



Bill Stoller's

Free Publicity

The Newsletter For PR-Hungry Businesses

Bill Stoller, Editor & Chief Publicity Insider

ISSN # 1542-5770

Sample Issue

For More Info, Go To: www.publicityinsider.com/freepub.asp

Greetings!

I'm Bill Stoller and, for more than two decades, I've devoted my professional life to helping some of America's best-known companies get massive publicity. I've used every tactic imaginable — and created more than a few of them myself. The result: I know *exactly* what works and what doesn't when it comes to getting media coverage. Now I'd like to share my knowledge with you.

Every issue of *Free Publicity* is packed with my personal insight, opinions and plenty of step-by-step instruction about the *right* way to get publicity. I guarantee, this isn't the same old stuff and it's *definitely* not rehashed theory. Everything in *Free Publicity* is based on actual PR work that I've done — much of it revealed for the very first time.

Here's a sampling of what you'll find in *Free Publicity*:

- **Hot Opportunities:** I'll tell you when editors and reporters are actively seeking information for upcoming stories, and I'll break down new media outlets to uncover PR openings.
- **Social Media/Web 2.0: Publicity Tips:** Most people who talk about getting publicity online aren't publicists, so they really don't have a clue. I'm going to save you time, money and aggravation by telling you how to work the web for story placements.
- **In-Depth Analysis:** Get inside top magazines, newspapers, radio and TV shows from a publicist's perspective. Free Publicity digs deep to help you score big.
- **Tools of the Trade:** Press releases, pitch letters, media alerts, fact sheets, you name it. If there's a tool that will help you succeed. I'll tell you how to make it work for you. You won't believe the battle-tested secrets I have to share about these babies!
- **Journalist & Blogger Profiles:** It's time for me to call in some favors with an elite group of journalists. Top editors and reporters will share, in their own words, what works and what doesn't when it comes to pitching the media — and they'll each give you the inside scoop on what they're covering and how to contact them.

Plus, there's so much more: book reviews; no B.S. resource recommendations; press release makeovers; the latest industry news; guest columns from some of the nation's top marketing minds....well, you get the idea. Plus, Free Publicity subscribers get **amazing bonuses worth hundreds of dollars!**

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"Dear Bill:

Keep up the good work. Your *Free Publicity* newsletter is such a pleasure to read. Not only is the information practical and timely, it's an easy read. From the clean layout, to the logical flow of the information, it's fun and informative at the same time. In our business, a lot of publications are 'required reading' for us and our clients; it's nice to have one I look forward to opening each month."

Kind regards,

Lizz Harmon
President
Harmon Tampa Public Relations, Inc.
<http://www.harmontampa.com>

With your risk-free subscription to *Free Publicity*, you'll receive an amazing selection of bonus gifts. **The value of just these bonuses far surpasses the cost of your subscription!**

BONUS #1: Free One-Year Membership To PR Newswire - Normally \$195.00 !!

New subscribers receive a **FREE** one year membership to PR Newswire, the world's most respected press release distributor. Without a subscription to *Free Publicity*, a mandatory membership to PR Newswire would cost you **\$195.00!**

BONUS #2: Bill's Inner Circle Membership

Inside Bill's PR Inner Circle, you'll find public relations gold - links to media website contact pages that provide the actual names, e-mail addresses and phone numbers of the top editors at the top newspapers, regional business publications, trade magazines, & wire services. We also include a free listing of editorial calendars for selected top magazines! There are many who charge hundreds of dollars for access to this type of information, but at *Free Publicity*, we give it away for free to our valued customers!

BONUS #3: Killer eBook - "From The Greatest Minds In PR"

Here's your chance to learn PR secrets from the masters. How-to's include "Get Rich & Become Famous Being A Guest On Big Radio Shows", "10 Publicity Tips to Using E-Mail to Get News Coverage" and many more. A \$30 value.

Final Bonus: If you're one of the next 50 subscribers, you'll receive a handy reference guide, "Top 100 Daily Newspapers in the U.S. by Circulation" !

My Personal Guarantee to You.

I am so confident that *Free Publicity* will be exactly what you're searching for that I back it up with this guarantee:

Try the first issue. Read the articles, use the publicity tips and take advantage of my insider secrets. Then, if you don't agree that *Free Publicity* is the essential tool for any PR-hungry business, e-mail us or call us to and we'll gladly refund every penny. The first issue is yours to keep as my gift.

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The Four Seasons of Publicity

Building an All-Year Publicity Machine

If you're like most publicity seekers, you probably think one project at a time. You've got a new product coming out in April, so you send out a release in March. You've hired a new executive, you'll put out a release when she's on board, etc.

For hard-core publicity insiders, though, there's a rhythm to generating coverage, based upon the natural ebb and flow of the seasons. Such an approach can help you score publicity throughout the year, and will help keep your eye on the ball from January through December.

Essentially, a yearlong approach consists of two strategies:

- Timing your existing stories (new product introductions, oddball promotions, business page features, etc.) to fit the needs of the media during particular times of the year.

- Crafting new stories to take advantage of events, holidays and seasonal activities.

Before we run through the four seasons of publicity, a few words about lead time. In this age of immediacy (only a few seconds separate a Matt Drudge or a CNN from writing a story and putting it before millions), it's easy to forget that, for many print publications and TV shows, it can be weeks -- and sometimes months -- before a completed story sees the light of day.

The phrase lead time simply refers to the amount of time needed for a journalist to complete a story for a particular issue of a magazine or episode of a TV news program. For example, a freelancer for an entertainment magazine may need to turn in a story on Christmas movies by September 15. That's a lead time of three months, time needed for the editor to review and change the piece, the issue to be typeset and printed and distributors to place the issues on newsstands before December. Lead

time can range from a day (for hard news pieces in newspapers) to a few days (newspaper features) to a few weeks (weekly magazines) to many months.

The longest leads are the domain of "women's books" like Good Housekeeping and Better Homes & Gardens. These publications often have a lead time of up to six months, which means they need information for their Christmas issues as early as May!

Here's a tip to help you discover the lead time of a particular publication you're targeting: call the advertising department of the publication and request a media kit. Since advertisers need to know when their ads must be submitted, each issue's lead time is clearly stated in the media kit.

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The Four Seasons of Publicity ... *continued from page 3*

Factor the lead time into your planning as you look over the following sections. If you have a great story idea for Rolling Stone's summer issues, you need to be on the ball well before Memorial Day.

The Four Seasons of Publicity:

First Quarter: January - March

What the Media's Covering: Early in the year, the media is looking ahead. It's a great time to pitch trend stories, marketplace predictions, previews of things to expect in the year ahead, etc. If a new President is being inaugurated, you'll see lots of "Will the new administration be good for the (textile/film/cattle ranching/Internet/...or any other) industry?" types of pieces. This is a good time to have something provocative, or even controversial, to say about your industry.

The media also likes this time of year to run "get your personal house in order" sorts of pieces. Tax planning, home organizing, weight loss, etc. Anything that's geared toward helping people keep their New Year's resolutions can work here.

Key Dates and Events: Can you come up with a story angle to tie your business into an event that typically generates lots of coverage? Put on your thinking cap — I bet you can! Here are some key events during the First Quarter: Super Bowl, NCAA Tournament, Easter, The Academy Awards.

Second Quarter: April - June

What the Media's Covering: An "anything goes" time of year. With no major holidays or huge events, April is a good time to try some of your general stories (business features, new product stuff, etc.) Light, fun stories work here, as a sense of "spring fever" takes hold of newsrooms (journalists are human, you know. They're just as happy winter is over as you are and it's often reflected in the kind of stories they choose to run.). As May rolls around, thoughts turn to summer. Now they're looking for summer vacation pieces, outdoor toys and gadgets, stories about safety (whether automotive or recreational), leisure activities, things to do for kids and so on.

Key Dates and Events: Baseball opening day, tax day (April 15), spring gardening season, Memorial Day, end of school, summer vacation.

Third Quarter: July - September

What the Media's Covering: The dog days of summer are when smart publicity seekers really make hay. Folks at PR firms are on vacation, marketing budgets are being conserved for the holidays and reporters are suddenly accessible and open to all sorts of things. Get to work here, with creative, fun angles. Entertainment-themed pieces do well in the summer, anything with celebrities works, lighter business stories, new products, trend pieces, technology news, back to school education-themed articles, you name it. Reporters are about to get deluged once again come September, so use this window of opportunity wisely.

Key Dates and Events: July 4th, summer movies, summer travel, back to school.

Fourth Quarter: October - December

What the Media's Covering: The busiest time of the media calendar, the Fourth Quarter is when the business media turns serious and the lifestyle media thinks Holidays, Holidays, Holidays. Business angles need to be hard news. Fluffy trend pieces won't cut it, as business editors begin to take stock of the state of the economy and the market. It's a tough time to put out a new product release. For the non-business media, think Christmas. Christmas travel, Christmas gifts, Christmas cooking, whatever. If you have a product or service that can be given as a holiday gift, get on the stick early.

Nail down lead times for the publications you're targeting, call to find out who's handling the holiday gift review article and get your product in the right person's hands in plenty of time — along with a pitch letter or release that makes a strong case about how what a novel, unusual or essential gift your product makes. After Christmas, you have a brief window for "Best of the Year", "Worst of the Year" and "Year in Review" pieces. Be creative — the media loves these things.

Key Dates and Events: Labor Day, World Series, Thanksgiving, Hanukkah, Christmas, New Year's Eve.



Bill's Corner

Let The Power Of The Associated Press' Special Editions Make You a Publicity Genius

As many longtime Publicity Insiders know, I've strongly touted the press clip-filling abilities of the Associated Press' Special Editions.

Special Editions' Editor Julia Rubin has just announced her new editorial schedule for 2009. Take great heed.

Why is this section so important? If you or your product are covered in just one Special Edition article, you have a great chance of appearing in over 1,500 daily and weekly newspapers, and numerous TV and radio stations.

How do I contact Julia? Please direct questions and correspondence to:

Julia Rubin, Associated Press Special Editions
jrubin@ap.org
 450 W. 33rd Street - 14th Floor
 New York, NY 10001
 Phone: 212-621-7199

What is their 2009 Editorial Schedule?

Topic	Editorial Submission Deadline	Dist. Date
Pets	1/10/09	3/03/09
Your Career	2/01/09	4/07/09
Outdoors	3/01/09	5/05/09
Weddings	4/01/09	6/02/09
Back To School	5/01/09	7/14/09
Fall Homes/Housekeeping	6/01/09	8/04/09
Cars	7/01/09	9/01/09
Diet/Exercise	8/01/09	10/06/09
Holidays	9/01/09	11/03/09
Weddings, Summer Brides	10/01/09	12/01/09

Twit Hits - My Top Tweets

- Top 9 "to don't" tips from a journalist to PR peeps: <http://bit.ly/Hl8zd>
- Poll: Internet users prefer PR over advertising: <http://bit.ly/6vTCi>
- From the Horse's Mouth: A blogger & writer on what it takes to get her to notice your pitch: <http://bit.ly/3mqea>
- An analysis of 711,123 press releases unearths the top 25 tired, cliché words & phrases: <http://bit.ly/jDn80>
- Forbes launches ForbesWoman magazine and website aimed at professional women <http://bit.ly/1EjKJ>

If you'd like to follow me on Twitter, go to:
<http://twitter.com/publicityguru>

"Perfect Timing"

Right now, smart Publicity Insiders are drafting & distributing press releases & pitch letters tied into the lead times of the following media outlets:

Long Lead Magazines (such as Ladies' Home Jrl, Redbook) are working 5-6 month's in advance on: Mother's Day, Gardening & Lawn Care, Memorial Day, Father's Day, Summer Activities, Summer Travel, June Weddings, End of School

Newspapers - Work with no lead time to one month in advance.

Television - Generally work immediately to two month's in advance. Immediate stories go to the news assignment editor, advance stories go to the futures editor.

Regional Business Publications (such as Crain's NY Business) - One month to three months in advance.

Regional City Publications - (such as San Diego Magazine, Boston Magazine) - Two to three months in advance.

Online Pubs, ezines, blogs, social media - Immediate

AP Special Editions - Topics w/ deadlines: Pets - 1/10/09, Your Career - 2/1/09, Outdoors - 3/1/09

Send AP press info to: Julia Rubin, jrubin@ap.org
 AP, 450 W. 33rd Street, 14th Fl. New York, NY 10001
 Phone: 212-621-7199

Here's some **upcoming seasonal events** that you can **tie your publicity efforts to** (note: dates are subject to change):

January

Martin Luther King, Jr. Day (Jan 19)
 US Presidential Inauguration Day (Jan 20)
 Women's Self-Empowerment Week (Jan 5 -11)
 Healthy Weight Week (Jan 18 - 24)
 Crime Stoppers Month, Family Fit Lifestyle Month
 National Mentoring Month, National Get Organized Month
 National Hobby Month, Financial Wellness Month
 National Clean Up Your Computer Month
 National Blood Donor Month

February

Groundhog Day (Feb 2), Super Bowl XLIII (Feb 1)
 Grammy Awards (Feb 8 in Los Angeles)
 Valentine's Day (Feb 14), President's Day (Feb 16)
 Digital Broadcasting (HDTV) Replaces Analog (Feb 17)
 Mardi Gras Day (Feb 24)
 Academy (Oscar) Awards (Feb 22), Daytona 500 (Feb 24)
 National Consumer Protection Week (Feb 3-9)
 Random Acts of Kindness Week (Feb 11-17)
 American Heart Month, National Black History Month
 National Weddings Month

March

NEA's Read Across America Day (Mar 2)
 International (Working) Women's Day (Mar 8)
 Daylight Savings Time Begins (Mar 8)
 Organize Your Home Office Day (Mar 10)
 St. Patrick's Day (Mar 17), Spring Weddings
 1st Day of Spring (Mar 20)
 National Mom & Pop Business Owners Day (Mar 29)
 Newspaper in Education Week (Mar 2-6)
 Nat'l Cleaning Week (Mar 22-28)
 Nat'l Women's History Month, National Craft Month
 National Nutrition Month, Music in Our Schools Month
 Youth Art Month, Save Your Vision Month

PARTYLINE - A Roundup of Media Placement Opportunities

Here are this month's top listings from Partyline (<http://www.partylinepublishing.com>). Each month, we team up with Partyline to bring you exclusive inside info about reporters looking for stories, new publications and exclusive story placement opportunities. If you see a story opportunity that fits your company, jump on it quick – before word leaks out to the outside world (i.e. those poor misguided souls who are not Free Publicity subscribers!).

“Nightly Business Report,” one of the most successful daily business news program, is seen by almost a million US viewers each week night, is co-anchored by Paul Kangas and Susie Gharib. The show is produced by NBR Enterprises, a division of Station WPBT2 in Miami, and is distributed by **American Public TV**. Nightly Business Report covers late breaking business news of the world, financial market coverage, corporate profiles, interviews with top business leader, and all late breaking financial news. Senior VP and executive editor is Linda O'Bryon; Rodney Ward is the managing editor; Wendie Feinberg is senior producer; and Mark Landsman is the senior assignment editor. They are at Nightly Business Report, 14901 NE 20th Ave., Miami, FL 33181, (305) 949-8321; Fax: (305) 949-9772; nbrmail@nbr.com, or assignment@nbr.com. Check out their Web Site: www.nbr.com.

“The Dr. Phil Show” is a talk/interview show with guests who want to share their inner-most feelings, and receive help from Dr. Phil. Their show topics vary from new and current events, health, weight, self-esteem, careers, money, sex and sexuality, relationships, parenting, and life strategies. Show ideas can be sent to the show by mail, or by going into their website and checking their “Be A Guest on the Show”. Suggestions for the show can go as follows: by mail to The Dr. Phil Show at Paramount Studios, 5555 Melrose Blvd., Mae West Bldg., Los Angeles, CA 90038; to his offices at 5482 Wilshire Blvd., Los Angeles, CA 90036, (323) 956-3300; Fax: (323) 862-1144; www.drphil.com. Carla Penning Stewart is the executive producer; (323) 956-4051; Kandi Amelon Sawyer is the senior coordinator producer.

At **USA TODAY**, Ron Insana, the CNBC Street Signs anchor will write a monthly column which is titled “Talking Business with Ron Insana”. The column will be published in the Money section the first Monday of each month. The column appears as part of the Money section's new “Executive Suite”. In addition to the Insana column is “Today's Entrepreneur”, which will be a profile of an innovative small business leader. Also on tap is “Advice from the Top” which is written by USA TODAY management reporter Del Jones, who will dispense wisdom from a different executive each month. “Today's CEO Profiles”, are human interest stories about prominent top executives. Suggestions for these features can go to John Hillkirk, who is the managing editor, Money, at the publication. He is reached at USA TODAY, 7950 Jones Branch Dr., McLean, VA 22107.

FamilyFun is the family magazine which is all about the great things that families do together. Published by Disney, the publication contains information on travel, food, crafts, parties, holidays, games, activities and products...all the essentials that enrich the time that parents and children share together. Each issue includes features about family ties; they highlight seasonal crafts, recipes, decorations and activities; there's a travel feature which spotlights areas of interest all over the country, they also feature recipes for busy families; great ideas, which are areas where their readers share creative ideas with other families, and they offer practical solutions designed to make the home a better place for both kids and adults. The editor is Ann Hallock and she is reached at Family Fun, Disney Publishing, 244 Main St., Northampton, MA 01060, (413) 585-0444.

The **Reader's Digest**, with a circulation of 10 million, is still going strong. They have started some new editorial sections such as “Only in America”, which features unusual stories about the country...little known facts about little known people, and their habits. They are interested in stories on health, music, and the pop culture. They do a variety of features, and have a section called “RD Living” where the contact is Catherine Romano, catherine.romano@rd.com. For travel features, contact Gary Sledge, reached at gary.sledge@rd.com. The publication covers health, money, family, the home, inspiration, and fun. For example, the May issue showcases the Best of America, September is their humor issue, and December features holiday memories. Jacob Young, jacob.young@rd.com, is their executive editor. They are reached at The Reader's Digest, Reader's Digest Association, Reader's Digest Rd., Pleasantville, NY 10570, (914) 238-1000.

“Money and You” is a 600-word weekly column **syndicated** by **Copley News Service**, and written by writer Ann Perry. The column focuses on financial topics for the consumer, and Perry is interested in books on the subject, and related personal finance topics. She is also interested in how to manage your money, how to save on taxes, how to finance a college education, insurance, mutual funds, real estate, banking, etc. While she freelances the column, the information can be sent to her at Copley News Service, PO Box 120190, San Diego, CA 92112, (619) 293-1818. E-mail to her attention at: infofax@copleynews.com.

PartyLine is the weekly round-up of media placement opportunities, the premier placement newsletter that is twice as good at less than half the cost of others. PartyLine is available by E-mail only on an annual basis, 52 weekly issues, for only \$167.50. Contact PartyLine at byarmon@ix.netcom.com, or at www.partylinepublishing.com. PartyLine is located at 35 Sutton Place, New York, NY 10022, (212) 755-3487; Fax: (212) 755-4859.

A Publicity Insider's Success Story

Write It, And "The Today Show" Will Come

Fellow Publicity Insider Tamara Monosoff has been touched by the great PR Gods - she sent a press release out through an online \$10 press release service, and NBC-TV's 6 million viewer "Today Show" came calling.

Tarmara's success story emphasizes what good publicity is all about - you don't need to be a multinational corporation with a \$400,000 PR budget to get great publicity. Nor is it mandatory to have a personal relationship with the media gatekeepers -- you just need a good story, and the knowledge of how to properly approach the press.

Let's see how she did it:

Who do you work for & what do you do?

I'm founder and chief executive of Mom Inventors, Inc. www.mominventors.com. Established in early 2003, Mom Inventors was founded on the principle that many of the best and most unique ideas come directly from their target market - Moms. In addition to developing our own brand of **Mom Invented** products, Mom Inventors, Inc., licenses products, as well as assists and supports other mom inventors in taking their product ideas to market.

You recently arranged your own appearance on "The Today Show". Can you tell us how you initially contacted the show?

I didn't contact "The Today Show", they contacted me! They had seen one of my press releases that I had written and sent out via the wire service <http://www.prweb.com>.

What was your "angle"?

It is extremely difficult to build a serious business while being at home with small children. I have a two-and-a-half-year-old and a five-month-old. I wanted to create a community of support for other moms filled with resources, featuring other successful mom inventors, and providing a "road map" with guidelines on how to get started and I wanted to do this free of charge.

Ultimately, if moms are successful in producing their products, then Mom Inventors, Inc. can either license the product from them and pay them a royalty (win-win for both parties) or act as a licensing agent and help broker deals for moms with other manufacturers. If a mom wants to manufacture and sell the product herself, then she knows we are here rooting for her!

How did the producer initially contact you? What was the process in getting yourself booked?

The producer called me at my home office. My nanny had called in sick that day and my two-year-old decided to have a tantrum the moment the producer introduced herself. I practi-

cally had to hang up on her. I grabbed a handful of pens and sat straight down on the floor with my daughter and started coloring to keep things under control while I was being interviewed for "The Today Show"! I said to myself, this is truly a mom inventor's moment! I shared the story with the producer only after I was booked for the show. I felt that she should know since this is exactly what my company is all about.

What type of materials did you send? Photos? Products?

I was asked to prepare a short document that explained the manufacturing process to moms. I was asked to send photos of my children; not myself. I sent samples of both of my products: TP Saver, which prevents children and pets from unraveling the toilet paper and Shoe Clues, stickers that teach kids to put the right shoe on the right foot.

How did you prepare for your interview?

I prepared a document for the producer about the manufacturing process and a set of lessons learned. I then rehearsed what I would say before going on the show.

Preparation the night before was interrupted by having to bring my infant to New York with me because I am still nursing. I nursed twenty minutes before going on live with Katie Couric!

What was the impact of your interview?

The public's reaction was overwhelmingly positive. We received nearly a quarter million hits on our website, increased sales, brought awareness to our company, and I have received hundreds of personal emails from moms with great ideas.

I continue to receive press interest, and will be doing a feature on CBS's Evening Magazine (San Francisco Bay Area) and was interviewed today by Investors Business Daily.

Have you incorporated the article in any marketing plans or materials? Website?

I did a follow up press release and sent it out via www.prweb.com. In it I discussed the positive experience of being on "The Today Show" with Katie Couric. I have received multiple press inquiries since sending out that press release. This was particularly good because it sparked curiosity in the people who didn't know about the show. I was able to create a poster board announcement for my website highlighting my products and saying "As Seen on NBC's Today Show". This immediately built credibility.

How have you maintained your relationship with the show's producer?

After the interview, I immediately sent a hand-written thank you note to the producer. I also emailed the show letting them know about the overwhelmingly positive response we received.

Bill's War Stories

You Never Know -- Unless You Ask

I've spent 20 years in the PR trenches, and I've got my share of stories to tell. This month, I'm reminiscing with my pal and former partner Jon Bard about one of our big successes – and how it can help you get major publicity...

Bill: Sometimes, great publicity ideas wither on the vine, because the publicity-seeker thinks "Nah, I couldn't really make that happen. That's way outta my league!"

Jon: Yep -- thinking big is what real publicity mavens do. They ignore the naysayers and shoot for the stars. Audacity and brashness are two of the publicist's best friends.

Bill: Which leads us to this month's War Story -- the Pictionary Celebrity Auction.

Jon: When it comes to getting publicity in the Features Section or on TV, there are a couple of constants. Celebrities and charity. Do something for a good cause and have some star power, and the PR world is yours.

Bill: Now, this is easy enough if you're Disney or Coca-Cola. You throw a big party, have Jennifer Lopez and Michael Jordan show up, set your VCR to CNN and wait for the coverage. But for us mere mortals, generating star power is another story entirely.

Jon: So we came up with an interesting idea for our client Pictionary. As you probably know, Pictionary is a game that involves sketching. Our idea: have celebrities make a Pictionary sketch and then auction them off for charity. The celebrities wouldn't actually have to be there -- their star power would be represented in the drawings on display.

Bill: We hooked up with the national Multiple Sclerosis Society, who were good folks with a good cause and had some marketing know-how. They also told us they could deliver a few stars -- regulars on TV series -- to the event. That was great, but we knew that we needed real star wattage to make this succeed. If we were going to score press, we needed some Pictionary sketches from big, big names.

Jon: How does Ronald Reagan, Bob Hope, Muhammad Ali, Roseanne Barr, Steve Martin and Barbara Bush sound? They were just some of the folks who were kind enough to take a moment to make a sketch and send it back to us.

Bill: And you know what? It was easy. Real easy. Here's what we did: Jon went to the bookstore and got a book *The Address Book : How to Reach Anyone Who Is Anyone* by Michael Levine. It lists contacts for thousands of celebrities (usually their agents or management company). We targeted a bunch of big names, then set about creating a request for sketches.

Jon: The key was to make it as easy as possible for the celebrity to respond. We knew that agents and managers wouldn't forward a request that took too much effort on the part of the celebrity -- it's their job to save their clients' time, not waste it. So we made it incredibly simple. We wrote a nice intro letter talking about the good cause (fighting MS) and asking the celeb to take a moment to help. We

included some paper (with the Pictionary logo on it -- very important for getting the product's name out in the media when the artwork was reproduced in print publications), a black marker and a self-addressed envelope with postage already affixed. All the celeb had to do was make the sketch, and pop it in the envelope.

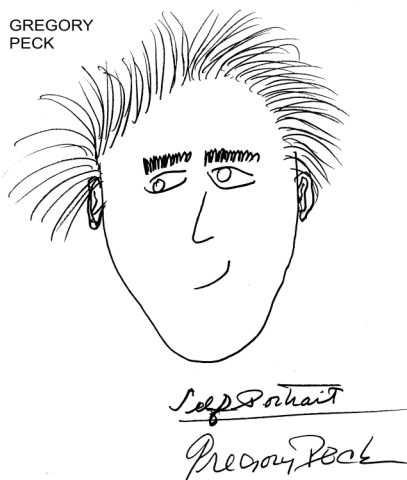
Bill: It would have been easy for us to say "No way will Muhammad Ali respond" and not bother to send him a request. But we shot big. We figured "hey, you never know".

Jon: And it paid off. The star power associated with the event was now massive -- and so was the publicity we generated.

Bill: So there's one lesson -- shoot for the stars. If you have a big idea and it can be realistically accomplished, give it a shot. Just be sure to think about what you're up against (in this case, the time constraints of very busy celebrities) and be sure to address it (as we did by including the paper, marker and pre-addressed envelopes).

Jon: And here's a bonus lesson: don't sit on your laurels after a big success. We milked this sucker for all it was worth. The event took place in late 1992, after the election. Barbara Bush made a sketch that ended up selling for more than the sketch made by outgoing first lady Nancy Reagan. After the immediate publicity rush was over, we took that tidbit to the political media, who ran with it as a humorous "sign of the times" story. Think big -- and then keep thinking!

GREGORY
PECK



How To Pitch Stories on HARO

An Insider's Guide

Forget the days when journalists called you for stories and waited for you to call them back.

Thanks to Help a Reporter Out (HARO) www.helpareporter.com, journalists now have the resources they need at their fingertips. Created by Peter Shankman, this free Web site provides reporters with access to more than 50,000 PR pros & marketers representing a wide range of businesses & clients.

After sending out an e-mail inquiry, reporters receive responses from PR reps offering information and experts who can't wait to be their number-one source. For 21st century journalists, beggars can be choosers.

But how do journalists choose? And if you're a publicity seekers, how can you make sure your pitch gets noticed?

Here's what you should know about responding to a journalist's inquiry, according to HARO experts:

Do: Read the query carefully - This is the number-one tip offered by our sources.

"Give the request serious thought before dashing out your information," says Shelley Lieber, author of "4Ps to Publishing Success." "Read the request carefully. What is the angle of the story? Who is the audience?" Experts agree, saying it's important to read the query at least twice before sending information. Don't waste a reporter's time, but most importantly, don't waste your own.

Do: Respond quickly - A reporter could receive hundreds of responses from one HARO request. At some point, she is likely to stop reading pitches.

"The reporter is going to go with the most compelling and directly relevant pitches they receive first," observes Alyson Campbell, partner at AMP3 Public Relations in New York. "So, if you reply three days later, even if your message is completely on target, chances are they already have their sources decided upon."

Do: Include a subject line - Seems simple enough, but reporters are notorious for juggling different deadlines and stories. When responding to a request, keep your subject line simple: HARO and the topic.

Do: Research the reporter - You can't go wrong by finding out what stories reporters have previously written.

"It shows the reporter that you're familiar with their writing and builds a stronger relationship and rapport," says Rachael Fisher, senior account executive at CPR Strategic Marketing Communications in New Jersey. "It demonstrates you're willing to go the extra mile to work with a reporter to get the job done. Plus, it shows that your pitch idea is relevant to similar ideas that the reporter has worked on by citing a previous article."

Do: Give a lot of information - Journalists want details, so sometimes it's best to give them everything you've got. This strategy has paid off for Jenna Petroff, public relations manager at Hardee's Food Systems.

"Most pitches will be short and sweet and simply offer to connect with a source or a product," Petroff says. "This elevator pitch might work in other arenas, but on HARO, I think reporters want the goods right out of the gate."

Do: Keep the description of your company or client succinct - One, maybe two sentences is sufficient. Your response should include information to help the reporter, not a plug for your client or boss. Reporters don't care that your company is "premier" or "an industry leader" – especially if you tell them.

Don't: Answer to everyone - Respond to a pitch only if you think you can help. "If your pitch isn't a natural fit, don't pitch," warns Jenny Schmitt, President of CloudSpark in Georgia. "It's a sure way to have an unhappy reporter and get booted from HARO—or worse 'outed' by Peter for a bad pitch." **Bill's Note: Here's a list of HARO rules:** <http://shankman.com/the-five-rules-of-haro/>

Don't: Miss a deadline - Reporters are conscious of the clock, so you should be too. "Often reporters are on a deadline and they will use the most accessible and qualified expert in the story," explains Debra Yergen, owner of DY& Co. "Give them your cell phone number and don't tell them it's only for an emergency."

Don't: Forget your contact information - Have you included your phone number, e-mail and fax? Most reporters probably aren't going to have enough time to check you out on Twitter, Facebook or MySpace, but basic contact information is essential.

Don't: Send attachments - Reporters don't have time to open up attachments of press releases, media kits or pictures of your poodle.

"If you are contacted by a journalist, the goal is to serve the press, not get free publicity," Lieber says. "Your purpose in replying to requests or sending pitches is to help the journalist do his or her job, which is serving the needs of the audience."

Don't: Be a pest - Resist sending e-mails asking, "Will you quote me?" Following up after an interview is OK, but badgering a reporter is not. Don't take it personally if you're not quoted.

Reporters often receive an overwhelming number of responses. If you get bossy or pushy—for instance, you demand to see the story before it runs or won't budge on an interview date and time—you will quickly lose the reporter's attention. Be polite, even if the reporter is not.

And remember, even if you're not exactly what a reporter is looking for right now, she might save your information for later stories.

According to Lieber, "If you establish a pattern of consistent quality and reliability, then you'll develop a valuable relationship that will pay off for you many times."

Receive practical, hands-on strategies on what's working in the field of media relations - that you can use today. Sign up for the free PR Reporter today. Go to: <http://tinyurl.com/4gp4cs>

Where to Stalk Journalists on Twitter

Journalists are the celebrities of the PR world. Wherever journalists go, there are sure to be some PR pros nearby. The more high-profile the journalist, the bigger the PR crowd - whether it's a panel discussion at your local PRSA chapter or a journalist discussion on Twitter. I think this is a good thing. I'd be more worried about PR pros that don't want to meet and learn from journalists.

Twitter is a great example of this dynamic in action. Journalists have flocked to Twitter. It's the perfect environment for individual journalists to build a personal following with their readers. It's also great medium for building their personal brands. I believe Twitter provides PR pros the greatest insight into how journalists work and what their individual preferences are, far exceeding any "pitch tips" or journalist profiles they have ever had access to.

The trick to leveraging Twitter for media relations is knowing where to look. There are now several excellent resources for finding journalists on Twitter. I've highlighted a few of them for you in this post.

MediaOnTwitter

MediaOnTwitter was the first directory of journalists on Twitter to come along, or at least the first one to receive widespread national attention. I've talked about MediaOnTwitter a time or two before on this blog. For those of you not familiar, MediaOnTwitter began as a wiki, created by a group of public relations and social media superstars, and managed through the contributions of its users and editors. Everyone that uses MediaOnTwitter is encouraged to submit contacts and make corrections, similar to how the mass-collaboration encyclopedia Wikipedia works. The wiki was recently transformed into an online database with more sorting and browsing features, which makes it even easier to find the media contacts you're looking for. To this point, MediaOnTwitter has been the most popular directory of journalists on Twitter with a strong community dedicated to its management. As a result, you'll find the most comprehensive information in this database.

Muck Rack

If you're just looking for a "Who's Who" of journalists using Twitter, start with MuckRack. I really like the way MuckRack designed their directory, making it easy for you to browse journalists by media outlet, media beat, or view featured journalists by each media outlet. When you select a category, your stream updates to only show tweets from those individuals in real-time. MuckRack has also integrated a "trending topics" feature across its tracked journalists, which is a great real-time search tool for what the media is talking about. For example, as I write this "Supreme Court" is a trending topic. While MuckRack is not in the media database business, its directory is incredibly useful for finding journalists on Twitter, without having to weed through personal bloggers that use the word "journalist" in their profile,

or submit themselves to the directory as a "reporter" (as is the case with some of the other resources).

Journalist Tweets

Cision's JournalistTweets is the latest entry into the mix, also providing a directory of journalists on Twitter. JournalistTweets is powered by Cision's Media Database, which could signal there will be a tighter integration between the Twitter directory and its commercial PR software in the future. This would make sense, since Cision did announce earlier this year that it would be including Twitter handles in its media database. Cision has also integrated search into its JournalistTweets, making it easy for you to search keywords across only journalists in the JournalistTweets database. This is the feature most PR professionals will probably be most excited about with JournalistTweets.

Directories

Another good resource for finding journalists and media professionals on Twitter is directories like **Twellow** and **WeFollow**. These directories list Twitter users across all kinds of categories, making it easy for you to search by keyword. For example, you can search "journalist" or "editor" to find Twitter users that have used those words in their profile. You can also browse by categories and narrow searches to refine your results. Both directories are user-generated, so you will have to weed through the contacts.

For both resources, Twitter users are organized by the number of followers they have. I like the look and feel of WeFollow the best, but I have found Twellow to have a lot more listings in different categories (its been around longer and was one of the first Twitter user directories created). As I mentioned above, accuracy is an issue with directories, since any Twitter user can be a "journalist" by using that word in their bio.

A third directory resource worth mentioning is **JustTweetIt**. While similar to WeFollow and Twellow, JustTweetIt has gone a step further and created a **Reporter/Press Directory**. Now granted, there's only a little more than 100 contacts in the directory, but maybe it will grow over time.

If you haven't found all the journalists on Twitter by the time you've used all the suggestions above, I guess you could also try the **Journalists On Twitter Wetpaint wiki**. This wiki has a lot of good contacts in it, though its creators stopped updating it a couple months ago (something about too many journalists on Twitter). I only mention it as a resource because I liked how they handled media categories and they had a "J-School professor" category, which I didn't see on the other ones.

Jeremy Porter is an Atlanta public relations professional and founder of Journalistics, a startup working on new products and services to help journalists and public relations professionals work more efficiently. Porter also serves as editor for the Journalistics blog, which is dedicated to covering issues related to professional journalism and public relations. For more information, please visit: <http://www.journalistics.com> or follow Journalistics on Twitter @journalistics.

Rubel's Rolodex by Gina Rubel, President, Furia Rubel Communications**Women's National Magazines - Part III**

In response to our loyal readers' of Free Publicity and Rubel's Rolodex, we've compiled a multi-part list of national women's magazines for product placements. As previously mentioned, you will find more contacts at each of the publications listed. For these editors, think: consumer, general interest, personalities and

celebrities, pop culture, fashion and beauty, health and fitness, lifestyle and features, women's business issues, gifts and incentives and more. We've included the topics covered by these editors so send them what they cover and know why their readers will care.

Real Simple <http://www.realsimple.com>

Susan Chumsky - General Editor
1271 Avenue of the Americas, New York, NY 10020-1393
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Topics covered - Consumer, general interest

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Topics covered - Women's issues

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Self <http://www.self.com>

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Topics covered - Arts and entertainment; Business; Fitness, health, and hygiene; Health and fitness; Healthcare; Medical; News; Personalities and celebrities; Sports; Women's issues.

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Topics covered - Women's issues

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Topics covered - Apparel and accessories

Seventeen <http://www.seventeen.com>

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Shape <http://www.shapeonline.com/>

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