

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?

What Photos do you have?

Now, just send this or a quick e-mail to 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

Bobbie Fakkema

Richard Mayer

Michael Aronson

Dave Dove

JB Bell

Adam Pyle

Debbie Clark

Keith Goddin

Mike Fox

