



**LOCAL
MOTIVE
TOUR 2023**

Distributing Your Story

The non-comprehensive list of where you can promote your efforts to build Strong Towns

Earned:

When media runs your content or tells your story for you.

- Coverage or publication in your local newspaper.
- A slot on a radio show.
- Appearing on local television.
- Being invited onto a podcast.
- Mentions in a local newsletter (email or print).
- Mentions on a local social media page.

Purchased:

When you purchase air time, advertising space, etc.

- Local radio.
- Local newspaper/print media.
- Billboards.
- Search engine advertising.
- Social media advertising.
- Paid editorial coverage.
- Sponsorships.

Owned:

When you tell your story on a platform you control.

- Post to a social media account or channel you run.
- Tell someone you know.
- Share on a blog.
- Share in your email or print newsletter.

Look in unexpected places:

Ask people you know what local websites or social media pages they visit regularly.

Find a way to be visible at local events such as fairs, conferences, and more. Or host your own event!

Do you know of any local organizations with their own platforms? Religious organizations, educational institutions, etc. might want to amplify your story.

