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BizFacts

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PUBLICLITY DO'S AND DO NOT'S

DO'S

Call the media and ask the receptionist if there is a guideline sheet for businesses and groups attempting to get coverage. If so, they will send you one for free.

Take advantage of national or world news. If your local firm can tie into something happening nationally, do it.

Use the experts in your company to gain exposure. Send biographies to the editors, inviting them to call upon that person when they are covering a specific subject, such as energy, real estate or tax reform.

DONT'S

Don't call a reporter and list the advertising scheduled amount of money your business has "spent" on paid advertising with the medium. News must stand on its own and the mere suggestion you are trying to "buy your way in" will immediately turn the reporter off.

Never ask to see a reporter's article for your approval before it is published. It is up to the reporter to check any facts with you if he or she is in doubt.

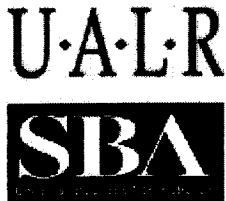
Don't call any of the local media and ask questions that expose your unfamiliarity with their format. Do your homework first.

Don't stage a news conference unless you have major news to reveal that affects a majority of people. News conferences, for the most part, have been overdone and are ineffective.

Don't put all your eggs in one basket. Work with all appropriate media on an ongoing basis. If one publication uses your feature idea, however, do not give the same idea to another publication. Look for a different angle.

en Español

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