



Uechi- Ryu Journal

Professional Uechi-Ryu Academic Forum

Article Title: Get Free Press

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It is possible to advertise in the local papers without paying an advertising fee.

The key is to have something worth writing about. You could contribute an article on topics such as Halloween safety, bullying, etc. The secret with an article is to include some form of contact information. (ie: At bob's karate on main street, we are concerned about....)

An even better way is to have a reporter write an article. (doesn't look like advertising)

After a competition, or a grading simply call the local media and ask to speak with the sports writer. You will be surprised at how easy it often is to get free press.

Be sure if you are giving an interview or submitting an article to ask if you can include a contact name / number!