

MARCOM CORNER: Your Answers to Marketing & Communications

TOPIC: Getting Your News Noticed
by the Media

■ DELIVER GREAT NEWS WRITING.

First and foremost, press releases need to be clear, concise and include real news value. In the first paragraph, a reporter must be able to find the basics - who, what, when and where.

■ UNDERSTAND NEWS VALUE.

First, ask the essential questions: who cares and how many are impacted? Second, offer a genuine news hook that will provide value to the reader or audience. Some good starting points are:

1. Are you the first or largest?
2. Major implications or revelations
3. Unique twist
(i.e. Man bites dog vs. dog bites man)
4. Heartwarming (kids and puppies)
5. Rags-to-riches turnaround stories

■ BUILD, FACILITATE, BE A RESOURCE.

Media relationships take time to build trust and hard work to maintain. Being a good, reliable media resource requires providing frequent and consistent information over time.

■ KNOW THE MEDIA.

Don't send your release unless you are certain the publication and reporter needs your news. Research the media outlet to find out:

1. Publication's likes, dislikes
and deadlines
2. What they cover
3. Frequency of publication ad
4. Editorial mission

■ **RELEVANCE.** Reporters count on sources to provide them with a better understanding of a company, a product or recent business decision. Added value is being able to explain how or why your news fits into current news and events, so be sure to connect your information to the big picture.

■ GET CONNECTED

Off Madison Ave
www.offmadisonave.com

