

# PAUL KRUPIN'S - DIRECT CONTACT PR - PUBLICITY PLAN for 2010

January 2010						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Birth Defects Month / National Glaucoma Awareness Month / Thyroid Awareness Month						
3	4 Thank God It's Monday Day	5 Bean Day	6 Twelfth Night / Epiphany	7	8 Women's Day	9
10 UN Day	11 National Clean Off Your Desk Day	12	13 Rubber Duckie Day	14 Ratification Day	15	16 Religious Freedom Day
17	18 Martin Luther King Day	19	20 Inauguration Day	21 National Hugging Day	22 Roe Vs. Wade Day	23
24 National Compliment Day	25	26	27 Thomas Crapper Day / Holocaust Memorial Day	28	29 Fun at Work Day	30 Tu B'Shvat
31	Cervical Cancer Screening Month / National Glaucoma Awareness Month / Bath Safety Month					

Heads Up - Lead Time

New Year's Day is Friday

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

Inauguration Day is next Tuesday

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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February 2010						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Freedom Day	2 Ground Hogs Day	3	4	5 Wear Red Day	6
7 Superbowl Sunday	8 Grammy Awards Day	9	10	11 White Shirt Day	12 Lincoln's Birthday/ XXI Olympics begin s	13
14 Valentine's Day Chinese New Year	15 President's Day	16 Fat Tuesday	17 Ash Wednesday	18	19 Iwo Jima Landing Day	20
21	22 Washington's Birthday	23 Iwo Jima Flag Raising Day	24	25 National Chili Day	26 For Pete's Sake Day	27
28 Purim	African American Heritage Month / American Heart Month / National Black History Month / Youth Leadership Month /					

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 Sunday

Valentine's Day is Sunday  
President's Day is 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

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

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## March 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Beer Day	2 <u>Paul Krupin's Birthday</u>	3 National Anthem Day	4	5 Nametag Day	6
7	8 Women's Rights Day	9 Panic Day	10 Registered Dietitian Day	11 World Kidney Day	12	13 Genealogy Day
14 Daylight Savings Time begins	15 Ides of March	16 Freedom of Information Day	17 <b>St. Patrick's Day</b>	18 National Biodiesel Day	19 Swallows Return to San Juan Capistrano Day	20 <b>Spring Equinox</b>
21	22 International Goof Off Day	23	24 World Tuberculosis Day	25	26	27 Viagra Day
28 <b>Palm Sunday</b>	29	30 <b>Passover</b>	31	National Women's History Month/ National Kidney Month / American Red Cross Month / National Craft Month / National Nutrition Month		

Heads Up - Lead Time

Paul Krupin's Birthday is Tuesday

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 Wednesday  
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 one week away

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## April 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Cancer Control Month / World Habitat Awareness Month	National Garden Month / Stress Awareness Month /			1 <b>April Fool's Day</b>	2 <b>Good Friday</b>	3
4 <b>Easter</b>	5 Easter Monday	6	7 No Housework Day	8 World Health Day	9	10 National Sibling Day
11	12 Dyngus Day	13	14 National Be Kind to Lawyer's Day / Look Up at the Sky Day	15 <b>Tax Day</b>	16 National Wear Pajamas to Work Day	17 Husband Appreciation Day
18 Adult Autism Day	19 Boston Marathon	20 National Pot Smoker's Day	21 Secretary's Day	22 <b>Earth Day</b>	23 World Book & Copyright Day	24 Arbor Day
25 Red Hat Society Day	26 Richter Scale Day	27 National Teach Your Children to Save Day	28	29 National Dance Day	30 National Honesty Day	

Heads Up - Lead Time

April Fool's Day is Thursday  
Good Friday is Friday

Easter is Sunday  
Tax day is one week away

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

Easter is next Sunday  
Earth Day is two weeks away

Mother's Day is one month away

Tax Day is Wednesday  
Earth Day is one week away

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

Earth Day is Thursday

Mother's Day is two weeks away

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## May 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Arthritis Awareness Month / National Mental Health Month						
2 National Infertility Survival Day	3 Paranormal Day	4 National Teacher Day	5 <b>Cinco de Mayo</b>	6 Nurses Day	7 No Pants Day	8 V E Day
9 <b>Mother's Day</b>	10	11 Fibromyalgia Awareness Day	12 Receptionist Day	13 Ascension Day	14	15 <b>Armed Forces Day</b>
16	17 Victoria Day	18 Shavuot	19 National Employee health & Fitness Day	20	21	22
23 Pentecost or Whit Sunday	24 Brother's Day	25 Cookie Monster's Birthday	26	27	28 Slugs Return from Capistrano Bay Day	29 International Jazz Day
30 Hug Your Cat Day	31 <b>Memorial Day Observed</b>	Asian Pacific American Heritage Month / Older Americans Month / National Stroke Awareness Month				

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 one week away

Father's Day is six weeks away

Independence Day is two months away  
Mother's Day is Sunday

Armed Forces Day is Saturday  
Memorial Day is two weeks away  
Flag Day is one month away

Father's Day is one month away  
Thanksgiving is six months away

Memorial Day is one week away

Summer is one month away

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## June 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
National Safety Month / National Rivers Month / Potty Training Awareness Month	1 National Go Barefoot Day	2 Leave the Office Early Day	3 National Running Day	4	5 World Environment Day	
6 D Day	7	8	9 Donald Duck Day	10	11	12 Loving Day
13 Children's Sunday	14 Flag Day	15	16 Bloomsday	17	18	19 Juneteenth
20 Father's Day	21 Summer Solstice	22 Stupid Guy Thing Day	23	24	25 Take Your Dog to Work Day	26
27 America's Kids Day	28	29	30	Child Vision Awareness Month / Dairy Month		

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

Thanksgiving is five months away

Christmas is six months away

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## July 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Blueberries Month / National Grilling Month / Tour de France Month / National Ice Cream Month			1 Canada Day	2	3	
4 Independence Day	5	6 Earth at Aphelion	7 Chocolate Day	8	9	10
11 World Population Day	12	13 Gruntled Workers Day	14	15	16	17 Cow Appreciation Day
18 National Ice Cream Day	19 National Hug Your Kid Day	20 National Lollipop Day	21	22 Spooners Day	23 Gorgeous Grandma Day	24 Cousins Day
25 Parent's Day	26	27	28 National Milk Chocolate Day	29 Lasagna Day	30 Father In Law Day	31

Heads Up - Lead Time

Independence Day is Sunday  
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  
Patriot 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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## August 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Friendship Day	2	3 Watermelon Day	4	5	6 Hiroshima Day	7
8 Zucchini Day	9	10 S'mores Day	11 Ramadan begins	12	13 Friday the 13 <sup>th</sup> (only one in 2010)	14 V J Day
15 National Relaxation Day	16	17	18 Cupcake Day	19 Aviation Day	20	21 Hug You Boss Day
22	23	24 Vesuvius Day	25	26 Women's Equality Day / National Dog Day	27	28
29	30	31	Golf Month / Cataract Awareness Month / National Inventor's Month			

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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## September 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Leukemia and Lymphoma Awareness Month / Apple Month / Mold Awareness Month / National Chicken Month / National Mushroom Month / National Piano Month		1	2	3	4	Newspaper Carrier Day
5	6 <b>Labor Day</b>	7 Salami Day	8	9 <b>Rosh Hashanah</b>	10	11 <b>9/11 Patriot Day</b>
12 Grandparent's Day	13 International Chocolate Day	14	15 International Day of Democracy	16 Stepfamily Day	17 Citizenship Day	18 <b>Yom Kippur</b>
19 Wife Appreciation Day	20	21 International Day of Peace	22 Hobbit Day	23 <b>Fall Equinox</b>	24	25 National Hunting and Fishing Day
26 National Good Neighbor Day	27 World Heart Day	28	29 Veterans of Foreign Wars Day	30	National Hispanic Heritage Month	

Heads Up - Lead Time

Halloween is two months away  
Rosh Hashanah is two weeks away

Patriot Day is one week away

Labor Day is Monday  
9/11 Day is Saturday  
Grandparents Day one week away

Rosh Hashanah is Thursday  
Yom Kippur is next Saturday

Columbus Day is one month away  
Veteran's Day is two months away

Grandparents Day is Sunday  
Halloween is six weeks away

Columbus Day is three weeks away  
Yom Kippur is Saturday

Fall begins next Tuesday

Thanksgiving is two months away  
Christmas is three months away

Halloween is one month away

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## October 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				World Blindness Awareness Month / National Breast Cancer Awareness Month / National Chili Month / National Dental Hygiene Month / National Chiropractic Month / National Crime Prevention Month	1 National Diversity Day	2 International Day of Non-violence
3 World Communion Day	4 Child's Health Day	5 World Teacher's Day	6 Mad Hatter Day	7	8	9
10	11 <b>Columbus Day</b>	12	13	14 World Sight Day	15 National Grouch Day	16 Boss's Day
17 Mulligan Day	18 World Menopause Day	19	20 Hagfish Day	21	22	23 National Mole Day
24 Mother In Law Day	25 Sourest Day	26 Mule Day	27	28 St. Jude's Day	29 Frankenstein Friday	30 Devil's Night
31 <b>Halloween</b>	National Disability Employment Awareness Month / National Domestic Violence Awareness Month					

Heads Up - Lead Time

Halloween is four weeks away

All Saints Day is one month away

Columbus Day is next Monday

Election Day is one month away  
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 Sunday  
Move clocks back one hour next Sunday

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## November 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 All Saints' Day / National Author's Day	2 <b>Election Day</b> / Cookie Monster Day	3	4 National Men Make Dinner Day	5	6 Sadie Hawkins Day
7 Daylight Savings Time ends	8	9 Kristallnacht	10	11 <b>Veteran's Day</b>	12	13 World Kindness Day
14 World Diabetes Day	15	16	17	18 Great American Smoke Out Day	19 Have a Bad Day Day	20 National Adoption Day / Family Volunteer Day
21	22	23 Fibonacci Day	24	25 <b>Thanksgiving</b>	26 Black Friday	27 National Native American Heritage Day
28 Advent	29 Cyber Monday	30 Computer Security Day	National American Indian Heritage Month / American and National Diabetes Month / Lung Cancer Awareness Month / National Adoption Month / National Family Caregivers Month			

Heads Up - Lead Time

Election Day is Tuesday

Move clocks back one hour next Sunday

Veteran's Day is one week away

Thanksgiving is two weeks away

Veteran's Day is Thursday

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

Winter is one month away

Christmas is one month away

Thanksgiving is Thursday

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## December 2010

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
World Aids Month / Driving Prevention Month	National Drunk and Drugged	1 World Aids Day	2 Hanukkah begins	3	4 National Cookie Day	
5 AFL-CIO Day	6 Miner's Day	7 Pearl Harbor Day	8	9 Hanukkah ends	10 National Salesperson Day	11 Day of the Horse
12	13	14	15 Bill of Rights Day	16 Ashura / Barbie and Barney Backlash Day	17 Underdog Day	18
19	20 Mudd Day	21 Winter Solstice	22	23 Festivus	24 Christmas Eve	25 Christmas
26 Kwanzaa / Boxing Day / Whiner's Day / Thank You Note Day	27	28	29	30	31 New Year's Eve	

Heads Up - Lead Time

New Year's Eve is four weeks away  
Hanukkah begins Thursday

Christmas is three weeks away  
Winter begins in two weeks

Christmas is two weeks away

Valentine's Day is two months away  
Martin Luther King day is one month away

Christmas is one week away  
New Year's Eve is two weeks away

Christmas is next Saturday  
Winter begins on Monday

Christmas is this Saturday  
New Year's Eve is next Friday night  
Valentine's Day is six weeks away

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## *How I Work to Achieve Publicity Success for You*

I operate a highly personalized, custom-targeted, task-based publicity service. I normally recommend that you have me take two primary actions:

1. **Custom targeted publicity outreach (nationwide US and Canada)**
2. **Top media phone follow up effort**

The first step is required and the second is optional but highly recommended since the two actions together produce the best response.

**Step 1:** MEDIA E BLAST The typical national outreach (\$500) news release project includes:

- a. PERSONAL CONSULTATION by phone and email - I will help you identify and develop the best message to use.
- b. REVIEW and EVALUATION of your creative works and marketing materials.
- c. RECOMMENDATIONS on how to proceed and THE BEST action plan and schedule.
- d. WRITE THE BEST NEWS RELEASE - send it back to you for REVIEW, COMMENT, and APPROVAL.
- e. CREATE CUSTOM TARGETED MEDIA LIST covering magazines, newspapers, radio, TV and Internet media as appropriate.
- f. TRANSMIT THE NEWS RELEASE by email html with graphics to the media on your custom list
- g. PROVIDE a copy of the custom media list to you so you know where it goes and can follow up to your heart's content,
- h. PROVIDE you with GUIDANCE and TRAINING on how to do additional follow up, and evaluate performance and effectiveness.

**Step 2:** PHONE FOLLOW-UP The optional phone follow up (\$700). We sort your custom list and prioritize it so we can call the top 100 media on this list and get the door open for reviews, articles and/or interviews.

The best results always come from doing both. This is because you have to achieve meaningful communication with enough of the right media. Please look over my menu of options. You can see how I work at my website: <http://www.directcontactpr.com/services/> Specific costs and options are described here: <http://www.directcontactpr.com/publicity-packages>

Publicity can be tailored to serve a wide variety of goals. News releases can be written in lots of ways. We target specific media to provide coverage at the local geographic level or for events or for very specific editors or purposes. Actual costs are reduced to match the scope of the actual project. Minimum project cost is \$100. We can re-issue the same news release to the same list a week or two later. This second distribution will produce more media response. Cost is 50 percent of the original project.

Everything I do is custom. Call me if you want to discuss your specific project, goals and ideas. Send me a book or product to review and brief me in so I can advise you intelligently.

My address is: Paul Krupin 2404 South Lyle St. Kennewick WA 99337 You can call me directly any time 509-582-5174.

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