

# SEO Content for Publicity Consultant

## Black PR: Tips, Techniques & an Innovative Toolkit

Mastering public relations, media relations and publicity are considered marketing essentials, particularly for small businesses that must work harder to thrive. And if part of your strategy involves tapping the African American market, getting a particularly firm grasp on black PR is simply a non-negotiable.

The best known media outlets are black magazines such as Essence, Ebony, Black Enterprise and Jet. As for black television stations, the national leaders include BET, TV One, and Centric. But there's also a galaxy of local urban radio stations, websites, blogs and newspapers well worth exploring, too.

### Publicity Tools

To help you plan and implement your publicity campaign, Black e-Commerce the quintessential tool for [black PR](#), an e-kit called "PR Secrets Unplugged." Downloading this comprehensive how-to instantly provides you a plethora of publicity strategies and tactics, in addition to the most up-to-date black media list available.

Another important tool for implementing a black PR campaign is your media kit (or press kit). This is typically a folder containing carefully crafted documents telling your company's business new news and background. The information typically includes documents (whether paper or PDF or another format) such as:

- A news release conveying the details of what's hot and deserving media coverage,
- Promotional materials,
- Bio on key company operatives,
- Product or event photographs (or JPEG images for online media relations),
- Illustrations or renderings,
- Fabric swatches,
- CDs,
- DVDs, and/or
- Whatever is appropriate and necessary to show what you're doing is interesting.

### Offline vs. Online Media Relations

Traditional, offline publicity efforts are still extremely important, where you create an attractive press kit to "snail mail" to your media targets. However, the Internet has vastly changed the black PR game – the same way it's impacted *everything* else.

When you want to all-out impress a media contact, mail a slick "paper" kit. Make yours look extra special – creative and unique, even – so that it stands out among so many others...



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