

PR/Marketing for Brilliant – Q2, 3, 4

PR campaign:

Press release on each issue to major market broadcast and paper outlets:
WITH last 2 issues of magazines:

Lifestyle reporters at:

DMN
Hous Chron
Susan Yerkees – S/A Express
Austin Amer. Statesman
Ft. Worth Sentinel
WHO ELSE?

Secondary markets:

Galveston
Abilene
Midland
El Paso
Laredo
Corpus Christi
WHO ELSE?

Morning News Assignment Reporters at every Texas major market – every affiliate:

Hous – is there a post new morning show like below?
Dallas – AND Good Day, Dallas
SA – AND Good Morning, San Antonio
Austin – FOX, etc.

Press releases to:

Liz Smith/NY Post – create a special one.

NY Times. Anne something or another

Wall Street Journal – media writer

USA Today – media writer

Atlanta deal – to Texas statewide release, etc.

Fred Meyer is the media editor and the main contact for what's happening in the media. He is in red below. The other

Ms. Sarah Hofius
Lifestyle Reporter
USA Today

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Email: [reacted]
Contact by: E-mail

Beats: Lifestyle and features

Mr. Peter Johnson
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Beats: Business; News



Description

Johnson is a Media Industry Columnist and works at the New York bureau. He is interested in the people and personalities behind magazine, radio and newspaper news. He does NOT cover "cyberspacial stuff." Regarding PR, he says, "I do not like hearing from PR people who have no idea what my column is about." He has been writing about the Media for USA Today since 1990. Topics covered - Business; News.

Articles:

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Mr. Fred Meier
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Beats: Advertising, marketing, and PR; Business; News



Description

Meier is an Editor overseeing all Media Business, Advertising, Marketing and Telecommunications news at the USA Today. Story topics that fall under media companies include items on TV (including cable), movies, music, magazines and broadband media, which Meier describes as "anything a Disney or a Viacom or a Time Warner Inc. is doing." Meier prefers to receive story pitches by e-mail. He can also be contacted by phone or mail. He became the paper's advertising and media editor in 1999, following his work as a research editor for the USA Today's Enterprise group. He and a team of reporters received a first place award for news writing in the 2002 Associated Press sports editors contest. Topics covered - Advertising, marketing, and PR; Business; News.

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MARKETING:

New press kits