FOR IMMEDIATE RELEASE:

CONTACT:

Lisa Schaefer

RoleModel Enterprises

703-938-8370

Lisa@CrowdPublish.tv

http://CrowdPublish.tv

WOMAN ENGINEER PRODUCES BOOK AND MOVIE, CREATES WEB PLATFORM FOR AUTHORS AND CREATIVE ENTREPRENEURS AFTER GETTING FIRED FROM GOVERNMENT JOB

Washington, DC, March 21, 2013 - Lisa Schaefer was always a high achiever throughout her twelve years of engineering education. But the workforce wasn’t quite as accepting of her contributions. So when she was fired from her job at a multibillion dollar government contractor the day after an FAA employee masturbated in front of her, she decided she would never go back to another job like that again.

Instead, she wrote a book about what it was like working in that office. She also produced the web series and movie “Budget Justified,” reenacting what went on in FAA offices leading up to getting shut into a conference room with a coworker with his pants down.

Having experimented with gamer platforms where there’s constant opportunity for live interaction, Schaefer wasn’t satisfied with online resources for authors to sell their books. Thus she’s creating CrowdPublish.TV, an online artist shop where authors & booklovers interact directly and build community through livestreaming video.

“With the internet, television no longer has to be one way communication,” Schaefer says. With CrowdPublish.TV, authors can hold discussions with readers, almost as though everyone is hanging out in a bookstore together. Authors no longer have to be beholden to a middle-man to control whom they reach.

ABOUT ROLEMODEL ENTERPRISES

We are a woman-owned internet startup advocating for freelance entrepreneurs, independent authors, and whistleblowers; and advocating against sexism and bullying in technical forums and professions.

For more information, contact: Lisa Schaefer 703-938-8370 Lisa@CrowdPublish.tv

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The first paragraph. Begin your

press release with a two sentence paragraph that provides a quick

overview of the news why it is important. It should read easily and

make your news sound exciting to a general audience.

Next, provide some background information on the product or service.

Make sure to write your release in terms that readers consumers, your

target audience, and the general public will understand. Do not use

industry terminology, and provide definitions that readers might not

know about or understand.

Your text should explain the purpose, target market, and benefits

of your product or service, and intrigue the reader to find out

more, visit your website, contact you for more information, recommend

your product to a friend, or sell your product to management.