



Planning a Years Worth of Publicity

by Linda Conn of www.LindaConn.com, the new Publicity and Promotions
Class faciliator for Business Victoria.

Relax! In one year, all you need is '4': plan one good event or promotion per quarter. If it is a good one, repeat the same one next year. *Anyone for my annual Ladies Golf Party in June? :) Here is my favourite resource to give you some ideas.....*

THE FOUR SEASONS OF PUBLICITY:

(Source: Media Insider, PR Newswire)

First Quarter: January to March

What the media's covering: The media is looking ahead. Trend stories, marketplace predictions, previews of things to expect in the year ahead, say something provocative or controversial about your industry. Getting your personal house in order -- tax planning, home organizing, weight loss, anything about New Year's resolutions, also Valentines Day, Easter.

Second Quarter: April to June

What the media's covering: Anything goes this time of year. With no major holidays or huge events, April is a good time for general stories (business features, new product stuff). Light, fun stories, spring fever takes hold of newsrooms. In May thoughts turn to summer, summer vacation pieces, outdoor toys and gadgets, stories about safety (whether automotive or recreational), leisure activities, things to do for kids, golf, baseball taxes in April, spring gardening season, Memorial Day, end of school, summer vacation.

Third Quarter: July to 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 press releases. Entertainment-themed releases do well in the summer, anything with celebrities works, lighter business stories, new products, trend pieces, technology news, back-to-school education-themed articles, summer movies, travel, back to school.

Fourth Quarter: October to 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. Labor Day, Thanksgiving, Football, Hockey, Christmas, New Year's Eve. Press releases need to be about hard news. Business editors take stock of the state of the economy and the market. It's a tough time to put out a new product release. Think Christmas -- travel, gifts, cooking, whatever. If you have a product or service that can be given as a holiday gift, nail down lead times for the publications you're targeting, call to find out who's handling the holiday gift review article, get your product/service in the right person's hands in plenty of time -- along with an article about how it is a novel, unusual or essential gift or gift. 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.

Bottom Line:

Create promotions that can attract publicity and make it fun....it's all about Relationship Marketing!

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