

SOURCES gives you powerful tools to help you stand out from the crowd

As a *SOURCES* member, you have an array of media relations tools at your disposal. These tools are designed to be key pieces of your public relations and media relations strategy. Here are ways you can use *SOURCES* to get your message out and maximize your impact:

Customize your *SOURCES* media profile

SOURCES exists to help journalists find contacts – experts and spokespersons – to interview for their stories or to feature as guests on their shows. Your ***SOURCES*** listing is your home page on the *SOURCES* site, the landing page that anchors your media profile. Dozens of subject headings, news releases, Google search queries and other pointers lead journalists to your profile. This is where you provide a description of what you do, what you know, and why the media should call you.

Use your subject headings to lead journalists to you

Your chosen subject headings tell everyone visiting your *SOURCES* page – and everyone who finds your *SOURCES* listing via a Web search -- what topics you are ready to provide comment on. Your choice of topics is crucial in leading the media to you. When reporters are assigned to do a story, the first thing they have to do is figure out who to call. When they do a search on your issues -- on the *SOURCES* site or on a search engine -- you want to make sure their search leads to you.

Issue news releases regularly

Your *SOURCES* membership entitles you to post as many news releases as you wish **FREE**. They appear on *SOURCES.COM*, go out to the media and on the Internet via RSS feed, and are indexed by all search engines. Releases are important because they give the media reasons to call you, and because they build up the quantity and quality of content linked to your profile. Your profile lists the news releases you have issued, and each release links back to your profile.

Use the Sources Calendar to publicize your events

As a *SOURCES* member you can announce all your events for **FREE**. Each event you post includes a link back to your *SOURCES* profile as well as a link to your own website.

Publicize your books and DVDs on the *SOURCES BOOKSHELF*

If you've written or published books or DVDs, include them in the *SOURCES BOOKSHELF*, a new feature that promotes your publications. As a member, you can include two books **FREE**; additional books cost only \$10 per year.

Promote yourself as an Author or Speaker

SOURCES.COM features pages that spotlight and promote authors and speakers. *SOURCES* members appear **FREE** as a benefit of membership.

Display your magazine or newsletter on the *SOURCES NEWSSTAND*

This new feature spotlights your periodicals and helps you attract readers, subscribers, and advertisers.

Use video or audio to showcase your knowledge

Include video or audio clips with your profile so broadcast producers and people who book speakers can see and hear you in action. Give them more reasons to call you!

Link to your SOURCES profile

One simple but effective way to increase the visibility of your *SOURCES* profile is to put one or more links to it on your own website. Linking to it helps to improve its Google search ranking. We can provide you with text links or banners to use. We can even provide a *SOURCES* search box which you can put on your site.

Contribute articles to HotLink.ca

The Sources HotLink – www.hotlink.ca – is a sister site devoted to practical advice about media relations, public relations, and marketing. Writing articles for publication on HotLink.ca is an excellent way of establishing and strengthening your reputation as an expert in your field.

Use Media Names & Numbers to compile your own media list

Subscribe to the directory of the Canadian media if you want to actively pursue outbound media contacts. A subscription costs \$109.95 a year and includes a 400-page print directory listing more than 6,000 print and broadcast media outlets, as well as access to the continually updated online version. Also available as a mail-merge database.

Use Parliamentary Names & Numbers to streamline your government contacts

Subscribe to the directory of Canada's federal and provincial governments and have instant access to up-to-date contact information for Members of Parliament, Senators, Provincial and Territorial Legislators, Federal and Provincial Ministries, and Federal Agencies and Crown Corporations. A subscription costs \$75 a year and includes both print and online versions. Also available as a mail-merge database.

Media Training to put you at ease in any situation

SOURCES offers high-quality media training sessions to help you hone your expertise in dealing with the media. See www.sources.com/Courses.htm for more information.

Become a SOURCES affiliate

Help your associates, members, and clients enjoy the benefits of *SOURCES*. *SOURCES* offers a revenue-sharing affiliate/partnership program: when you promote *SOURCES*, you benefit too! Contact *SOURCES* for details.

Reach an international audience through SOURCES.COM

SOURCES is becoming increasingly recognized as a media resource internationally. If you can handle inquiries in other languages, indicate this in your profile – or include a version of your description in French or Spanish.

Thinking of publishing your own member directory?

At *SOURCES*, we've been publishing print and electronic directories for more than 30 years. Talk to us about how we could help you with your directory project – or how all your members could be included in *SOURCES* and in your own member directory.

www.sources.com – 416-964-7799 – listings@sources.com