

Exercise for Break Period (~ 15 minutes)

During the break, grab a coloured pen or Sharpie and a copy of a recent newspaper, or even a magazine or journal that is relevant to your organization. Set a timer for 10 minutes. Go through the paper and circle all the stories that are relevant to your organization in some way. These stories can all help you to generate ideas for pitching your own story.

Note names of the publication, the reporter, columnist etc. These may be valuable “earned media contacts” for pitching story ideas.

Then set the timer for five minutes and circle all the advertisements in the publication which showcase a business that is related in some way to a service you provide, a product. What is their mission, vision and values? These are potential allies or sponsors.