

# The Importance of Publicity Goals

## CHEAT SHEET

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**Before you can set your publicity goals, you must know your options:**

- ❖ **Article in Magazine** – these high-profile outlets require a long-lead time, so you must start pitching them months in advance
- ❖ **Blurb in Trades** – geared at reporting on the business of showbusiness; not every story is appropriate for these outlets
- ❖ **Hometown Feature** – local outlets often publish in-depth articles and ‘hometown hero’ stories
- ❖ **Critical Review** – can help to attract or deter an audience and further attention; be aware some distribution companies might not want these circulating in advance
- ❖ **Expert Interviews** – podcasts and online shows; can help to position you as an ‘expert’ in the industry
- ❖ **Online Articles** – fastest growing sector of media; always looking for content and can turn around a story quickly