belief: Unleashing the Power of Consciousness, Matter & Miracles*, explains:

**"Teachers like Jesus and Buddha have been telling us the same story for millennia. Now science is pointing in the same direction. *It is not our genes but our beliefs that control our lives...Oh ye of little belief!*"**

Dr. Bruce Lipton is a former medical school professor and renowned cell biologist. His experiments and those of other leading scientists have examined in great detail the mechanisms by which cells receive and process information.

Dr. Lipton shows that our beliefs, true or false, positive or negative, affect genetic activity and actually alter our genetic code.

***The implications of this research radically change our understanding of life.***

It shows that genes and DNA do not control our biology; that instead DNA is controlled by signals from *outside* the cell, including the energetic messages emanating from our thoughts.

"We can retrain our consciousness to create healthy beliefs, and by doing so create a profoundly positive effect on our bodies and our lives."

***The Biology of Belief*** will forever change how you think about your own thinking.

- Genes/DNA do not control our biology.
- DNA is controlled by extra-cellular signals, including the energetic messages emanating from our positive and negative thoughts.
- By retraining our minds to create healthy beliefs, we can change the physiology of our trillion-celled bodies.

Dr. Lipton's profoundly hopeful synthesis of the latest and best research in cell biology and quantum physics is being hailed as a major breakthrough in our awareness of how our cells, our bodies and our minds work.

Dr. Lipton has also been a pioneer in applying the principles of quantum physics to the field of cellular biology.

Traditional cell biology focuses on physical molecules that control biology.

Dr. Lipton on the other hand focuses on the mechanisms through which energy in the form of our beliefs can affect our biology, including our genetic code.

### **An experienced speaker and interview guest**

Dr. Lipton has been traveling around the country and talking to audiences all across the North American continent.

He dazzles audiences with his stunning and educational and energetic explanations of new scientific discoveries about the biochemical effects of the brain's functioning and the functioning of the larger, deeper mind sometimes called the subconscious mind.

Dr. Lipton shows how the cells of your body respond to your thoughts and your beliefs. His research uncovered the precise molecular pathways through which this occurs.

He can talk on numerous subjects of wide interest and application to people in their everyday lives:

#### **"Buying the Pharm"**

He can talk and speak out against "drug mania. He says,

*"Using prescription drugs to silence a body's symptoms enables us to ignore personal involvement we may have with the onset of these symptoms. The overuse of prescription drugs provides a vacation from personal responsibility."*

#### **"Conscious Parenting: Parents as Genetic Engineers"**

Dr. Lipton says,

*“Experimental psychologists and neuroscientists are demolishing the myth that infants cannot remember – or for that matter learn – along with the notion that parents are simply spectators in the unfolding of their children’s lives. The fetal and infant nervous system has vast sensory and learning capabilities and a kind of memory neuroscientists call implicit memory.”*

His book is profound almost beyond words and is delightful to read. Using simple language, humor, illustrations and everyday examples, he demonstrates how the new science of Epigenetics is revolutionizing our understanding of the link between mind and matter and the profound effects it has on our personal lives and the collective life of humanity.

**Call for media kits, review copies and interviews.**

Contact: Margaret Horton (831) 454-0606

**What People Are Saying:**

“History will record *The Biology of Belief* as one of the most important writings of our times... His complex insights are expressed in a readily understandable fashion with a style that welcomes the scientist and the non-scientist on an equal footing. For anyone interested in health, the well-being of the species and the future of human life. The implications of the perspectives outlined have the potential to change the world as we know it. Bruce Lipton's understandings and his concise expression of them are sheer genius.”

Gerard W. Clum, D.C.  
President, Life Chiropractic College West

“Bruce Lipton's book is the definitive summary of the new biology and all it implies. It is magnificent, profound beyond words, and a delight to read. It synthesizes an encyclopedia of critical new information into a brilliant yet simple package. These pages contain a genuine revolution in thought and understanding, one so radical that it can change the world.”

Joseph Chilton Pearce, Ph.D.  
Author of *Magical Child*; *The Crack in the Cosmic Egg*; *New Constructs of Mind and Reality*; *Evolution's End: Claiming the Potential of Our Intelligence* among others.

“Dr. Lipton is a genius - his breakthrough discoveries give us tools for regaining the sovereignty over our lives. I recommend this book to anyone who is ready and willing to take full responsibility for themselves and the destiny of our planet.”

LeVar Burton  
Actor/Director

**Interviews, review copies and media kits available on request.**

[www.brucelipton.com](http://www.brucelipton.com)

[www.beliefbook.com](http://www.beliefbook.com)



*Contact: Margaret Horton (831) 454-0606*

FOR IMMEDIATE RELEASE November 8, 2005

This article may be used in whole or part with attribution please.  
Smaller versions available on request.

Review and promotion copies, interviews, and special feature story articles available upon request. PDF file of the book available via email on request.

**Dave Wilson can put on an amazing, entertaining, and enjoyable show on request.**

CONTACT: BEV RICHARDS Phone: (408) 210-8449

## **Rock Formations - The Amusing How, What and Why of Rock Band Name Origins**

*New book explains how popular band names were formed*

(SAN JOSE, CA) **For all music fans who ever wondered why the Dead are Grateful, or why they were Counting Crows. Now you can find out this and more.**

*What's a Goo Goo Doll? Who was Steely Dan? Where do Gin Blossoms grow?*

***Rock Formations: Categorical Answers to How Band Names Were Formed***, a new book by San Jose rock music aficionado **Dave Wilson**, contains the categorical answers to questions on how band and artist names were formed.

In this 288 page soft cover book, Wilson provides over a thousand delightfully fascinating narratives behind one of the most important decisions a group can make, the choice of a name that they may be stuck with for 40 years or more.

Here is a representative selection of the interesting and amusing facts contained in this wonderfully researched book:

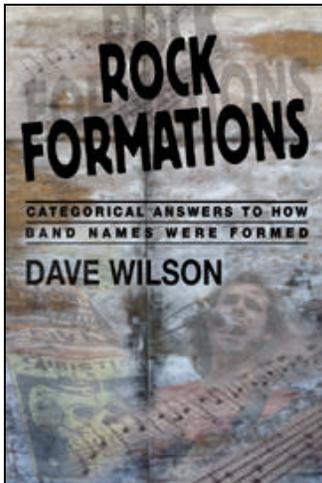
- **Buddy Holly's** band **The Crickets** at one time considered calling themselves **The Beetles!**

- When **Jerry Garcia** discovered the term “grateful dead” in a dictionary, all of the other words on the page seemed to magically disappear leaving just those two.
- **Badfinger** took their name from “*Badfinger Boogie*”, the working title for **The Beatles’** song “With A Little Help From My Friends”.
- **Toad The Wet Sprocket** are named from a **Monty Python** sketch about rock bands, chosen by **Eric Idle** as being a name too silly to be chosen by a real band!
- **The Ramones** took their name from Paul Ramon, a pseudonym used by **Paul McCartney** when producing records incognito.
- **Red Hot Chili Peppers** were inspired by two classic Jazz bands—**Louis Armstrong’s The Hot Five** (**Flea** is a big fan of Armstrong’s) and **Jelly Roll Morton’s Red Hot Peppers**.
- **The Hooters** were named for the Hohner Melodica, a type of keyboard harmonica referred to by musicians as a “hooter”. Their recording engineer kept yelling for “more hooter!”, like **Christopher Walken** yelling for “more cowbell!” in the classic **SNL** sketch about **Blue Oyster Cult**.
- **Stone Temple Pilots** were named for the STP motor oil stickers on their bikes—early suggestions to match the initials included **Stinky Toilet Paper!**
- **Devo** was inspired by the band members own theory of de-evolution, contrived after reading a book which proposed that mankind has evolved from a strain of brain-eating apes!
- **The B-52’s** were named for a southern US slang term for the type of bouffant hairstyle that the female members of the group wear, the hairstyle itself being named after a type of American warplane.
- **Thomas Dolby** was born Thomas Robertson, and was nicknamed “Dolby” by high school friends because of his ever-present tape player (with Dolby cassette noise reduction).
- **Lynyrd Skynyrd** were sardonically named for their high-school gym teacher, Leonard Skinner, who used to give the future band members a hard time over their long hair.
- **Paul McCartney** thought up the name **Wings** after the difficult birth of his second child, Stella (now an internationally renowned fashion designer)—he had been thinking of angels when the word “Wings” popped into his head.
- **Coolio**, born Artis Ivey, acquired his stage name while being photographed wearing a cowboy shirt and holding a small guitar, leading someone to remark, “Who do you think you are—Coolio Iglesias?”.

- A local blues musician gave **Jefferson Airplane's** Jorma Kaukonen the nickname "Blind Thomas Jefferson Airplane", a tribute to bluesman **Blind Lemon Jefferson**, from which the group's name was derived.
- **Led Zeppelin** were inadvertently christened by **Keith Moon**, drummer with **The Who**, who described nightmare gigs as "going down like a lead balloon".
- **Quiet Riot** were named accidentally by **Status Quo** guitarist Rick Parfitt, a Londoner, who suggested the name "Quite Right" but whose cockney accent was mis-heard as "Quiet Riot".
- When **ABBA** chose their name, they subsequently discovered that it was also coincidentally the name of Sweden's largest tuna canning company. On requesting permission for use of the name, the company showed their approval by sending the group a case of tuna!
- **The Police** were so-named because drummer Stewart Copeland's father was once a member of the CIA.
- **Michelle Shocked** was born Michelle Johnston, adopting her stage name after undergoing electric shock treatment for mental illness.
- **Hootie and the Blowfish** were named for two of Darius Rucker's college friends, one of whom wore owlsh glasses ("Hootie") and the other who had puffy cheeks ("The Blowfish").
- **Elton John** was named for two of his fellow band members in **Bluesology**, **Elton Dean** and **Long John Baldry**.
- **David Bowie** was born David Jones, and decided to change his name so as to avoid confusion with **Davy Jones** of **The Monkees**. He chose Bowie after the knife invented by Col. Sam Bowie.
- **Foo Fighters** was a term coined during WWII to describe apparent UFOs, supposedly of German origin. "Foo" is derived from "feu", the French word for "fire".
- **Wu-Tang Clan** were named for rebels (experts in the use of the Wu-Tang sword) who sought to overthrow the Shaolin temple, and was inspired by the members' shared love of martial arts movies.
- **Three Dog Night** comes from an Australian expression for a very cold night, referring to how many dogs it takes to keep warm while sleeping, "three dog nights" being the coldest.
- **Buffalo Springfield** was seen on a steamroller outside the house of the bands' manager, who declared the name and promptly stole the sign from the steamroller, took it into his house and nailed it to the wall!

**Rock Formations** is not the usual A-Z but a clever collection of entries with the content grouped under common themes, such as:

- **A-LIST CELEBS**, the complete skinny on bands whose names were inspired by famous people.
- **AUTHOR! AUTHOR!**, the stories behind bands who took their names from books.
- **TAKE ME OUT TO THE BALL GAME**, pumped-up copy on bands who were named for sports and games.



***Rock Formations: Categorical Answers to How Band Names Were Formed***

***By Dave Wilson***

Soft cover \$14.95

ISBN 0974848352

Published by Cidermill Books

Available at bookstores online.

For more information visit <http://www.cidermillbooks.com>

**Cidermill Books, PO Box 32250, San Jose, CA 95152-2250. To order, call (408) 263 8974 or fax (408) 904 4614.**

**Here's what people are saying:**

**"It just might be the most entertaining and fun book I've read in the last few years!"**

Marie D. Jones, Curled Up With A Good Book;

**“For all the Rock’n’Roll and Blues lovers on your list, this will make a super and unique stocking stuffer.”**

Rebecca Brown, Rebecca's Reads;

**“For those cut throat music trivia games...Dave Wilson’s book is exactly what you are looking for.”**

Jennifer Murray, Book Pleasures

**Author Dave Wilson Available for Interviews and Shows**

**Media promotion and review copies and special feature articles available upon request.**

CONTACT: BEV RICHARDS Phone: (408) 210-8449