

Public Relations

Which **media outlets** do you get your information from? (Think websites, blogs, magazines, newspaper writers, academic journals, TV shows, etc) Write all of them out below.

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What are some **topics you can contribute** to those media outlets? When you are thinking about topics, I want you to specifically think about what makes you and your perspective unique. Write your topics below. (Added bonus: you now have topics for possible blog posts...you can use this when you go through Greta Rose's playbook)

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Media Kit Checklist: You need to have your media kit updated and ready to send to media outlets if requested!

- Do you have an **updated professional looking photo** to send to media outlets? (Remember what Denise said...you do not have to spend a lot of money on a professional photographer for this. Just make sure the picture is clear, professional, and showcases your personality.) Make sure the picture is 300 DPI!!

- Do you have an **updated bio**? (If you have a bio and want another set of eyes on it, check out the bonus gift area. Denise's gift is: she will read through and revise your existing bio.)

- Do you have your "**media one sheet**" (i.e. a bulleted list of your accomplishments, certifications, where you have been published, organizations you belong to, etc)?