

THE PUBLICITY KIT

*A Complete Guide for Entrepreneurs,
Small Businesses & Nonprofit Organizations*

*All you need to know to get publicity
at little or no cost*

*Shows how to create news, write a news release,
develop a press kit*

J E A N E T T E S M I T H

Publicity Kit A Complete Guide For Entrepreneurs Small Businesses And Nonprofit Organizations

Jennifer Basye Sander



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The Publicity Kit Jeanette Smith,1991-09-06 A practical guide on how small businesses and non profit organizations can get publicity at little or no cost It tells the manager or entrepreneur how to develop a news release plan and hold news conferences create news write releases for broadcast news how newspapers work and how to give them what they need Easy to read and filled with anecdotes and examples which make it a great reference *Small Business Sourcebook* ,2010

The New Publicity Kit Jeanette Smith,1995-06-02 The New Publicity Kit shows you how to take advantage of the dynamic technological advances that are revolutionizing the ways in which advertisers and marketers target their audiences While it still schools you in such timeless basics as writing news releases holding press conferences and developing press kits The New Publicity Kit also shows you how to take full advantage of the exciting opportunities for market exposure offered by cable electronic newspapers faxes the Internet and other new and emerging media **Black Enterprise** ,1995-06 BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals entrepreneurs and corporate executives Every month BLACK ENTERPRISE delivers timely useful information on careers small business and personal finance **The Small Business Start-Up Kit** Peri Pakroo,2018-02-28 Everything you need to start a business from creating a solid business plan and selecting a marketable name to business contracts taxes and reaching customers online

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