



Extra! Extra! Read all about it!

Let the press brag about your company

I don't intend to turn you into full-fledge public relations gurus, but I thought I'd share with you some key strategies for getting the press to work for you.

Now, I'm not talking about The Wall Street Journal or The New York Times here, as they definitely are in a category by themselves. But I am talking about most all other publications.

If you start from the premise that editors and journalists will always want to print news that they are convinced their readers will want to know, then you already have won the battle.

What does that mean really? It means that what is news to you is most likely not news to them. So start small, with a local paper, read their publications over a couple of weeks, and start calling on a few key people, get to know them, ask them what they are looking for in a news article.

Take notes, and start collecting a file on each of these "influencers". Have a few concrete ideas to suggest to them, maybe you are planning to support a charitable event soon, so mention that. Maybe you are planning to build a new plant, open up a new store: in this business climate, a business that is growing IS news.

Let them know the areas on which you are an expert, they might need to interview you in support of other articles they are writing. When you issue a press release, consider issuing an early copy to these contacts, and let them know that they are getting an advance copy. If you do them favors, they will be more inclined to support your efforts. Lastly, resist the temptation to tell a journalist or editor that you are advertising in their publication and expect coverage in return....

See, newspapers and magazines have long figured out what wall street analysts still can't get through their heads: if you want unbiased news, you cannot know who's been paying the bills!

- Cultivate a few very good contacts with editors, free lance journalist
- Issue press releases for newsworthy events
- Write articles that appeal to a specific newspapers' audience (not a sales pitch for your company!)

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