# 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