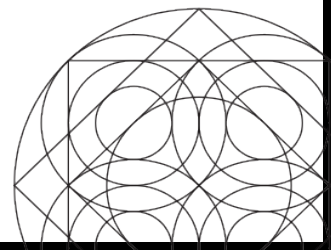
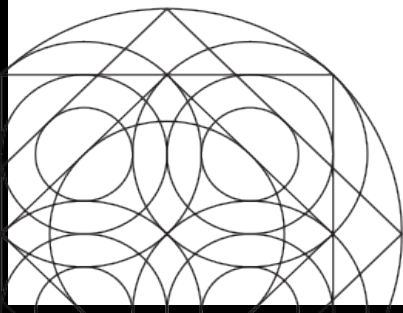


# Publicity



# Publicity:

## WHAT IS IT?



*The act of making a **suggestion** to a journalist in order to get your brand included in their story.*

### *Option 1... Get Featured!*

*The journalist develops an entire story around your angle*

### *Option 2... Brand Comment!*

*The journalist includes your comment in their article*

*Speed*

*Proactivity*

*Knowledge*

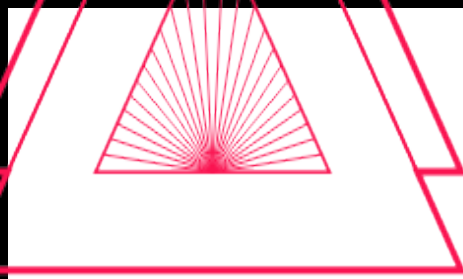
*Industry*

*Clients' businesses*

*World in general*

*Local area*

*Why spend all that money hiring a PR agent  
when you can do it yourself!*



# Publicity

## DO IT YOURSELF RESOURCES

H.A.R.O – HELP A REPORTER OUT  
<https://www.helpareporter.com/>

SOURCE BOTTLE  
<http://www.sourcebottle.com/>

RESPONSE SOURCE  
<http://www.responsesource.com/>

#JOURNO REQUEST  
<https://twitter.com>

GOOGLE ALERT  
<https://www.google.com.au/alerts>

NEW YORK TIMES MOST EMAILED  
<http://www.nytimes.com/gst/mostemailed.html>

NEW YORK TIMES BREAKING NEWS ALERT  
<http://www.nytimes.com/newsletters/breakingnewsalerts>

BOING BOING  
<http://boingboing.net/>

ALLTOP  
<http://alltop.com/>

NEW YORK TIMES MOST POPULAR  
<http://www.nytimes.com/trending/>