

Publicity Tips & Resources

**On what current trends or topics in the news could you serve as an expert source?
Can you describe your expertise in 25 words or less, or in a 30-second elevator pitch?**

Be wherever your clients or prospects look for news, opinions, and expert advice:

- Local, regional and national media: newspapers & magazines (print & online versions), TV & radio stations
- Industry-specific trade journals and magazines
- Websites of trade associations, influential nonprofits, business networking groups, etc.
- Influential blogs in your field or industry
- Social media sites (like Twitter, LinkedIn, or Facebook) and specialized social media sites for your industry

Expert Sources and Guest Bloggers Wanted

- **Help a Reporter Out** (HARO) – Get leads on reporters for print, broadcast and online media looking for expert sources to interview; sign up for emails at www.helpareporter.com.
- **Blogger LinkUp** -- Want to be a guest blogger? Need guest blogger content for your own blog? Sign up for emails at <http://BloggerLinkUp.com/>.
- **Reporter Connection** – Service is in beta mode, sign up now to get emails with media leads at www.ReporterConnection.com/JoinNowFree/

Meet the Local Press: The Salem News offers a free workshop on "How to Get Your News into the Newspaper." Meet newspaper staff, get tips on writing effective press releases, pitching stories. Next workshops are February 2 and March 4, and spots fill up quickly. Contact Robyn Day at rday@salemnews.com.

The Publicity Hound's Tips of the Week: Publisher Joan Stewart offers a free weekly e-letter with creative ideas about getting publicity (www.PublicityHound.com).

For Your Reference Shelf:

Powerful five-part plan for becoming a thoughtleader in your field: *The Expert's Edge: Become the Go-To Authority People Turn to Every Time*, by Ken Lizotte (McGraw-Hill, 2008)

Good basic intro to using Twitter for business: *Twitter Power: How to Dominate Your Market One Tweet at a Time*, by Joel Comm with Ken Burge (Wiley, 2009)

You're not just the content – you can be the content creator: *Content Nation: Surviving and Thriving as Social Media Changes Our Work, Our Lives, and Our Future* by John Blossom (Wiley, 2009). "The world is a nation of publishers – be a citizen."

Enterprise Center "Getting Past the Gatekeepers: Getting Publicity in Print & Digital Media" 1/14/10