

## How to Get Noticed by the National Media

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### Get the National Publicity You Deserve!

Your organization has a great thing going - a unique product, service, or program. All you need to do now is get attention at the national level. How?

Sometimes it's not so easy. You need to attract and hold the attention of busy reporters and convince them that your story is unique. Lewis and Jones help you do just that. *How To Get Noticed By The National Media* will show you how to:

- Recognize stories that deserve national attention
- Write effective pitch letters and promote your stories
- Use your regional reputation for getting the national spotlight
- Get op/ed pieces printed word-for-word in the regional and national press
- Find just the right reporter and publication that matches your goals
- Handle crisis situations and come out looking competent and strong

Written by public relations experts, this book will help you create a public relations campaign that gets your company or organization in the national spotlight.

