



Hi Shelby,

If you're trying to market and grow a business in the architecture, engineering and construction (AEC) industry, you're jumping at any opportunity to share media coverage showcasing your company's expertise and experience, right?

Perhaps a recent project was profiled in a magazine or featured in a news story. Or maybe one of your experts contributed an article to, or was quoted in, a trade publication. Why wouldn't you want to post that positive coverage to your website, share it on social media, blast it to your email lists and hire a skywriter? (Okay, maybe not the skywriter...)

BUT WAIT! Can you just re-post the article like that? Have you investigated the publication's reprint policy? Is a certain copyright disclaimer required?

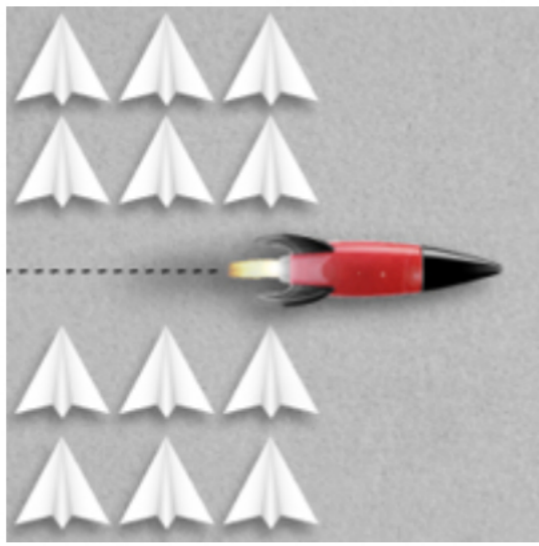
In our latest blog post, Kevin Aschenbrenner outlines how to promote your firm's latest media mention without violating copyright and annoying editors along the way. Check it out before sharing that next clip!

Cheers,

Steven

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Related Posts



[Media exclusives: when and how to use them](#)

A media exclusive can help you squeeze all of the "juice" you can get out of a story and make sure it's placed with an outlet that will give it the coverage you think it deserves. However, depending on who you talk to, the exact definition of an exclusive varies. And, the kind of story you're offering will determine how it's treated by the media outlet. So, how do you decide how and when to use exclusives? In this blog post, Kevin Beaugrand explains what exclusives are, the rules of engagement and best practices for deploying the tactic.



[What to do when the media gets it wrong](#)

In today's shrinking newsrooms, reporters are forced to do more with less, crank out stories faster than ever before and are increasingly focused on clicks and views — sometimes at the expense of solid, introspective reporting. This means errors happen. So what do you do when the media gets your story wrong? Check out Michelle Calcote King's blog post to find out.

Spill the Ink Podcast



[Teaching You How to Write and Manage Winning AEC Proposals with Matt Handal of Help Everybody Everyday](#)

In this episode of *Spill the Ink*, Michelle interviews Matt Handal, founder of Help Everybody Everyday, about the secrets behind writing a winning AEC proposal. They start by discussing what most people miss and the small changes they can make to improve. Then they break down the details such as non-technical people writing technical proposals, the newest trends and using data to your advantage.

ICYMI: OUR HOLIDAY VIDEO



I know, I know: it's February now and we're well into Season 3 of True Life: Global Pandemic Edition. But our latest annual holiday video is just as much about looking ahead to this year as it is about reflecting on 2021. Plus, why not inject some hopeful hip-hop into your day? In case you haven't seen it yet (or just want to nod your head to a holiday beat one more time), check out [2021: That's a Wrap](#).

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