

Media tools: a lucky 13

1. Reports, pamphlets, Q&As and briefings
2. Press releases
3. Exclusives & 'leaks'
4. Website/newsletters
5. Seminars, debates
6. Letters to editors
7. Comment pieces/blogs
8. Campaigns, actions & 'stunts'
9. Photographs/illustrations/film
10. Spokespeople (staff, high profile supporters, celebrities)
11. Exploitation of external 'pegs'
12. Market research/opinion polls
13. One-to-one meetings with journalists/editors