

2012

Direct Contact PR Publicity Planner

Paul Krupin - Personal Strategic Advice & Custom Targeted PR

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Publicity Planner for 2012

Every year I create a forward-looking publicity calendar to help identify opportunities for people which is available in a free pdf file download.

It contains a lot of unusual holidays so that you can get creative, think ahead, and identify ways to tie-in to calendar events well in advance of the day they occur.

Here's the link to the Publicity Planner for 2012:

- <http://www.directcontactpr.com/files/files/PublicityCalendar2012.pdf>
- Snip URL: <http://goo.gl/YtBUi>

Share freely. Enjoy!

Paul J. Krupin, Direct Contact PR

Reach the Right Media in the Right Market with the Right Message

<http://www.DirectContactPR.com> Paul@DirectContactPR.com Blog.DirectContactPR.com

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Free eBook download <http://www.directcontactpr.com/files/files/TrashProof2010.pdf>

January 2012

Heads Up - Lead Time

New Year's Day is Sunday

Valentine's Day is six weeks away

Independence Day is six months away

Mother's Day is four months away

Valentine's Day is one month away

Ground Hog Day is three weeks away

Father's Day is five months away

Spring is two months away
Earth Day is three months away

Valentine's Day is three weeks away
Easter is two months away

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Use the 3 I Technique: <ol style="list-style-type: none"> 1. Identify a Success Story 2. Imitate the Structure 3. Innovate with your own Information. 						1 New Years Day
2 New Years Day (observed) / Rose Bowl	3 Thank God it's Monday	4 Trivia Day	5 Bean Day	6	7 I'm Not Going to Take It Anymore Day	8
9 Full Moon	10 United Nations Day	11 Quit Smoking Day	12	13 Rubber Ducky Day	14 Dress Up You Pet Day	15 Religious Freedom Day
16 Martin Luther King Day	17	18 Winnie the Pooh Day	19	20	21	22 Celebration of Life Day
23 National Pie Day New Moon	24 National Compliment Day	25 Mac Day	26 Auschwitz Liberation Day	27 Holocaust Memorial Day/Thomas Crapper Day	28	29 Freethinker's Day
30	31	National Thank You Month / National Eye Care Month / Birth Defects Month National Glaucoma Awareness Month / Thyroid Awareness Month Cervical Cancer Screening Month / Bath Safety Month				

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February 2012

Heads Up - Lead Time

Ground Hog Day is Tuesday
Valentine's Day is two weeks away

Independence Day is five months away
Mother's Day is three months away

Valentine's Day is next Tuesday

Valentine's Day is Tuesday
President's Day is next Monday
Easter is two months away

St. Patrick's Day is one month away
Tax Day is two months away

Father's Day is four months away
President's Day is Monday

Spring is one month away
Passover is one month away
Earth Day is two months away

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Two Proven Formulas for Success! CACA = Create & Ask & Create Again & Ask Again The 4 R's - Revise, Revise, Revise, & Revise some more!		1 Freedom Day	2 Ground Hog Day	3 They Day the Music Died Day	4 World Cancer Day	5 Super Bowl Sunday
6	7 Full Moon	8 Tu B'Shvat	9	10	11 White Shirt Day	12 Grammy Awards Day Lincoln's B'Day
13	14 Valentine's Day	15	16	17 World Human Spirit Day	18 Battery Day	19 Chocolate Mint Day
20 Washington's Birthday	21 Mardi Gras New Moon	22 Ash Wednesday Washington's B'Day	23 Iwo Jima Day	24	25	26 Daytona 500 Academy Awards Night
27	28	29 Bachelor's Day Leap Year Day	American Heart Month / National Dental Month / Black History Month / African American Heritage Month / Youth Leadership Month / Marijuana Awareness Month / National Cherry Month / National Condom Month			

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March 2012

Heads Up - Lead Time
Paul Krupin's Birthday is Friday!
St. Patrick's Day is two weeks away April Fool's Day is one month away
Independence Day is four months away Easter is a month away
Labor Day is six months away Mother's Day is two months away
Move clocks ahead Sunday Tax Day is one month away Easter is four weeks away
St. Patrick's Day is Saturday Spring starts Saturday
April Fool's Day is two weeks away Father's Day is three months away
Earth Day is one month away Easter is two weeks away Passover is three week away
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National Nutrition Month / Women's History Month / National Kidney Month / American Red Cross Month / National Craft Month /			1 Pig Day Peace Corp Day	2 Paul Krupin's Birthday!	3 National Anthem Day	4 Daughter & Sons Day
5	6	7	8 Women's Right & Int'l Peace Day	9 Barbie Day	10 Fanny Pack Day	11 <u>Daylight Savings Time begins</u>
12 Girl Scout Sunday	13 Donald Duck Day	14 Registered Dietitian Day	15 Ides of March Day	16 Freedom of Information Day	17 St. Patrick's Day	18
19 Swallows return to San Juan Capistrano Day	20 Spring Equinox	21 Kick Butt Day	22 World Day of Water	23 National Puppy Day	24 World Tuberculosis Day	25 Int'l Day of Remembrance for Slavery
26 Legal Assistants Day	27 Viagra Day	28 Weed Appreciation Day	29 Mule Day	30 Doctor's Day	31	Content is the ultimate determining factor to getting media attention.

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April 2012

Heads Up - Lead Time

April Fool's Day is Sunday
Good Friday is this coming Friday

Easter is one week away
Tax day is two weeks away

Independence Day is three months away
Labor Day is five months away

Easter is this coming Sunday
Earth Day is two weeks away

Mother's Day is one month away

Tax Day is next Monday
Earth Day is two weeks away

Father's Day is two months away
Summer is two months away

Earth Day is Sunday

Mother's Day is two weeks away

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Paul Krupin's Definition of a News Release (Three required elements): A. A <u>written proposal</u> containing B. a <u>request for media coverage</u> and C. an <u>offer to provide media the content needed to achieve that end.</u>						1 April Fool's Day / Palm Sunday
2 Reconciliation Day	3	4 National Day of Hope	5 Fun at Work Day	6 Full Moon Army Day / Good Friday / Passover begins	7 National Beer Day	8 Easter
9 Easter Monday	10 Be Kind to Lawyer's Day / National Farm Animals Day	11 National Pet Day	12 Day of Silence	13	14 Dictionary Day	15
16 Tax Day 2012	17 Stress Awareness Day	18 Wear Your Pajamas to Work Day	19 Get to Know Your Customer's Day	20 New Moon / Husband Appreciation Day	21	22 Earth Day
23 World Book & Copyright Day	24	25 Secretary's Day	26 Take Your Children to Work Day	27 Arbor Day	28	29 Dance Day
30 National Honesty / World Healing Day	Cancer Control Month / Alcohol Awareness Month / National Garden Month / Stress Awareness Month / World Habitat Awareness Month / Child Abuse Prevention Month / Autism Awareness Month /					

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May 2012

Heads Up - Lead Time
Mother's Day is next Sunday Halloween is six months away
Labor Day is four months away
Mother's Day is Sunday Independence Day is two months away
Father's Day is six weeks away
Flag Day is one month away
Armed Forces Day is Saturday Memorial Day is two weeks away
Father's Day is one month away Thanksgiving is six months away
Memorial Day is one week away
Summer is one month away
Memorial Day is this coming Monday.
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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 May Day	2	3 Paranormal Day / National Day of Prayer	4 Star Wars Day	5 Full Moon / Cinco de Mayo	6 No Homework Day
7 Accounting Day	8 Teacher's Day	9 VE Day	10	11 Eat What You Want Day	12 Babysitter's Day	13 Mother's Day
14 International Day of Families	15 Chocolate Chip Day	16 National Employee Health & Fitness Day	17	18 NASCAR Day	19 Armed Forces Day	20 New Moon / Eliza Doolittle Day
21 End of the World Day	22 National Maritime Day	23 World Turtle Day	24 Brother's Day	25 Nerd's or Geek's Pride Day	26 Shavuot	27 Pentecost / Whit Sunday
28 Memorial Day	29	30 World MS Day	31 Hug Your Cat Day	National Physical Fitness Month / Asian Pacific Heritage Month / Arthritis Awareness Month / National Mental Health Month / Clean Air Month / American Wetlands Month /		

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June 2012

Heads Up - Lead Time

Flag Day is two weeks away
Halloween is five months away

Labor Day is three months away
Father's Day is three weeks away

Independence Day is next month

Summer begins in two weeks

Patriot Day is three months away
Father's Day is two weeks away

Independence Day is three weeks away
Flag Day is Sunday

Father's Day is next Sunday

Summer begins Sunday
Independence Day is two weeks away
Father's Day is Sunday

Thanksgiving is five months away
Christmas is six months away

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
National Rose Month / National Dairy Month / National Safety Month / National Rivers Month / Potty Training Awareness Month / Gay & Lesbian Pride Month / National Safety Month				1 Donut Day	2 National Running Day / National Trails Day	3
4 Full Moon Partial Eclipse of the Moon Do-Dah Day	5 World Environment Day	6 D-Day	7	8 Upsy Daisy Day	9 Donald Duck Day	10 Children's Sunday / Race Unity Day
11 Corn on the Cob Day	12 Loving Day	13 Queen's official B'Day	14 Flag Day	15 Magna Carta Day / National Flip Flop Day	16 Bloomsday	17 Father's Day
18	19 New Moon Juneteenth	20 American Eagle Day / <u>Summer Solstice</u>	21	22 Dog Day	23 Public Service Day	24 Celebration of the Senses Day
25	26 National Columnists Day	27	28	29	30 NOW Day / Tour De France begins	

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July 2012

Heads Up - Lead Time
Independence Day is Wednesday Halloween is four months away
Rosh Hashanah is three months away Yom Kippur is three months away
Labor Day is two months away
Columbus Day is three months away 9/11 Day is two months away
Grandparents Day is two months away
Labor Day is six weeks away
Fall is two months away
Thanksgiving is four months away Christmas is five months away
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What Editors & Producers Say a News Release has to do in order to get their attention: Tell me a story, give me a local news angle (my audience!), touch my heart (make me laugh or cry) teach me something new, astound or amaze me, make my stomach churn with horror or fear, hit me in my pocketbook (make me or save me money), or turn me on.						1 Canada Day
2 Made in the USA Day	3 Full Moon	4 Independence Day	5 Indivisible Day / Earth at Aphelion	6 World Kissing Day	7 Chocolate Day / Forgiveness Day	8
9	10 Pina Colada Day	11 World Population Day	12	13 Gruntled Workers Day	14 International Nude Day	15 National Ice Cream Day
16	17 Yellow Pig Day	18	19 New Moon	20 Moon Day	21 National Hot Dog Day	22 Parents Day
23 Gorgeous Grandma Day	24 Cousins Day	25	26 National Chili Dog Day	27 System Administrator Appreciation Day	28 National Day of the Cowboy	29 Lasagna Day / Tish B'Av
30 Cheesecake Day	31	National Blueberries Month / National Grilling Month / Tour de France Month / National Ice Cream Month / National Parks & Recreation Month				

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August 2012

Heads Up - Lead Time
Halloween is three months away
Election Day is three months away 9/11 Day is one month away
Rosh Hashanah is two months away Yom Kippur is two months away
Grandparents Day is one month away Patriot Day is one month away
Columbus Day is two months away Labor Day is three weeks away
Labor Day is two weeks away Fall is one month away
Patriot Day is two weeks away Thanksgiving is three months away Christmas is four months away
Grandparents Day is three weeks away Labor Day is two weeks away
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Content is King! Help the People You Can Help the Most		1 Full Moon / Girlfriend's Day / World Wide Web day	2	3 Watermelon Day	4 National Chocolate Chip Day	5 Friendship Day / International Beer Day
6 Hiroshima Day	7 Purple Heart Day	8	9 Nagasaki Day	10 S'Mores Day	11 National Garage Sale Day	12 International Youth Day
13	14 V-J Day	15 National Relaxation Day	16	17 New Moon / Hug Your Boss Day	18 Bad Poetry Day	19 Aviation Day
20 Cupcake Day	21 Poet's Day	22 Senior Citizen's Day	23	24 National Waffle Day	25 Kiss and Make Up Day	26 National Dog Day
27	28 Full Moon (Blue Moon) / Radio Commercials Day	29	30 National Toasted Marshmallow Day	31 Love Litigating Lawyers Day	Golf Month / Cataract Awareness Month / National Inventor's Month / American Indian Heritage Month / National Water Quality Month	

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September 2012

Heads Up - Lead Time

Halloween is two months away
Autumn begins in three weeks

All Saints Day is one month away

Columbus Day is one month away

Election Day is two months away
Halloween is six weeks away

Veteran's Day is two months away

Thanksgiving is two months away

Christmas is three months away

Halloween is four weeks away

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National Hispanic Heritage Month / Leukemia and Lymphoma Awareness Month / Apple Month / Mold Awareness Month / National Chicken Month / National Mushroom Month / National Honey Month / National Piano Month / National Preparedness Month					1	2 V-J Day
3 Labor Day	4	5	6	7 Salami Day	8 International Literacy Day	9 National Grandparents Day
10	11 Patriot (911) Day	12	13	14	15 New Moon Greenpeace Day	16 Wife Appreciation Day
17 Rosh Hashanah	18 National ADD Awareness Day	19	20	21	22 International Day of Peace / Autumnal Equinox	23
24 Punctuation Day	25 Yom Kippur	26	27 Google's Birthday	28 Love Note Day	29 Full Moon	30 Sukkot

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October 2012

Heads Up - Lead Time

Columbus Day is one week away
Halloween is four weeks away
All Saints Day is one month away

Election Day is one month away

Columbus Day is Monday

Veteran's Day is one month away

Halloween is two weeks away

Election Day is two weeks away
Veteran's Day is two weeks away

Halloween is one week away
Thanksgiving is one month away
Christmas is two months away

Halloween is next Wednesday

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 World Vegetarian Day	2 International Day of Non-Violence	3	4 World Pets & Animals Day	5 National Diversity Day	6 Mad Hatter Day	7 World Communion Day
8 Columbus Day / Native American Day	9 Simchat Torah	10 Newspaper Carrier Day / School Day	11 National Coming Out Day	12 Free Thought Day / World Egg Day	13 Universal Music Day	14
15 New Moon / National Grouch Day / Boss's Day	16 World Food Day	17 Mulligan Day	18 World Menopause Day	19 Mammography Day	20 Astronomy Day / Sweetest Day / Birth of the Bab	21 Reptile Awareness Day
22	23 Ipod Day / National Mole Day	24 United Nations Day	25	26 Mule Day	27 Make a Difference Day	28 Reformation Sunday
29 Full Moon / National Cat Day	30 Devil's Night	31 Halloween	World Blindness Awareness Month / National Breast Cancer Awareness Month / National Chili Month / National Dental Hygiene Month / National Chiropractic Month / National Crime Prevention Month / National Disability Employment Awareness Month / National Domestic Violence Awareness Month			

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November 2012

Heads Up - Lead Time

Election Day is this coming Tuesday
Move clocks back one hour this Sunday

Veteran's Day is one week away
Thanksgiving is two weeks away

Veteran's Day is Friday
Hanukkah is one month away

Thanksgiving is two weeks away

Valentine's Day is three months away

New Year's Eve is six weeks away

Thanksgiving is next Thursday

Thanksgiving is Thursday

Winter is one month away
Christmas is one month away

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Good Nutrition Month / Aviation Month / National American Indian Heritage Month / American and National Diabetes Month / Lung Cancer Awareness Month / National Adoption Month / National Family Caregivers Month			1 All Saints' Day / National Authors Day	2 All Souls Day / Appreciation Day	3 Sadie Hawkins Day	4 Daylight Savings Ends
5	6 Election Day	7	8	9 Kristallnacht	10	11 Veterans Day
12 Veterans Day (observed)	13 New Moon	14 International Girls Day / World Diabetes Day	15 America Recycles Day	16	17 Great American Smokeout	18 Mickey Mouse Day
19 World Toilet Day	20 Children's Day	21 Tie One On Day	22 Thanksgiving	23 Black Friday	24 Small Business Saturday	25
26 Cyber Monday	27 National Day of Listening	28 Full Moon	29	30 Computer Security Day	DPAA+H	

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December 2012

Heads Up - Lead Time
New Year's Eve is four weeks away
Christmas is three weeks away Winter begins in two weeks
Hanukkah begins this coming Saturday
Martin Luther King day is one month away Valentine's Day is two months away
Christmas is two weeks away New Year's Eve is three weeks away
Winter begins on Friday Spring is three months away
New Year's Eve is next Monday night Christmas is next Tuesday
Valentine's Day is six weeks away
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World Aids Month / National Drunk and Drugged Driving Prevention Month					1 Special Kids Day / World Aids Day	2 National Mutt Day
3 International Day of Disabled Persons	4 National Cookie Day	5 Miner's Day / AFL – CIO Day	6	7 Pearl Harbor Day	8	9 Hanukah begins
10 Human Rights Day	11 International Mountain Day	12 Poinsettia Day	13 New Moon	14 Monkey Day	15 Bill of Rights Day	16 Hanukah ends
17 Wright Brothers Day	18 Migrants Day	19	20 International Human Solidarity Day	21 Winter Solstice / Humbug Day	22 Haiku Poetry Day	23 Festivus
24 Christmas Eve	25 Christmas Day	26 Boxing Day / Whiner's Day	27	28 Full Moon	29 Tick Tock Day	30 Bacon Day
31 New Years Eve	Micro- MarCom Tools of the New PR Trade = Galvanizing Nuggets of Clarity Slice – searching with key words Snippets – what you see - search results page Blinks – what you think you know from a glance Tweets – one liner you send to communicate					

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Get More Publicity Than Ever Before in 2012

How do you produce publicity that produces the maximum ROI?

By getting a feature story in the right media – a three to five minute educational or problem solving tips article or interview that galvanizes people with you doing what you do best - helping the people you can help the most.

Imagine being in front of 20 to 30 of the very best people you think would be most interested you and what you do.

First, identify the absolute most interesting topic, challenge, or problem that these people have before them.

Then, solve their problem. Give them your ten best tips, ideas, solutions, strategies, advice, or lessons learned. Knock their socks off with so much value that half of them come flying out of their chairs with their pocketbooks or wallets open? (BTW that's a 50 percent response).

That means for ten items, you have less than 20 seconds or less for each one, plus a one minute intro and a one minute ending. This is what we put into your news release. This forms the core of your proposal for coverage. This is how you'll get the most effective publicity you've ever experienced.

Create a word picture for the media that clearly allows them to visualize how you can help or entertain or educate their audience.

What's more is that once you create and prove this little script and once you really get it down and prove to yourself that it's repeatable, you can use it again and again everywhere you go.

Getting publicity is like making candy – it's a tasty recipe backed by art and science, psychology, and specific tactics that come into play. It's persuasive communications that convince media to give you media coverage and produces emotional engagement, desire action when your target audience receives the message.

That's the miracle of the microcosm! In America. There are over 330 million media savvy, computer and Internet trained and fully indoctrinated people, and once you learn how to galvanize them in your back yard, you can use technology to repeat the message and reproduce the response again and again.

Target the Right Media! Create and utilize a custom targeted media list. Identify what your target audience reads, watches, or listens to, particularly when they are most receptive to taking the action you want them to take.

There are over 1,700 daily newspapers, 6,900 weekly, 12,000 magazines, 8,000 radio stations and shows, 6,000 TV stations and shows, 800 news services & syndicates, and over several thousand freelance writers. There are also the online media counterparts to all the above plus bloggers, news websites, and several different types of social media and new publishing technologies.

Select and target the right media! Identify the specialty editors, reporters, and producers that are right for you and give them a proposal that meets their audience needs and editorial requirements. Give them what they need and they'll give you what you want – publicity.

Direct Contact PR

Menu of Options with Prices

Here's the most effective publicity action plan people ask me to deploy.

1. One \$500 galvanizing email news release outreach.
2. Phone outreach - \$700 for a three day effort to the top 100 media.
3. Repeat the email distribution a second time. \$250

Most clients have me take all three actions. Then they decide whether to do more after they see what happens. Some people are so happy with this system they continue their outreach efforts for months or even years in a row. If it works for you, do more.

4. Target geographically (e.g., to support events) from \$75 to \$250 depending on the copywriting and size of the dma targeted.

5. Small targeted pools (e.g., food, or personal health, or family & children's books) \$250.

6. A 'whatever you can afford option' where you tell me what the budget is, and I'll identify the actions and target the media and we'll do the maximum possible within that budget - targeted PR is at 10 cents per media.

I've set this up so that it stays task based with you in control. You get to decide what you want to do. It's up to you. I'd like very much to be an asset to you and to show you what we can do together. I believe you'll be happily surprised.

Let me know how I can help you.

Need Help with a Specific Problem or Question?

My website and blog is packed with articles and topical posts all fully searchable by keyword.

There are also free ebooks, news release samples for a variety of types of projects and PR challenges, and a variety of checklists and tools available for you to use.

If you need something new and it's not there, just call or send me an email with your question.

Take Action Anytime! Everything I do is custom. Call me if you want to discuss your specific project, goals and ideas.

Call or email us, send me your book or product, brief me in so I can advise you intelligently.

Street Address: Paul Krupin 2404 South Lyle St, Kennewick, WA 99337

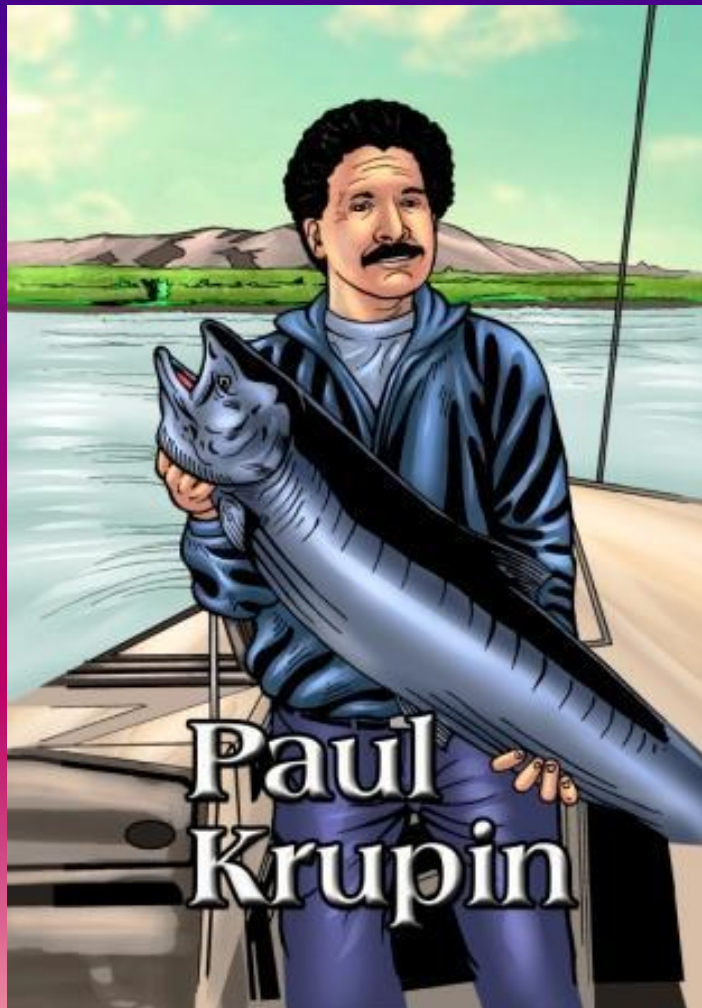
I'll contact you immediately and give you my recommendations.

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Personal Advice & Custom Targeted PR
Paul Krupin 800-457-8746 509-582-5174

Email Paul@DirectContactPR.com



Paul J. Krupin
"The PR Meister"

VITAL STATISTICS

Occupation: Publicist Extraordinaire

Strength: Bringing out the best in people
and letting them shine!

Special Skills: Trash Proof Copywriting +
Custom Targeted PR & Marketing

Hobbies: Fishing, Cooking, Exercising, Surfing
the Internet, Reading and Writing

Favorite Quote: You achieve happiness and
success when you help the people you can
help the most and get rich at the same time.

**Call me when you want to catch the big
media fish.**

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Market with the Right Message.**

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