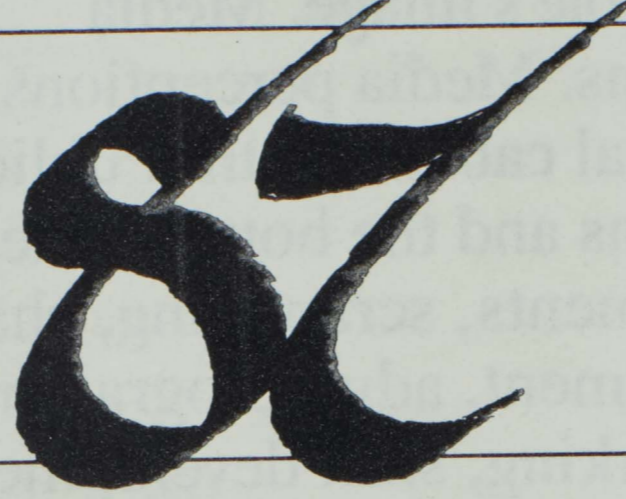


# FORUM



FRIDAY ROUNDTABLE: Media Placement Techniques -- beyond the press release

presenters: Mary Pittelli, President, Pittelli & Price, Inc. Washington, D.C.  
Peggy Ziegler Senior Editor, Multichannel News

moderator: Susan Swain, Vice President for Corporate Communications, C-SPAN

## I. BECOMING A CREDIBLE SOURCE

- a) developing good informational materials
- b) knowing your local media
- c) knowing your industry : tipping reporters off to other stories

## II. MARKETING YOUR INFORMATION

- a) what's news?
- b) tailoring a story for different media
- c) deadlines
- d) follow up and feedback

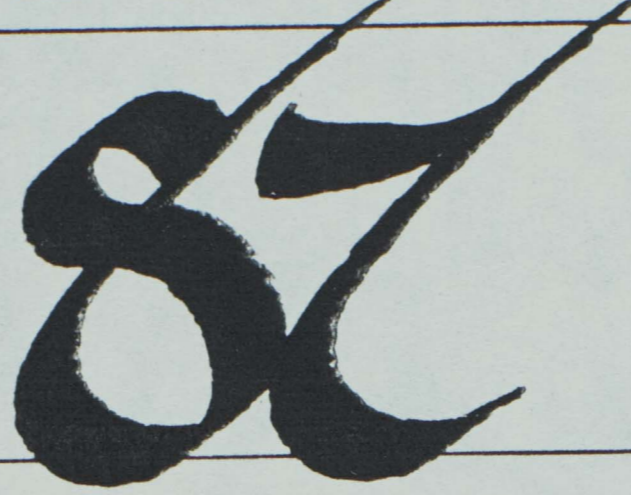
## III. THE PUBLICIST'S TOOLS

- a) press release
- b) press conference
- c) interviews
- d) Q & A fact sheets
- e) staging an event
- f) writing the story
- g) editorial pages/ letters to the editor
- h) videotapes for program reviews

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