

USING THE MEDIA TO TELL YOUR STORY

Story Ideas

- Milestones for your business
- Experts addressing hot topics and timely issues
- Personal stories (e.g. why you support a cause)
- Community partnerships

Story Formats

- Community calendars
- Interview (story covered by a reporter)
- Editorial (opinion authored by you, may be a guest column or letter to editor)
- Paid (advertorial – guarantees placement)

Media Outlets

- Local (newspaper, radio, TV)
- Online (blogs, product reviews)
- Trade / Business publications
- National (needs to be very compelling, professional)

Things to Remember

- Don't expect coverage. Sell your story.
- Customize your story for the intended audience.
- Promoting an event? Include every detail they need to know

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