



Fourteen Ways to Recycle Publicity

By Joan Stewart

Feeling proud for persuading a local radio station to air a half-hour interview with you, or for getting a two-page spread about your new book in a national magazine? If you're an amateur publicity hound, you're content with whatever you can get. If you're a real pro, however, you know the fun is just beginning because the challenge is to turn one media "hit" into multiple hits.

Here are 14 ways independent publishers can recycle publicity:

1. When you do a radio interview about a book or other new product, ask the host (off the air), "Who else do you know who might be interested in having me as a guest?" Talk show hosts often have valuable contacts in other markets.
2. Several days before your scheduled radio interview, send a postcard to bookstores, newspaper or magazine reporters, or anyone else who should listen to the show. Tell them the time, the date and where to find the show on the dial.
3. Tape the talk show. Give copies of the tape to print reporters who you want to write about you, and slip a copy of the cassette inside your media kit.
4. Reprint newspaper and magazine stories about you, with permission. Add them to existing marketing materials, use them as leave-behinds if you do bookstore appearances, and distribute them at speaking engagements. Larger newspapers and magazines have their own reprint services.
5. Recycle stories from the print media by including them on your website, with permission. If it's a snazzy, helpful site, send an email to publications like USA Today that "review" websites and ask them to take a look.
6. If a national publication prints a story by or about you or your book, write a short news release about it for your daily and weekly newspapers, trade publications, chamber of commerce newsletter and alumni magazine. That's what I did when PR Tactics, a national newspaper for the public relations industry, printed an article I wrote last fall. A reporter at a local weekly saw my news release, called me for an interview, and wrote a half-page story about my business, with photo.

7. Write a letter to the editor of the publication that just printed a story about you. Discuss one or two points the reporter didn't include, or elaborate on a specific issue. Use this same technique when your competitor gets ink and you don't. Write a letter to the editor or a longer opinion piece on whatever the topic is about. Include a photo.
8. Invite reporters to workshops you are presenting. A local reporter attended a half-day workshop I presented through the local chamber of commerce on how to get free publicity. She wrote a front-page story about it. I made reprints of the story for my own media kit.
9. Don't forget newspaper and magazine columnists, who always need fresh ideas. Rather than asking them to write about you, invite them to one of your presentations. Or ask them to lunch.
10. If you do public speaking, offer to write a short article summarizing your speech for the group's newsletter. Don't forget to offer your photo.
11. Use radio talk shows to promote upcoming book signings, workshops, classes you are teaching or other appearances in the community.
12. Send reprints of weekly newspaper stories by and about you to editors at dailies. Send reprints from dailies to national publications. Send articles in trade publications to editors anywhere.
13. If you are a guest on an out-of-town radio or TV show, call the newspaper in the city where the show is airing and ask if they would like an interview, too.
14. Include a sheet in your media kit or on your website listing all media appearances by category (radio, TV, newspaper, magazines) and update it regularly. Send the list, along with your "pitch" letter, to editors, reporters and news directors, to let them know you aren't a media novice.

Joan Stewart publishes The Publicity Hound, a bi-monthly subscription newsletter featuring "tips, tricks and tools for free (or really cheap) publicity."

TGS PUBLISHING
[HTTP://WWW.TGSPUBLISHING.COM](http://www.tgspublishing.com)
22241 PINEDALE LANE
FRANKSTON, TEXAS 75763
903-876-3416

