

# Strategic Marketing and Public Relations

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## SHADYWOOD COMMUNICATIONS GROUP

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### 109 Reasons to Contact the Media

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Accomplishments/Business  
Accomplishments/Personal  
Alliance with another organization  
Anniversary/Business  
Anniversary/Personal  
Annual Report  
Appearances at major events  
Articles written about you  
Articles written by you  
Articles you were quoted in  
Awards you're bestowing (On Public Figure)  
Awards your firm is bestowing on employees  
Awards you're personally receiving  
Benefits program initiated  
Birthday  
Blog Launches  
Board or Committee Appointments you granted  
Board or Committee Appointments bestowed upon you  
Books you have authored  
Books you have been quoted in  
Books you contributed to  
Celebrity Endorsement  
Civic Programs your firm is sponsoring  
Civic programs your firm is participating in  
Classes your firm is sponsoring  
Classes you attended (continuing education)  
Company anniversary  
Company milestones (ex 100<sup>th</sup> employee/  
100,000<sup>th</sup> customer)  
Contests you're sponsoring  
Contests you've won (ex Lotto)  
Charitable contributions made by your firm  
Charitable events (ex Golf Tournaments)  
Local angle on national story or controversial topics mentions  
Death of corporate figure  
Death of corporate figure spouse  
Debates  
Employee trips Awarded  
Employee Awards bestowed by other firms  
Expanded facilities  
Expanded or reduce hours  
Expansion Plans  
Free Demonstrations  
Free Offers  
Free samples  
Fundraisers  
Grand Openings  
Grants you're giving  
Grants you're receiving  
Guest speaker you're hosting  
Holiday events  
Hostile Takeover attempts

Incorporations  
Industry groups you are joining  
Industry programs in which you are participating  
Major industry changes  
Job Change  
Job promotions  
Land purchases  
Lawsuits filed  
Lawsuits settled  
Logo Change  
Mention of your firm in foreign press  
Mergers/Acquisitions  
Management Change  
Major purchase  
New market development  
Name change  
New employees  
New Franchise addition  
New major client  
New product rollouts  
New Sponsorships by your firm  
Newsletters you are starting  
New Address  
Open House  
Patents  
Photographs (Employees/Family/Building Improvements etc.)  
Planned Public Relations Campaigns  
TV/Radio Interviews  
Predictions  
Product recalls  
Product Improvements  
Product eliminations  
Public Service Announcements  
Podcast Launch  
Seminars Attended  
Seminars Planned  
Sports Team Sponsorship (Little League)  
Stock Offering  
Stock loss/write off explanation  
Stock Split  
Stock recall  
Publication launch  
Real Estate Transaction  
Relocations (Personnel)  
Relocation (Facility)  
Research  
Research projects received  
Sales Promotions  
Sales Projections  
Sales Accomplishments achieved  
Scholarships you're bestowing  
Surveys/Polls  
URL Change  
Webinar Launch  
Weddings  
Web site Launch  
Web Site revamp  
You Tube Video

