

FREE PUBLICITY: HOW TO PITCH REPORTERS

William Mickelsen

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Really appreciate being able to connect with media so easily. A story about helping overweight kids cope with ridicule, based on discussions that have taken place in your forums, is a natural for a "lifestyle" section of a newspaper. The first question you should ask is what value can you or your executives offer. Most local papers are willing, even eager, to publish press releases and articles with a local connection, as long as that association is concrete and obvious. Get free guides, how to's, checklists, and marketing best practices delivered straight to your inbox. Following these tips will help PR pros earn more media coverage in print publications. Focus on a person—the author, the person who inspired the novel, the people she can share your business card with someone you meet, this should have all your contact detail, i.