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There is no limit to the types of stories you can pitch to the media to get free publicity, though some are easier to sell than others.

Here is a list of some of the types of stories journalists are likely to respond to. Some of these will apply to you, others won't; but you can use them as a stepping-stone for related public relations ideas.

Do well by doing good. Sponsor a charitable event or volunteer for a charity. If you're a business owner or a manager, you might encourage your entire staff to participate. Doing good works offers two chances for publicity. You can send out a news release to announce the commitment you've made before the event and another one after the event detailing some of your accomplishments.

Celebrate a milestone or an anniversary. Just sold your 10,000th car? Reached a 10th, 25th or 50th anniversary? Let journalists know. It's a great time to get free publicity.

Write a how-to article. If you own a pastry shop, offer an article on how to get a flakier pie crust. If you own an auto repair shop, offer tips on trouble-shooting or basic maintenance.

Connect into the news. There are so many possibilities. Let's say some celebrity couple announces that they're getting divorced. If you're a psychologist or a marriage counselor, you could offer a press release on how to have a better marriage. If you're a divorce attorney or a CPA, you might issue a release on the financial consequences of divorce.

Conduct a survey. If you sell computers, you can get free publicity if you do a survey about the most common customer complaints and announce your results to the press. If you run a health spa, you might do a survey to determine whether walking or jogging is more popular. Malcolm Kushner, humor consultant to Fortune 500 companies and author of such books as "Public Speaking for Dummies" and "Presentations for Dummies," has garnered national publicity for his annual "Cost of Humor Index." Each year he assesses the cost of such humor-related items as rubber chickens and whoopee cushions, then sends out a press release announcing his findings. He's been featured on several top TV talk shows and other national venues.

Danek S. Kaus is a veteran business reporter and publicist. He is the author of "You Can Be Famous! Insider Secrets to Getting Free Publicity." You can [Get Free Publicity Tips](#) at his website and also learn how to [Get Free Publicity on Radio Talk Shows](#)

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