

TODAY'S PUBLIC RELATIONS TACTICS

STEPS TO GETTING THE NEWS YOU WANT

→ THE RELATIONSHIP

Make friends. You must meet your media contacts and remember them.

Remain friends. Stay in contact; you might even send a card at Christmas, and thank them for their coverage.

→ THE PITCH

Don't be selfish. It's not about you. It's about them and their audience.

Make it personal. Send a personal email to reporters and follow up with a phone call or text.

→ THE WEB

Social media tools rock! Use Twitter, Facebook, etc. to get your message out.

Find bloggers. Use Twitter and Google searches to find people talking about your subject matter.

→ THE PRESS RELEASE

Tried and true. This old friend still works, but again, reporters like to feel like they have a unique, personal story.

Great follow-up. The press release acts as a great reinforcement for what you're doing.

→ THE LEAVE-BEHINDS

Fact Sheet. This is an excellent resource for reporters; they love it.

Photos. Always take photos and offer them to bloggers and other writers.

→ THE INTERVIEW

Preparation is key. Type out key messages and practice. Play devil's advocate.

Always follow-up. Send an email reinforcing your message after interview.

