

***Everything
You Always
Wanted to Know
About
Public Relations***

**McNITT
MARKETING**

Continuous Marketing and Sales Support for Business

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Benefits of An Effective Publicity Program

- ✦ Educate your customers and prospects about your company, your products, your capabilities and your services.
- ✦ Promote new products, services, and/or staff member(s).
- ✦ Inform your customers and prospects of expansions, mergers and acquisitions, etc.
- ✦ Celebrate your company milestones and important announcements.
- ✦ Position yourself as the authority on (fill in your industry).
- ✦ Keep your company's name in buyers' minds.
- ✦ Reach hard-to-see prospects and customers.
- ✦ Increase staff loyalty and pride in your firm.
- ✦ Stress competitive advantages.
- ✦ Serve as a follow-up to your marketing campaign and sales efforts.
- ✦ Make your first impression a lasting one.

A Regular PR Program Adds Value and Credibility to Your Sales Message!

Advantages

- ✦ It's FREE, but you need to have news of value to the readers.
- ✦ If you can not afford an advertising program with frequency, then public relations is the answer.

Disadvantages

- ✦ No control as to how and when news will appear.

65 to 70% of what you read in the national papers (including The Wall Street Journal) is the result of someone writing a press release.

Source: Business Marketing Association

How To Get Press Coverage & What is Newsworthy

- ⊛ **Be visible and use your visibility to your advantage.**
 - Volunteer.**
 - Speak at an industry function.**
 - Enter a contest.**
 - Receive an award.**
 - Contribute to your favorite charity.**
 - Enlarge your business.**
 - Hire additional employees.**
 - Change your company name.**
 - Move into larger space.**
 - Add a new product line or service.**
 - Be a testimonial.**
 - Sponsor a fund raising event or sports team.**
 - Celebrate a company milestone.**
 - Write an article.**
 - Serve on the Board of your trade association.**
 - Receive a patent.**

- ⊛ **Cultivate relationships with editors, staff writers and correspondents.**
 - Join your local Press Club.**

- ⊛ **Be sensitive to editors' schedules and needs.**
 - Ask them if they are on deadline.**
 - Don't call and ask "Did you get my press release?" or "When will you be publishing my news?"**

- ⊛ **Ask editors how they would like to receive your press releases - via mail, FAX, or e-mail.**

- ⊛ **Study the publications in which you would like your news to appear, and write your press releases in that style. Keep in mind the publications' deadlines.**

- ⊛ **Gather editorial calendars from the newspapers and magazines where you would like your news published. Check them for topics related to your industry - i.e. Bridal Guides in local papers for photographers, caterers.**

PR 101: How to Write a Press Release

- ✦ Write a brief, attention-getting headline.
- ✦ Briefly describe the who, what, when, where and why in the first paragraph. Go into details in the following paragraphs. See sample.
- ✦ Include your company's full name, city and state in the first sentence.
- ✦ Double space all copy, indent all paragraphs and keep to one page.
- ✦ Use clear, easy to understand words. Bold face key items for emphasis.
- ✦ Provide a contact name and phone number or e-mail. Add to the top or to the bottom of the page for easy reference.
- ✦ Edit and refine the copy and have someone other than you or the writer proof the final press release.
- ✦ Be careful of your typographical errors. Many typos such as "that" and "than" don't show up on spell checkers. Watch your "its" and "it's".
- ✦ Present yourself professionally.
Print on your letterhead and include your business card.
- ✦ Add a date to the bottom corner.
- ✦ Include appropriate photographs. Hire a professional photographer to create a corporate head shot or photographs that support your press release - e.g. your grand opening. Order an ample supply of photographs. Label all photographs and don't expect to get them back.
- ✦ Send samples, if appropriate to content of press release.
- ✦ Direct news to proper department and person.
- ✦ Be patient. It takes time.

Where to Send Your Press Releases

Industry Trade Journals

- ✦ Consult SRDS

General Business Publications

- ✦ Local Daily and Weekly Newspapers
- ✦ Local Business Journal
- ✦ Chamber of Commerce Newsletter
- ✦ Convention and Visitors Bureau Newsletter
- ✦ Local Business Group Newsletter
- ✦ Rotary Newsletter
- ✦ Alumni News

Columns

- ✦ People on the Move / People to Know
- ✦ Products
- ✦ Services
- ✦ Community News
- ✦ FYI
- ✦ Industry News
- ✦ Letters to the Editor
- ✦ Business Profile
- ✦ Manufacturer Profile
- ✦ Member News
- ✦ Faces Behind Places
- ✦ Your Hometown Supplements
- ✦ Bridal Supplements

What To Do After Your Press Coverage Appears

- ✦ **Write a handwritten thank you note to the editor and/or writer.**
- ✦ **Post the news for all of your employees to see.**
- ✦ **Add the press release information to your web site to keep it current.**
- ✦ **Keep tearsheets of your press coverage for referral.**
- ✦ **Editorial coverage provides positive information about your company. Order reprints and incorporate your current advertisement or business card into the layout.**
- ✦ **Consider a two page reprint with your company information on the back. Check out a four page reprint using the magazine's front cover and a listing of all your products and services on the back.**
- ✦ **Mount the press coverage on plaques, put in attractive frames or laminate on easels and display in your lobby or conference room. Display the easels at your trade show booth to capture attention.**
- ✦ **Include your press coverage in your company newsletter and/or letter to your sales associates/dealers.**
- ✦ **Send press releases regularly to your vendors, customers, and prospects.**
- ✦ **Include with your sample kit and/or other marketing materials to add credibility.**

Specifications on Reprints

✦ **One side, B&W**

Quantity - 1000 - \$166

Additional 1000 - \$73

✦ **Two sided, B&W**

Quantity - 1000 - \$241

Additional 1000 - \$80

✦ **One side, 2 color, black and standard color**

Quantity - 1000 - \$273

Additional 1000 - \$84

✦ **Two sided, 2 color, black and standard color**

Quantity - 1000 - \$336

Additional 1000 - \$87

✦ **Stock - 80lb coated text. See following samples.**

✦ **Other - You will receive reprints from printer 3 weeks from receipt of Purchase Order. You will be charged for shipping. Prices listed above are approximate**