



Joan Stewart

Publicity Expert Joan Stewart, also known as The Publicity Hound, works with organizations that want to use the media to establish their credibility, enhance their reputation, and promote a favorite cause or issue.

What Clients Have to Say...

“Since your Savvy Media Relations presentation, there has been a flurry of press on our firm, in part because of your great advice. And there’s more on the horizon, including an article in the New York Times.”

Laura Norton, The Kubala Washato Architects, Inc.

“Members of my TEC group came away with solid ideas they can start using immediately. You helped open their eyes to the fact that media coverage is credible, powerful and effective.”

Val Mayer, The Executive Committee

“The attendees at your Savvy Media Relations program were not only giving you glowing reviews, but discussing how to get you on the payroll.”

Sharon M. Hudy, Ceretta Group Architects

Author of 12 books, including:



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THE PUBLICITY HOUND

Tips, Tricks & Tools for Free Publicity



Savvy Media Relations

The New Rules of Profitable Self-promotion

Publicity goes far beyond pitching newspapers, magazines, TV and radio. Learn how to dovetail traditional and online media, using a wide variety of free and inexpensive resources, to broadcast your message to the widest audience possible.

“Hey Boss, There’s a Reporter on Line 2”

Survival Skills for Meeting the Media

Joan teaches you how to level the playing field and give journalists what they want--on your own terms--when bad news situations such as lawsuits, rumors, labor problems and accidents suddenly make you the news. This interactive workshop prepares you for the toughest interview you’ll ever face.

YOU Are the Media

How to Use Web Tools to Publish, Broadcast and Tell Your Story

Gone are the days when you have to rely only on traditional media for publicity. Smart self-promoters create their own media empires—from their own YouTube channels to their own digital newspapers and radio programs that attract raving fans. Learn how to reach consumers directly and make it easy for THEM to find YOU.

About Joan Stewart

After accepting and rejecting thousands of pitches and press releases for almost two decades, Joan Stewart left the newspaper industry to start her own business, The Publicity Hound. Today, she works with companies and nonprofits that need online visibility to position themselves as the go-to experts and attract raving fans. She has worked with thousands of CEOs, nonprofits, authors, speakers and experts who need to tell their story. And she has helped her clients pitch themselves to get onto the “TODAY” show and the front page of The Wall Street Journal.

Joan publishes the popular ezine, “The Publicity Hound’s Tips of the Week.” She is the author of 12 books on publicity, marketing and social media.

Entrepreneur.com

Contributor

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