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Hatch PR launches 10-minute podcast series for small businesses and start-ups

iTunes store hosts 'PR for Small Business' series

Birmingham, 1 October 2009 - Boutique tech consultancy [Hatch PR](#) has launched a series of podcasts to help small businesses and start-ups engage in basic public relations. The fortnightly shows are kept to ten minutes in length and are available online at [Podbean](#) or as a free download from the iTunes store.

The podcasts will cover all major aspects of public relations and digital media, from writing and distributing news, navigating the changing landscape of digital media, to how to use Twitter in your PR strategy. The shows are anchored by Hatch PR associate Chris Lee and founder Emily McDaid.

The first episodes in the series are:

- Episode One: Selecting a PR agency
- Episode Two: Social media for small businesses and start-ups
- Episode Three: Drafting and distributing press releases
- Episode Four: Using Twitter for business

“It’s easier to listen to experts talk about a topic than to read a book or an online guide,” said McDaid. “Everyone has ten minutes to spare, so short podcasts are a perfect forum. We talk directly to small business leaders and entrepreneurs on tight budgets about how they can generate publicity for themselves.”

Hatch PR has more than two decades of tech PR and journalism experience to share, and podcasting is fast becoming a convenient educational platform, Lee added.

“Small business managers don’t have a great deal of time to themselves and often lack the in-house skills or financial resource to engage in PR fully,” he said. “They can listen to our short podcasts during their commute or lunch break and hopefully find them helpful in making business decisions.”

Listeners can access the shows in two ways:

- Via Hatch PR's Re:Medial Blog at <http://hatchpr.blogspot.com>
- Via the iTunes Store. Under ‘Podcasts,’ search for Hatch PR. Listeners can select to subscribe to the channel for automatic downloading

About Hatch PR

Hatch PR is a boutique public relations consultancy for the digital world bringing flexible, proactive and creative PR. Hatch was formed in March 2008.

In today's economic climate, digital companies require flexible, cost-effective solutions to generate awareness and raise brand visibility in their markets.

Hatch philosophy is that the impossible can be achieved, by tapping into a network of highly experienced, specialist PR professionals who provide smart PR without breaking the bank.

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