

# GETTING PUBLICITY

*Use this worksheet to list newsworthy ideas related to you and your business that can generate free publicity for your company.*

**Timely stories:** Tie your activities to events such as holidays, local celebrations, or new legislation.

**Creative angles:** The unusual, amusing, or extraordinary always gets attention. If you can, involve celebrities.

**Joint publicity opportunities:** Consider unlikely coalitions, not just similar interest groups.

**Visual stories:** Television, in particular, needs visually stimulating stories.

**Issues on which you're the "expert":** Provide trustworthy, objective information, preferably with statistics.

# MEDIA CONTACTS

*Keep a list of potential media contacts: reporters, editors, columnists,  
and bloggers who cover issues relating to your company.*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Media outlet: \_\_\_\_\_

Areas of interest: \_\_\_\_\_

Contact info: \_\_\_\_\_

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