

Studio B Graphics

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Publicity

40 Reasons to Send a Press Release

Media coverage costs you virtually nothing, yet offers *three times* the credibility factor of advertising. With a phone call or press release, you can entice print or broadcast media to spread the word about yourself or your business. In order to attract their interest, however, you must provide a compelling reason for media coverage. Use any of the reasons below or think up some new ideas. When you're ready for publicity, give us a call at Star Printing and we'll help you present your event to the media in an effective and professional manner.

- New office or store opening
- Expansion, renovation, or relocation of your business
- Business or professional awards you've won
- Business or professional awards you've presented to employees
- Annual reports
- Business anniversaries
- Joint project or special promotions with other businesses
- New services or programs
- New features such as a website or newsletter
- Special holiday events
- Special guest speakers, experts, or artists
- Support for charitable events
- Scholarship presentations
- Participation in national conventions or professional programs
- Participation in an annual festival, fair, or community event
- Write-ups in professional journals
- Release of book
- Opening of an exhibit
- Running for office
- Offering a new product or service
- Being present at or involved in a major news event
- Joining or taking leadership in a professional or community service organization
- Offering apprenticeships, training programs, classes or opportunities to volunteer
- Teaching, lecturing, or presenting at a professional conference
- Winning a contest, sweepstakes or lottery
- Offering franchises of your business
- Hosting an open house
- Hiring or promotion of employees
- Annual meetings
- Celebrity visits
- Trade show activity
- Fundraisers
- Giveaways of samples, products or services
- Giving or receiving grants
- Mergers, acquisition or new alliances
- New company name or address
- Predictions or forecasts by company officials, researchers or executives
- Industry trends or surveys
- Public stock offering
- Retirement of key employees