

31 Ways to Get Your Name in the News

By Shannon Cherry, APR

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A news release is sent to editors and journalists in order to generate a news story in a newspaper or magazine. It's one of the easiest and cost-effective ways to get your message out there. If a reporter decides to run your release, your business receives space for free - and more credibility than just running an ad.

Many businesses ignore the fact that reporters are looking for news, not just as rehash of an advertisement or promotion. Ultimately, if the release is newsworthy, it won't be put in the trash

So what's news?

Cherry offers 31 suggested press release topics:

1. A new product
2. An old product with a new name or package
3. A new version of an old product
4. An old product available in new materials/colors
5. A new application of an old product
6. New accessories available for an old product
7. The publication of new or revised sales literature
8. A speech or presentation given by an executive
9. An expert opinion on any subject
10. A controversial topic
11. New employees
12. Promotions within the firm
13. Awards or honors given to employees
14. Awards or honors given to the company
15. Original discoveries or innovations
16. New branches, departments or facilities
17. New sales reps, distributors or agents
18. Major contracts awarded to the firm
19. New clients
20. Joint ventures
21. Strategic alliances
22. Management reorganization
23. Major achievements
24. Unusual people or products

25. Unusual ways of doing business
26. Case histories of successful applications
27. How-to advice
28. Change of company name, slogan or logo
29. Opening of a new business
30. Special events such as an open house or tour
31. Charitable acts

About the author:

Shannon Cherry, APR helps businesses and nonprofit organizations to be heard. She's a marketing communications and public relations expert with more than 15 years experience and the owner of Cherry Communications. For more tips and tricks – or information about her services, visit <http://www.cherrycommunications.com> . Contact her at <mailto:shannon@cherrycommunications.com>.

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