

PUBLICITY INTERN DUTIES

- Clean up database (calling to verify contacts)
- Research podcasts and blogs
- Sort and catalog archived magazines
- Scan print/online radio hits and save in author files. Post media hits to “In the News” section of the website.
- Create a publicity backlist library
- Write catalog mailing pitch letter
- Coordinate office author receptions
- Pitches for online media. Possible radio follow-up.
- Provide 1st chapters to Crosswalk
- Mailings
- Press releases
- General filing (gathering hits and collect them in files)
- Qualifying bloggers for the BFB program