

# PEA PR

SETTING THE STANDARD FOR BUSINESS EXCELLENCE

*PRESENTS*

## HOW TO PUBLICIZE YOUR BUSINESS TO THE COMMUNITY



# HELP THE PR COMMITTEE GET STARTED

## SNAPSHOT

- ✓ Give us a brief idea of the Event, Information, Insight (e.g., New store, new employee, new product line or helps people: health, well-being, lifestyle)
- ✓ Message you want to share, if any?
- ✓ When should PEA run the story, if time sensitive?

## WHY IS IT IMPORTANT?

- ✓ Benefit to people?
- ✓ Which communities on the Peninsula are affected?

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## What Photos do you have?

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Now, just send this or a quick e-mail to [jb@jbbizwiz.com](mailto:jb@jbbizwiz.com) and the PR Committee will get started!

# WHAT MAKES IT RELEVANT?

And How to Leverage it

**Newsworthy**  
**Business Focus**  
**Community Benefit**

Once its published, link it to your e-mails, Facebook, website.

Angi will put it on the PEA website, blog and Facebook

**Phew! You Did IT!**

# PR COMMITTEE MEMBERS...AT YOUR SERVICE!

Skip Gould

JB Bell

Bobbie Fakkema

Adam Pyle

Richard Mayer

Debbie Clark

Michael Aronson

Keith Goddin

Dave Dove

Mike Fox