

# Religion Press Release Services

A press release distribution service of

**RNS**<sup>®</sup>

RELIGION NEWS SERVICE

*Religion Matters*<sup>™</sup>

The only secular news and photo service devoted to unbiased coverage of religion and ethics—*exclusively*.

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# Religion Press Release Services

A press release distribution service of Religion News Service

Reach more than 1,000 of the most influential religion editors and writers in North America—whose publications and broadcasts serve an audience of more than 25 million.

Religion Press Release Services is the most effective way to reach the movers and shakers of religion media and communications.

From *The New York Times*, *The Washington Post* and *The Los Angeles Times*... to *Time*, *Newsweek* and *The American Prospect*.

From *The Christian Century*, *The Catholic Voice* and the *Billy Graham Evangelical Association*... to the *Lutheran News*, *The Associated Baptist Press* and *The American Jewish Committee*.

From NPR, ABC World News Tonight and BeliefNet...to key Web sites, the White House and non-profits.

Religion Press Release Services reaches a diverse and unparalleled audience of key religion influencers.

## What is Religion Press Release Services?

Religion Press Release Services distributes press releases, press advisories, photos and other stories on behalf of religious organizations, denominational offices, think tanks, watchdog groups, advocacy groups, coalitions, foundations, colleges, universities, seminaries, publishers and others.

Launched in mid-2001, Religion Press Release Services has been used by more than 250 organizations to reach more than 1,000 Religion News Service subscribers and other religious and media professionals. Religion Press Release Services also distributes releases via the AP Datafeatures Wire and Canadian Press, and through RNS' Web site and weekly e-mail newsletter.

## Who can benefit from using RPRS?

Publishers, non-profits, religious organizations, PR firms, TV and radio broadcasters, music and entertainment companies, politicians, associations, and organizations selling products and services to religious consumers have all benefited from distribution of press releases through RPRS.

## Who receives RPRS press releases?

	Percent
Magazines/religious newspapers/news services	22%
Consumer Newspapers	17%
Church/Clergy/Ministry	15%
Non-profits	6%
Universities and Theological Seminaries	5%
Communications/PR firms	4%
TV/Radio	3%
Religious Web sites	3%
Book Publishers	2%
Non Aligned/Freelance Journalists	1%
Other/Unidentified*	24%

(\*Opt-in subscribers to RPRS are not required to list a media affiliation.)

Source: RNS subscriber survey, September 2002.)

## How are press releases used by RPRS subscribers?

	Percent
Republish press releases	13%
Use press releases as basis for own stories	28%
Use press releases as background	66%
File press releases for future reference	44%

(Multiple responses; totals more than 100%. Source: RNS subscriber survey, September 2002.)

## RPRS Customers

RPRS has been used to distribute press releases and advisories by the following organizations:

A. Larry Ross Communications	Global Vision Resources	Religious Coalition for Reproductive Choice
ACLU Washington Legislative Office	God's Creatures Ministry	Revival-USA
Acton Institute for the Study of Religion & Liberty	Good Schools Pennsylvania	School of the Americas Watch
Amber-Allen Publishing	Gordon-Conwell Theological Seminary	Science and Theology News
American Academy of Religion	Goshen College	Shalem Institute for Spiritual Formation
American Friends Service Committee	Gospel At Work	Sikh Council on Religion and Education
American Jewish Committee	Gospel for Asia	Single with Jesus Ministries
American Public Media	Grace Press Publishing	Six Flags Darien Lake
American Tract Society	Greek Orthodox Archdiocese of America	Social Science Research Council
Andover Newton Theological School	Grove Atlantic, Inc.	Solving Light Books
Association for Contemporary Catholic Life	Habitat for Humanity International	St. Bartholomew's Church
Auburn Theological Seminary	Hamilton College	Stephen Ministries
Augsburg Books	HarperCollins Children's Books	The AIDS Orphan Fund
Auritt Communications Group	HarperSanFrancisco	The Alban Institute
Austin Presbyterian Theological Seminary	Harvard Common Press	The Anti-Defamation League
Ave Maria Press	Hindu American Foundation	The Aspen Institute
Basic Books	Hollywood Prayer Network	The Barnabas Institute
BibleWorks	Initiatives of Change	The Center for Cultural Judaism
Bread for the World	Institute for Advanced Catholic Studies	The Charles E. Blair Foundation
Broadman & Holman Publishers	Intelligent Design Conference	The Christian Century
Burson-Marsteller	Interfaith Alliance	The Conference Board
C. S. Lewis Foundation	Interfaith Association of Central Ohio	The Envoy Group
Calvin College	International Association of Sufism	The Exodus Network
Caritas Communications	International Center for Religion and Diplomacy	The Forge Institute
Catholic Book Publishing	International Education Systems	The Fund for Theological Education
Catholic Digest	International New Thought Alliance	The Gamaliel Foundation
Catholic Diocese of Evansville	Iowa Muslim Students Association	The Golden Sufi Center
Catholic Extension	Jesus Video Project America	The Healthcare Chaplaincy
Catholic Resource Center/St. Joseph Communications	Jewish Television Network	The International Fellowship of Christians and Jews
Center for American Progress	Jewish Women International	The Jewish Publication Society
Center for Catholic and Evangelical Thought	John Templeton Foundation	The National Conference for Community and Justice
Center for New Community	Josh McDowell Ministry	The National Council of Synagogues
Center for Social Concerns	Jossey-Bass/Wiley	The Pilgrim Press
Christian History Project	Lantern Books	The Pluralism Project at Harvard University
Church Divinity School of the Pacific	Life Outreach International	The Protestant Episcopal Cathedral Foundation
Church Mutual Insurance Company	LifeWay Christian Resources	The Stained Glass Association of America
Church of Exaltation	Ligonier Ministries	Thrivent Financial for Lutherans
College of Preachers	Logic Media Group	Tor/Forge Books
Committee for the Scientific Explanation of Claims of the Paranormal	Loyola Press, Inc.	Touchstone Magazine
Conference of Presidents of Major American Jewish Organizations	Lutheran Immigration and Refugee Service	Trinity Broadcasting Network
Congressman Walter B. Jones	MacMillan Communications	Tyndale House Publishers
Council for a Parliament of the World's Religions	Magnus Press	Union of Councils for Soviet Jews
Council for Secular Humanism	Metropolitan Community Churches	Union of Orthodox Jewish Congregations of America
Council for Study of the Shroud of Turin	Miramax Films	Unity School of Christianity
Crossroad Bible Institute	Misner & Associates Public Relations/21 Ministry	University Hill Congregation
Cypress House Publishing	Morehouse Publishing	University of Colorado
Davidson Clergy Center	National Association of Church Business Administration	US Baha'i Office of Public Information
Dick Jones Communications	National Center for Science Education	Vanderbilt University News Service
Disciple Renewal	National Council of Churches	Vital Theology
Dittus Communications	NV Communications	Voicings Publications
Erie Peace and Justice Center	Pacific Media Ministry	Wall Watchers
Evangelism Tickets, Inc.	Pacific School of Religion	Washington National Cathedral
Every Church a Peace Church	Paraclete Press	Westford Press
Every Home for Christ	Pauline Center for Media Studies/National Film Retreat	Westminster Theological Seminary
Faith Alive Christian Resources	PCUSA UN Office	Westwind Communications
Faith TV	Pew Forum on Religion and Public Life	WGBH
FaithandValues.com	Planned TV Arts	Whosoever Magazine
Fleishman-Hillard	Point Loma Nazarene University	World Council of Churches
Foundation for American Communications	Primitive Christian Church	World Harvest Mission
Foundation for Apologetic Information and Research (FAIR)	Quiet Publishing	World Help
Free Press/Simon and Schuster	Rabinowitz Media	World Peace & Religious Unity Foundation
George Fox University	RBC Ministries	World Sikh Council—American Region
	Red House Records	World Vision
	Religion & Ethics Newsweekly	Worldlink Media Inc. (for CURE International)
	Religion Newswriters Association	

## Pricing

**Per Release:** ..... \$165\*

(Up to 400 words); \$40 per 100 words thereafter.

*Volume Discount:* Every fifth release generated by the same account is free.

**Photos:** .....\$30 each

*\*For releases provided in electronic format. Print/faxed releases will be data-processed for you at an additional fee of \$30 per 400 words.*

## How to Post a Press Release

- Fax your signed contract to 888-707-3755
- Email your press release to [Tiffany.McCallen@ReligionNews.com](mailto:Tiffany.McCallen@ReligionNews.com). We'll confirm receipt and cost before distributing your press release. Deadline for submission is 4 p.m. EST, Monday-Friday.
- The press release will be transmitted on the wire shortly after you submit it, and will be distributed via e-mail at approximately 5 p.m. EST. The following day, we will post it on our Web site, [www.religionnews.com](http://www.religionnews.com), for 30 days.
- Payment is by credit card or check. Credit card payment is required for your first submission. Invoices are mailed monthly.

## For More Information

[Tiffany.McCallen@ReligionNews.com](mailto:Tiffany.McCallen@ReligionNews.com)

573-355-5201, 2#

# RNS

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## RNS Press Release Distribution Agreement

This press release distribution agreement ("Agreement") is made \_\_\_\_\_ ("Effective Date") by and between Religion News Service ("RNS"),  
1930 18<sup>th</sup> Street, NW, Suite B2, Washington, DC 20009 and \_\_\_\_\_  
having offices at \_\_\_\_\_  
\_\_\_\_\_ ("Supplier").

- Right to Distribute.** Supplier requests and authorizes RNS to use, copy, transmit and distribute Supplier's press releases, press advisories, and other stories or materials submitted for distribution hereunder ("Press Releases") on behalf of Supplier to the RNS subscribers and others.
- Distribution.** Subject to sections 3 and 4 of this Agreement, RNS shall use best efforts to distribute Supplier's Press Releases on behalf of Supplier to the RNS subscribers. Press Releases shall be distributed separately from the main output of the Religion News Service, and will be clearly marked "Press Release". Press Releases shall be distributed daily by approximately 5PM EST. Consumer newspaper editors will receive the Press Releases on the AP "C" Datafeatures Wire, and all other RNS subscribers shall receive the Press Releases via e-mail. Further, all Press Releases will be posted for thirty (30) days on the RNS website currently accessible at URL [www.religionnews.com](http://www.religionnews.com).
- Fees.** Supplier shall pay to RNS \$165.00 per Press Release (up to 400 words) in electronic format provided to RNS for distribution hereunder. Supplier shall pay an additional \$40.00 per each additional 100 words or part thereof in each Press Release. Press Releases provided to RNS in hard copy format will be data-processed for Supplier at an additional fee of \$30.00 per 400 words or part thereof. Photos may be included with press releases at the cost of \$30.00 per photo. A volume discount is available to Supplier in which every fifth Press Release generated by the same Supplier account on behalf of the same Supplier is distributed hereunder at no charge.
- Editorial Review.** All Press Releases submitted for distribution hereunder are subject to RNS editorial review. RNS reserves the right to refuse to distribute any material in any Press Releases hereunder for any reason. In such event, RNS shall return to Supplier any pre-paid fees (if any) for the Press Releases RNS refuses to distribute.
- Warranty: Indemnification.** Supplier represents and warrants that the Press Releases (or any other material provided to RNS hereunder) will not contain any defamatory, obscene, inaccurate or otherwise unlawful matter, nor infringe or invade any copyright, trademark, patent, trade secret, right of privacy or publicity, or any other personal or proprietary right of any third party. Supplier shall defend, indemnify and hold RNS, its officers, directors, employees, agents, representatives, service providers and affiliates from and against all liabilities, damages, losses and costs arising from any third party claims, actions or proceedings involving an alleged breach of Supplier's warranty obligations hereunder, and/or any act or omission by Supplier in furtherance of its responsibilities in this Agreement.
- Limitation of Liability: Disclaimer.** EXCEPT WITH RESPECT TO SUPPLIER'S INDEMNIFICATION OBLIGATIONS SET FORTH IN SECTION 5, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER PARTY OR ANY OTHER ENTITY FOR ANY SPECIAL, CONSEQUENTIAL, INCIDENTAL DAMAGES OR DAMAGES FOR LOSS OF REVENUES, DATA OR USE, HOWEVER CAUSED, ON ANY THEORY OF LIABILITY EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.
- Term and Termination.** The Term of this Agreement shall commence on the Effective Date and continue until terminated by either party on thirty (30) days written notice. Sections 5 and 6 of this Agreement shall survive the expiration or termination of this Agreement.
- Miscellaneous.** Neither party may assign any part of this agreement to any other person or entity without the prior written consent of the other (except that RNS may assign this agreement to an affiliated corporation or as part of the sale of the business to which it relates), and any such purported assignment without the required prior written consent shall be null and void. The parties to this Agreement are independent contractors. This agreement may not be modified or altered except in a writing signed by the party to be bound thereby. This Agreement will be governed by the laws of the state of New York applicable to contracts to be wholly performed therein (excluding its conflict of laws principles), and any action based on or alleging a breach of this Agreement must be brought in the state or federal courts in New York, New York.

### Religion News Service

### Supplier

\_\_\_\_\_  
Michelle Stacho, Business Manager  
[Michelle.Stacho@religionnews.com](mailto:Michelle.Stacho@religionnews.com)  
Phone: 573-355-5201 / Fax: 888-707-3755

\_\_\_\_\_  
Print Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**RNS Press Release Payment Authorization**

*First-time customers must provide credit card information prior to Press Release Publication.*

Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Name \_\_\_\_\_

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**Please return signed contract and payment authorization form (if applicable) to:**

Religion News Service  
Michelle Stacho, Business Manager  
Fax: 888-707-3755  
[Michelle.Stacho@religionnews.com](mailto:Michelle.Stacho@religionnews.com)

**Receipts:**

Receipts for credit card payments will be distributed via email.  
Receipts for check payments will be emailed only upon request.

**Any questions related to the distribution of your release should be directed to:**

Tiffany McCallen, Sales Manager  
573-355-5201, ext. 2# / [Tiffany.McCallen@religionnews.com](mailto:Tiffany.McCallen@religionnews.com)