

Free Publicity

Promotion through traditional media

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A few things you may not know

- The media needs you.
- Media people are often the most helpful.
- They want to help you tell your message.
- They don't have a hidden agenda.

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Finding out who

- Look up media channels (TV, radio, print).
- Compile a user-friendly list of contacts.
- Identify where they work, their position, relative contact info, date of contact(s).

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Example

Liz Everett - Morning show producer - KVII
Pro News 7 Amarillo, Texas

Phone: 806-373-1787 Email: info@kvii.com

Notes: Contacted 10/15/10, booked morning
show, November, 2010.

[Daybreak with Meredith Keller](#)

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Finding out who

- For TV: reporters, producers, (morning, evening, weekend), anchors, assignments editors, station manager.
- For radio: program and assistant program directors, reporters, disc jockeys, station manager.
- For newspaper: columnists, reporters, editors.

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Be a featured guest author

- Call the TV stations and ask for the morning and/or weekend producer.
- Know why and whom you're calling.
- Make your pitch a fast ball.

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Become a source

- Relationship-driven process.
- Identify the reporter who focuses on your specialty.
- Develop a relationship.
- Send any supporting material.
- Stay top of mind.

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Help them do their job

- Email newsworthy items to media contacts.

Stressed women double their heart risk

- Prep reporters for the morning meeting.

Mom finds enlightenment after job loss

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Help them do their job

- Provide warm bodies, bring props, become a sound byte machine, be easy to work with.
- If you can make the story so easy for them, all they have to do is show up, you will be a hero in their eyes.

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It's still all about being of service

Provide a workshop for a local need.

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Once you've landed a spot on TV

- Understand, ahead of time, the process for getting a copy of the segment.
- Extend your 15 minutes of fame.
- Ask permission.
- Mail a personalized thank-you card.
- Get to know the people in production.

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Keeping in touch

- Follow-up with the producer.
- Ask for referrals and additional contacts.
- Create a media system that pushes related content to your email inbox.
- Set up a monthly, quarterly and semi-annual point of contact system.

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Make your campaign work

- Plan for the holidays.
- The week of Thanksgiving and the week between Christmas and New Year are the slowest news days.
- Show up where the media already is.

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For More Information

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