Promotion via Publicity
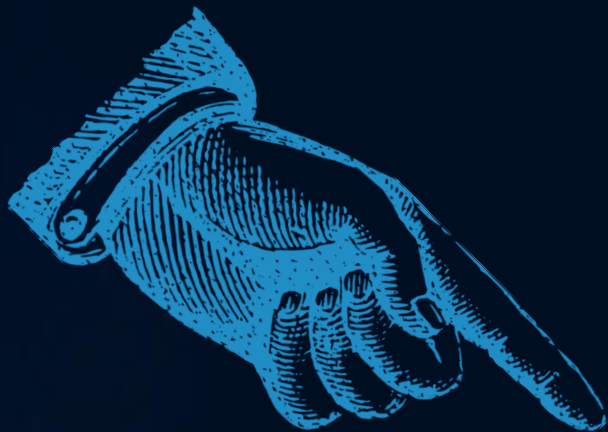
How to Get Publicity

Making the most of a good media release

SQUIRRELS ARE JUST RATS WITH GOOD PUBLICITY

Good Publicity Can:

- Promote your event or a personal achievement
  - Build/enhance your public image

"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad." – Richard Branson

Publicity is an inexpensive resource for promotion when used efficiently, effectively and economically

Successful Publicity

- Clearly identifies your event or product

- Knows the target audience

- Has reasonable and achievable goals

- Makes a commitment to be professional

The Media does NOT give away air/broadcast time or ink/print space that should or could be sold.

Eye Opening Fact

The STORY?

- No one can create a credible story without an excellent reason and accurate information

- Media people are professionals with a keen eye, when the story isn't there, you won't receive the publicity

PUBLICITY Defined

- FREE Media Exposure for promotional purposes

- Works From the STORY Behind the Selling Message

- The story is the foundation and pivotal element

ADVERTISING Defined

Advertising is the PURCHASE of commercial exposure. It is a SHORT MESSAGE and goes right for the jugular.

Publicity

- Media Releases
- Television and Radio Appearances
- Media/Press Conference
- Social Media Used Wisely
- Trade Shows
- Information Kiosk during Event
- Promoting through APBA

$$MR = \frac{3C + 5W + H}{KIP}$$

WHAT? MR = $\dfrac{3C + 5W + H}{KIP}$

THIS LOOKS LIKE MATH.

I THOUGHT THIS WAS ABOUT WRITING.

It's Not Rocket Science

The formula for a good Media Release Equals a Combination of

- Clear, Concise Communication (3C) plus
- Who, What, Where, When, Why (5W)
- Plus How (H) divided by
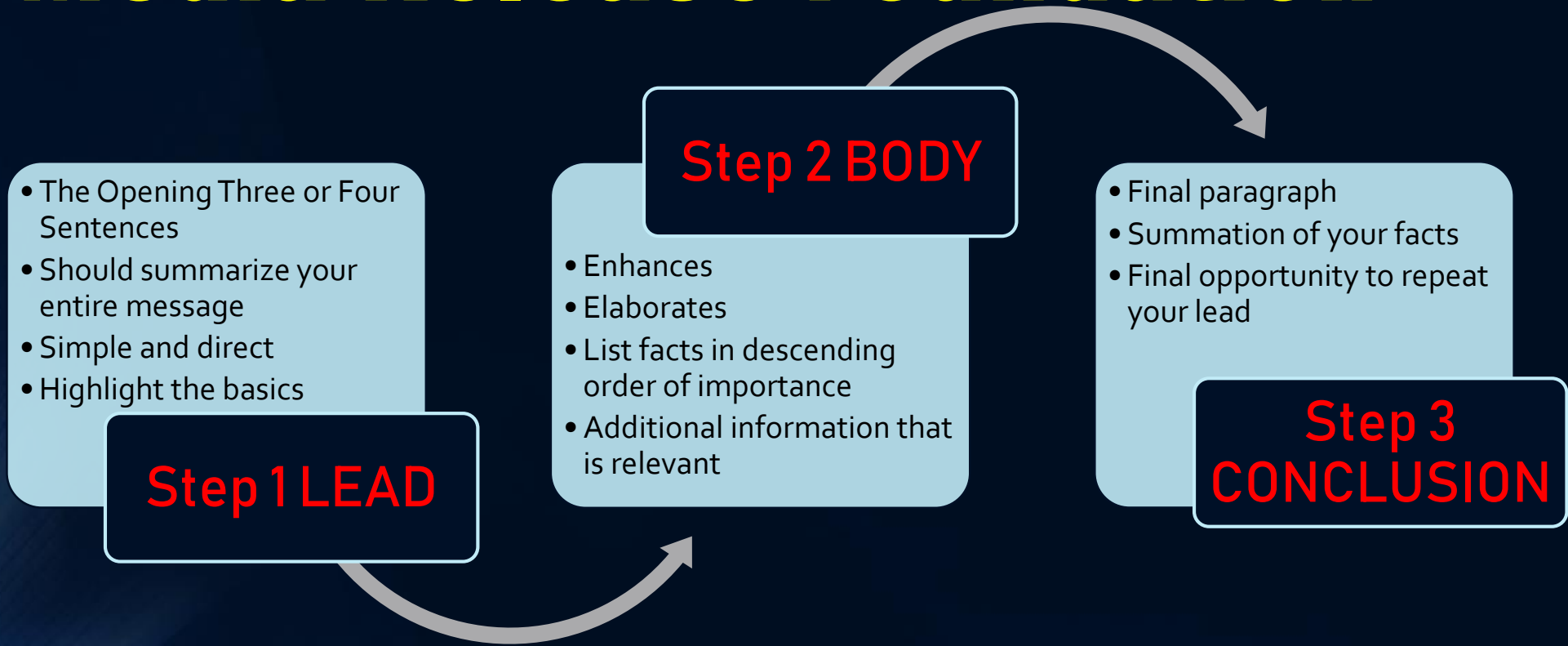- Keeping it Simple (K) and composed into an Inverted Pyramid (IP)

Covering the Basics

- A Media Release is a BRIEF News Article

- Say as much as possible in the shortest space using plain, straightforward language

- Determine the content of your release by asking yourself what you really need to communicate

- Focus on the subject

- Keep to the Basic Information. You cannot include everything in one release

- Don't try to be clever or worse, cute

- Do not overcomplicate

- Think in terms of *"Fast Facts"*

Anyone CAN Write a Release

The Inverted Pyramid – the Media Release Foundation

Step 1 LEAD
- The Opening Three or Four Sentences
- Should summarize your entire message
- Simple and direct
- Highlight the basics

Step 2 BODY
- Enhances
- Elaborates
- List facts in descending order of importance
- Additional information that is relevant

Step 3 CONCLUSION
- Final paragraph
- Summation of your facts
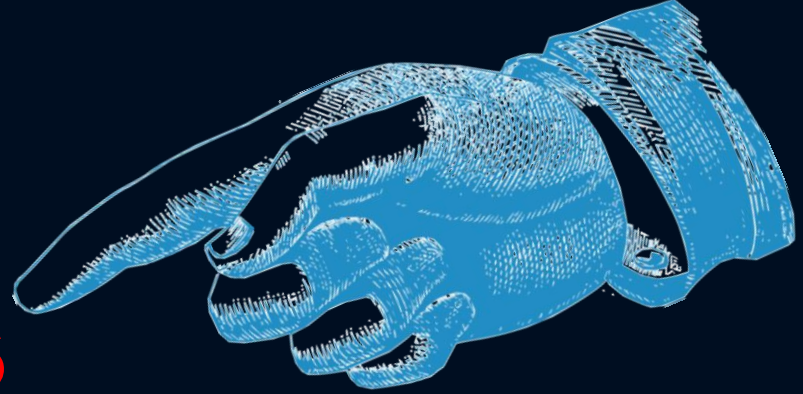- Final opportunity to repeat your lead

A Few Things to Remember when writing a Media Release

- Keep it BRIEF

- Do not use slang or buzz words

- Proofread; check your spelling and grammar and then proofread again

- Submit in a useable format

- Include all of your contact information

Grammar Counts

- Spell-check will not correct using the wrong word

- Glaring Errors
  - Their, There… They're NOT the same
  - Also true for Your (possessive) and You're (a contraction)
  - As well as: To, Two and Too
  - And finally, delete the exclamation points – all of them, emphasize the importance of the message through words

How to Include Your SPONSORS

MENTION YOUR MAJOR SPONSORS BUT DON'T WRITE A COMMERCIAL

- If they are the Major Dollar Contributor include them as part of the Name of the Event

- Media seldom eliminates the full title of an event unless it is too long

- Tie individual sponsors, by name, in the body of the release to support facts

- For example: free admission possible through the generous contributions of_____

- or a specific part of your schedule: The _____Record Runs for the _____ class

Physical Presentation

- The right presentation can be the difference between use or ending up in the round file

- Make sure that the release is Error-Free

- Usable Format that can be sent electronically, placed on a flash drive, or printed if necessary

Format – The "Header"

- Choose a typeface that is easily read

- Create a "Header" that includes

  - Your event logo – the Identification – or name of the event and your organization

  - Your contact information: name, email address and phone number

  - The words: Media Release

  - Add the Release Date and the End (expiration) Date

  - Include total number of pages

Format - The Headline

- The Headline should appear about three lines below the last line of your Header

- Separate your Headline in some way: larger and bold type, centered, and perhaps between two lines

- Brief and an indication of the content

- There should be space between your headline and the body copy , also known as release text

Format – The Body Copy

- Use spacing between your lines – at least 1.5

- Use Align Left or Justify. Do not center the content and do not use align right.

- Paragraph Copy can either be indented –about five spaces in from the margin– or flush to the margin

- Skip at least two lines between paragraphs

- Not longer than 500 words

- Do not type beyond the last three lines from the bottom of the page

- If your release covers more than one page, include, on a separate line, page 1 of 2, at the bottom of page 1

- Make sure that you indicate – at the top of page 2 – this is "page 2 of 2"

- If you need a third page, STOP, you have too much information for a release. Go back and start to edit. Remember 500 words or less.

- End your release two to three lines below the body copy with the word –end– centered on the page or the editorial –30–

Media Release Format

Remember

If your release falls short of normally accepted standards, it will work against you and your event.

You are in competition with hundreds of organizations and individuals for limited ink space and air time. Offer what you have in a way that the media can use with the fewest changes. This will make you and your message welcome.

Photos?

- Do not include photos within your release, send them separately

- Do not use snapshots – ever

- Use professional photos and make sure that they are in a useable format: try a 5" x 7" at 300 DPI

- Include appropriate caption information

- Make sure you have permission to use and include that information with your submission, giving a credit line to the photographer

Finally

- Crisp, clean, fast-moving, fact–filled prose is the best way to get your message across

- Your release must be accurate, informative and interesting

- News and Assignment Editors look for original pieces that are relevant, concise, free of jargon and sincere

- It's not Rocket Science – writing a release just requires some thought, time, following standards and preparation

Media List Development

- Research the Internet to find all media outlets in the Event Area

- Media Lists should include Lifestyle Editors, Sports Directors, News Directors

- Cover all resources: Newspapers (daily and weekly), Magazines, Radio and Television Stations, Chambers of Commerce, Convention and Visitor Bureaus

- Make sure that you spell names correctly and include titles

Useful Resource Tools

- A good Dictionary – find a current edition

- A Thesaurus is helpful for finding alternative words

- Include a grammar book – the gold standard is Strunk and White's "The Elements of Style"

- Think about "The Merriam Webster Concise Handbook for Writers"

- Download the Grammarly program. It's free and will catch most mistakes . www.Grammarly.com There is a premium edition too (at a cost)

This Seminar has been brought to you from:

APBA and the continuing effort by Sherron Winer and

Jean Mackay Schwartz

to get each of you from

"HERE to There"

Publicity can be terrible. But only if you don't have any.

— Jane Russell —