

TIME: Approx. 45-120 minutes depending on word count, prep.

Hollywood, California (PRWEB) September 27, 2005 – The annual Chabad Telethon became a unifying event this year as Muslim Kareem Abdul Jabbar danced with the Rabbis in a display of unity and support to raise funds for Hurricane Katrina Victims. Joining Abdul Jabbar were internationally renowned actor and Academy Award Winner Louis Gossett Jr. and corporate attorney [Steven Anapol](#).

Abdul Jabbar brought the crowd to new heights as he encouraged contributors to open their hearts and wallets to support the Chabad's fundraiser. Best known for his famous "skyhook" and as the NBA's top all time leading scorer, Kareem is also an established New York Times bestselling author. His latest book, [Brothers in Arms](#), is uniquely pertinent to the Jewish community.

"I hope my presence here is a unifying signal to the many communities, including Muslim's and Jews everywhere, that we can make great progress if we join together for good" says [Abdul Jabbar](#).



Steven Anapol, Abdul Jabbar's attorney and a partner

SUMMARY: Now that we're working on the actual body of your release, it's important that you have a message that is professional, somewhat newsworthy, and really connects with your audience. Think in terms of what your release will look like in print... and whether it will garner further attention by journalists.

The First Paragraph says it all, succinctly. If that's all they read, they should "get it".

Everything Up Front - Aside from the date and location (and the PRWeb tag) it's important to **very succinctly but with sufficient information condense your release into a single paragraph**. Make sure that you write it in such a way as to make your reader say "I have to see more". Then craft expanded body copy to give them more.

Interview Yourself. Ask yourself the key questions that accent your release focus.

Quotes for Impact - One of the most memorable element of any release is to **ensure one of the management team comments relative to the focus of the release**. So if your release is about your new basketball, have the President talk about why it's special, how the company arrived at that product, etc... **these sound bites get repeated**.

3 similar Keyphrases, 5 total per release, 3 different as Anchor Tags in links.

Keywords - If you thought keywords in the headline, and keyphrases in the summary were good – wait until you have **350–1000 words of content you can play with**. I suggest you not try to cram in every keyphrase... just enough to reinforce your message and ensure your release speaks to your web audience. **Avoid more than 5 of the same keyphrase per release**.

Reflect on your TITLE and SUMMARY in your BODY COPY for a clear message!

Expand on Title, Summary - Now that you have a whole page or two to expand on your message, remember to not go hog-wild and write about everything under the sun. **Keep your message focused on your primary and secondary messages... the ones in your title and summary**.

For results, focus your PR content with an ACTION item for the viewer.

Close With Action - If you want your release to give you both on AND offline results, you'll want to provide action items that the reader can act on. Provide a free download, a whitepaper or a contest, give the viewer a reason to do something besides go on to the next release. **PR designed as Landing Pages to your site get 70%-300% returns**.