



JOHANNA MCINTOSH & ASSOCIATES
public relations and strategic communications

PR MEDIA SEMINAR GETTING PUBLICITY FOR YOUR BUSINESS

Your business has a story to tell and you need the right exposure to tell it.

Editorial placement of your story is invaluable to your businesses' credibility; it carries the implied endorsement of the news medium and becomes more valuable than any other type of awareness campaign you may conduct.

Through targeted publicity you can get the exposure you need and build your business reputation.

Register today for "**Business Results through Targeted Communications**" and learn what works from the experts, such as:

- How do you know what to send – news release, backgrounder or media advisory - and why is it so important to know the difference?
- What makes a good news story?
- How to write a news release that satisfies the media
- Pitching your story - ideas and news angles that will make the media take notice - knowing WHEN to pitch your story
- Learn to say what you do in 60 seconds
- Preparing for a successful media interview
- Media at your event – what to do
- Prepare a perfect media kit
- Follow up: at your event and afterwards

Register today for this seminar and start:

- Generating more coverage and improving your media results with targeted media hits
- Creating and maintaining more effective relationships with the media
- Conducting interviews that work



Johanna McIntosh, APR has been conducting media relations for over 15 years. She has successfully pitched, negotiated and directed clients' stories to local, national and international media.

Two dates to choose from:

Date: Tuesday, February 16 **OR**
Tuesday, February 23

Time: 4:00 – 5:30

Location: 4th Flr. Enterprise Square
10230 Jasper Ave

Cost: \$95.00 (Payment in advance or at the door)
Fee also includes 1 hour of personal consultation to review and discuss your specific needs - booked at your convenience

Make cheques payable to: Johanna McIntosh & Associates

Sign up TODAY registration is limited.

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