

# Getting the Word Out: Essential of Effective Publicity

Jan 8 – Northampton

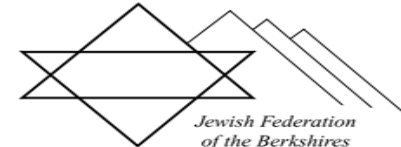
Jan 10 – Pittsfield

Jan 18 – Springfield

Workshop Facilitators

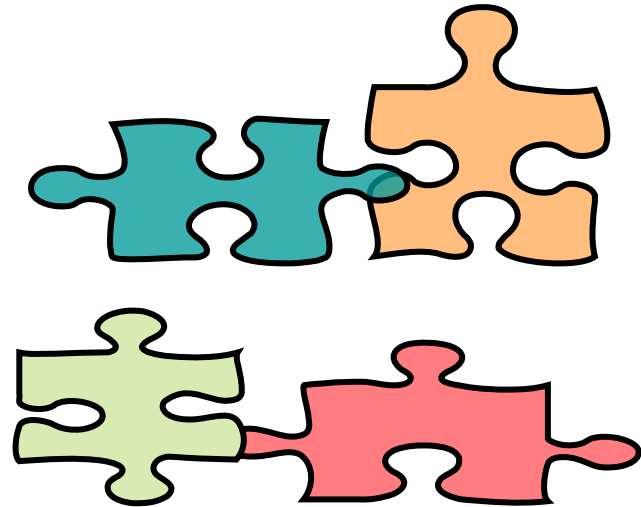
Bill Sweet, Media Consultant

Dyan Wiley, Director, HGF Jewish Arts & Culture Initiative

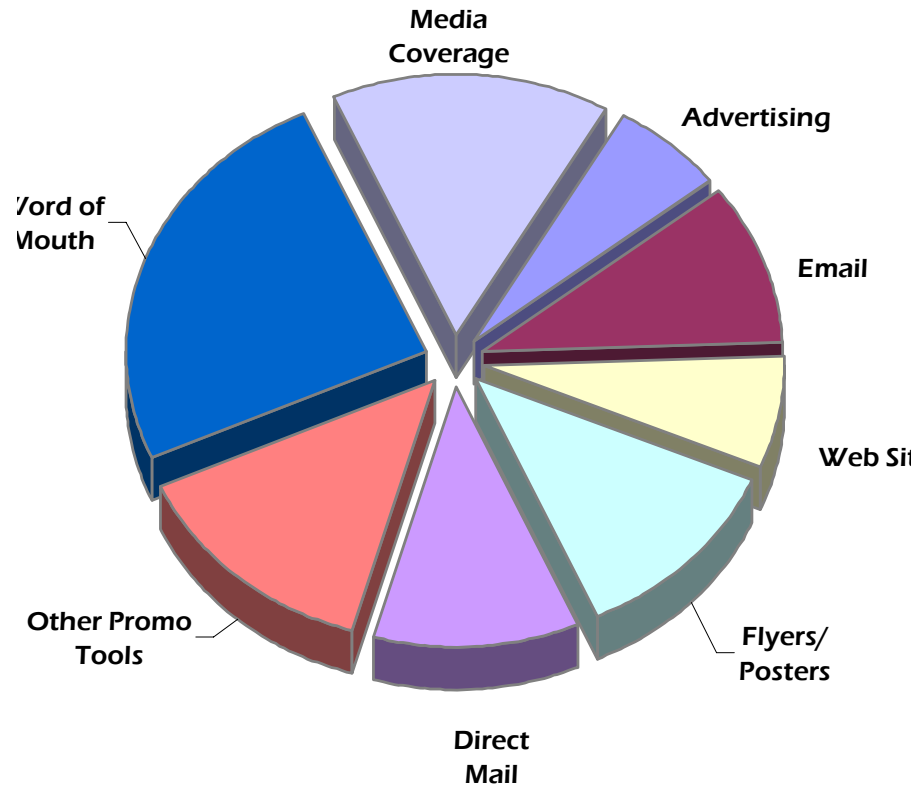


# Four Ps of Marketing

- **Product** – What is being offered
- **Place** - Where program/service is being located
- **Price**
- **Promotion**
  
- **and Partners!**

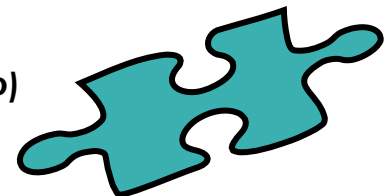


# *Marketing Tools & Strategies*



# *Free & Low Cost Publicity Ideas*

- **Announcements** at related events
- **Banners**
- **Baseball caps**
- **Billboards**
- **Brochure mailers**
- **Bumper stickers**
- **Buttons**
- **Calendar listings**
  - Newspapers
  - Internet
  - community access TV
- **Email**
  - send to individuals you know
  - newsletters
- **Event listings** on voice mail systems and/or phone information lines
- **Flyers**
  - mailed to individuals (“Direct Mail”)
  - inserted in other mailed pieces
- **Internet**
  - web sites
  - calendars
- **Letters to the editor**
- **Lobby displays** and continuous slide shows
- **Organizational newsletters**
- **Paid ads**
  - print media
  - electronic media (radio/TV)
  - in another event's program guide
- **Photographs**
- **Postcards**
- **Posters**
- **Press conferences**
- **Press kits**
- **Press Releases & Calendar Announcements WITH PHOTOS!!**
- **Radio**
  - announce with music excerpt (send CD)
  - calendar of events
  - paid sponsorship
  - public service announcements
  - interviews
  - call-in shows
  - paid ads
- **Signs**
- **Table tent cards**
- **Television** (see radio)
- **T-shirts & hats**

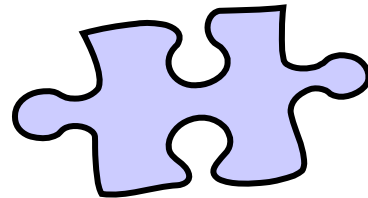


## ***Media Publicity vs. Advertising***

**Advertising is paid for – you have control of it**

**News stories are free – you don't control it**

**Need to understand the News Media to be effective**



## *Who's Your Audience for your Program/Project?*

- **Where do they live?**
- **How old are they?**
- **What are their interests?**
- **How can you best communicate with them?**



## *Two Audiences for your Press Release*

- **Audience/Participants of Your Program/Project**
- **The Media**

# ***Working with the Media***

- Learn Who's Who** – Get a list of local editors and beat reporters. Know who covers what types of stories you want to get covered (arts, business, religion, neighborhood, etc). Call editors for this information, or simply check the bylines of stories written in your community. Often there's an email with the byline.
- Get their deadlines** – You are working on their schedules, they are not working on yours. Morning papers have evening deadlines, usually early evening, so don't call in the mid-afternoon when they are scrambling.
- Be persistent** – Assume reporters are busy, not disinterested. They work on many stories at the same time. Make a follow up call to the local reporters to answer any questions and be prepared to re-send your press release if needed. Like Mel Brooks said "assume the best, expect the worst."
- Be consistent** – Reporters are busy and on deadline. Develop a clear and consistent message. Like every business these days, media outlets are understaffed.
- Be concise** – If you can't say it in a few sentences or less, look again at what you're trying to say. Try it out on your friend or relative. Do they understand your story?
- Stay on track** – Remember your message and stick to it. All other information should back up your point, not make new ones.
- Know your limits** – If you don't know an answer to a question, don't answer it. Feel free to refer them or do research and get back to them.
- Go back to the well** – The best indicator of future behavior is past behavior, and the best press you can get is when you develop relationships in the media that you can call back on. Your best prospects are people who are already familiar with your institution and have attended your events.
- Off Record/On Record** – Assume everything you say is "on the record." Everything you say is being written down. If you share something off the record the reporter gets it confirmed by another source, then its on the record, thanks to your slip.

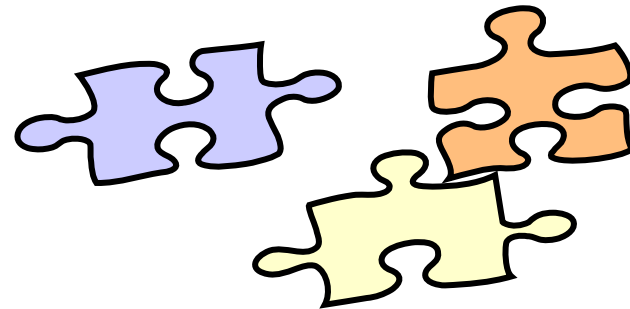


# *Anatomy of a Press Release*

**Press Release Defined** A pseudo news story written in 3<sup>rd</sup> person that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service, or product

## Elements

- The 5 Ws – Who, What, Where, When, Why, (& How?)
- Title
- Lead Line – What's a Good Leading Sentence?
- Length
- Angle
- Quotes
- Contact Info
- Date
- Photos



# *The Press Release: The 5 Ws*

**Who** is involved? Who made a scientific discovery? Who's speaking at a forum? Who made the donation? Who organized the new staff group? (Not just names, but titles and brief backgrounds if necessary.)

**What** is the nature of the news story or event? Is it a scientific discovery, a student activity, an appointment to a professorship, an award, a talk given at MIT, a new employee benefit?

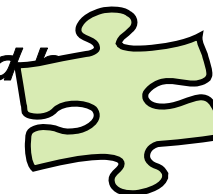
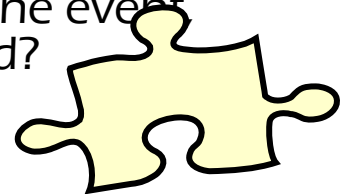
**Where** is the news or event taking place? Is it a fair on Kresge Oval, a talk in Room 10, a demonstration in the Pappalardo Lab?

**When** will (or did) the event take place? What time and date is the event or when will someone be available for an interview if needed?

*Why is the story newsworthy?*

***Tell readers why they should care.***

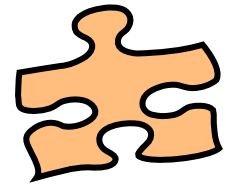
***Who will be affected by this news and how?***



# *The Press Release: The Lead*

**Lead** The first 1-2 sentences summarizing the most interesting point of the story. Should be brief, catchy, giving the reader an instant sense of what the story is about and encouraging further reading. This is where reporters put most of their energy. Tips on writing good leads:

- Concentrate on the main news point (the 'what')
- Be short – no longer than 25 words
- Use active (Dog kills rat) not passive (Rat killed by dog) verbs
- Be specific and clear
- Use simple language



## *Examples – Which is More Effective?*

### *NEW WEBSITE THAT OFFERS HERBAL WEIGHT LOSS PROGRAMS LETS TEENS SPEAK OUT*

Recently on theplace4vitamins.com, an online store dedicated to selling the best herbal products, teenagers had the chance to say what they thought about weight loss and whether a society that pressures young people to be thin is a good thing or a bad thing.

### *TEENS: ULTRA-THIN MOVIE, POP STARS SET BAD EXAMPLE*

America's teenagers are angry at Hollywood for glamorizing ultra-thin bodies, and many girls say they feel too self-conscious about their bodies as a result of watching TV, movies and music videos. The findings are gleaned from more than six months of ongoing discussion and debate at the website theplace4vitamins.com.

## ***The Press Release: Using Quotes***

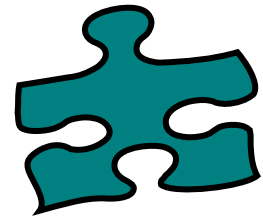
**A quote can help illustrate or back up claims made in the lead and headline...**

***"I was surprised by the level of anger expressed in these messages," Smith said. "Teenagers are far more clued into this issue than most people would imagine."***

**Or, ask an expert for a quote...**

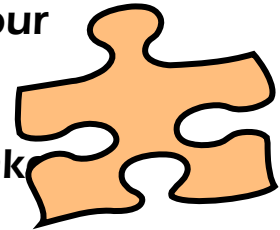
***"This demonstrates once again the need to teach young girls and boys about how to develop a positive self-image," said Jane Doe, author of "I Like My Body Just As It Is."***

***"theplace4vitamins.com has done a true service by bringing these attitudes to the public's attention."***



# *The Press Release: Writing Tips*

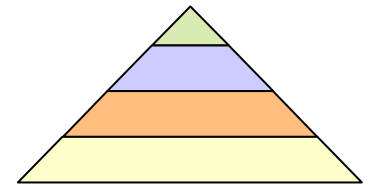
- Write in short, simple sentences.
- Avoid using clichés, such as “cutting-edge” or “major breakthrough,” by focusing on what is unique about your topic. **Show it, don’t say it!**
- Avoid jargon words that are understood only by experts in your business or academic field
- Don’t use a long word when a short one will do. It doesn’t make the article look any “smarter” and only confuses the reader.
- When you have to introduce an unfamiliar term or idea, use smaller words, concrete examples and even similes to clarify (“fibrillation is where the heart quivers instead of pumping rhythmically, like a fist opening and closing.”)
- Use the active voice: “the president announced,” rather than “it was announced by the president.”



# *The Press Release: Two Ways to Build A Story*

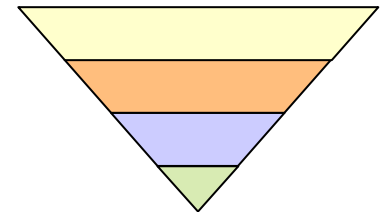
## **Chronological**

- **Commonly used by inexperienced writers**



## **Inverted Pyramid**

- **Most important material to least important**
- **Preferred way the media tells a story**



# *The Press Release: News Angles*

## How to Spin

Talk through ideas with a friend or co-worker to discover possible angles.

**Anniversary** Can story be connected to local, national, or historical events?

**Breakthrough** What is new or different about this story?

**Celebrity** Is there a celebrity involved in this issue or with this project?

**Controversy** Are there adversaries or other tensions in this story?

**Injustice** Are there basic inequalities or unfair circumstances?

**Local Peg** Why is this story important or meaningful to local residents?

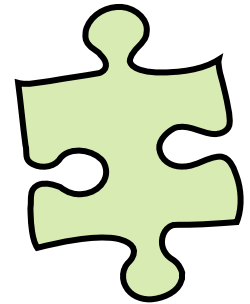
**Personal Angle** Who is affected by the issue? Who has voice on this issue?

**Seasonal Peg** Can this story be attached to a holiday or seasonal event?

## Example

In the story of Cinderella there are many possible angles for a story...

- Prince meets love of life
- Stepsister treated brutally
- SPCA looks into maltreatment of mice
- Survey of citizens' shoe sizes has strange results
- Rags to riches story
- Palace Footmen's Union strike about overtime rates



## ***The Press Release: All the Rest***

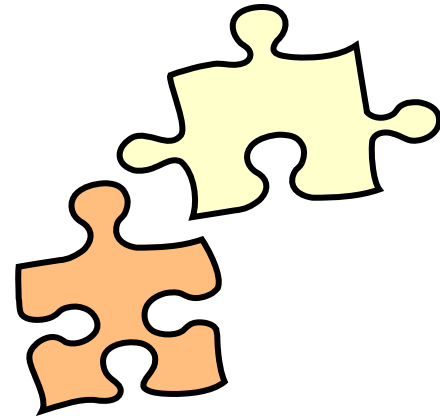
- **Boiler Plate Information – Round out release with general information about your agency, committee, initiative**

*The web site, [theplace4vitamins.com](http://theplace4vitamins.com) was founded in 1997 to provide consumers with a wide choice of vitamins, supplements and herbal products. The site offers a range of articles, research materials and message forums for the health conscious consumer.*

- **Suggest an interview opportunity**

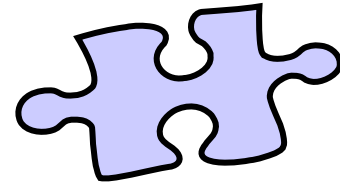
*If you'd like more information about this topic, or to schedule an interview with John Smith, please call Pat Brown at 555/555-2222 or e-mail Pat at [pr@theplace4vitamins.com](mailto:pr@theplace4vitamins.com)*

- **Send along a photo**
- **Contact Information**



## ***Other Ways to Get Media Coverage***

- **Write a letter to the editor**
- **Request an interview (you or your featured lecturer/artist/educator). Talk show hosts are always looking for guests.**
- **Write a story and submit it for the newsletters of local organizations (synagogue bulletins, Federation, etc)**



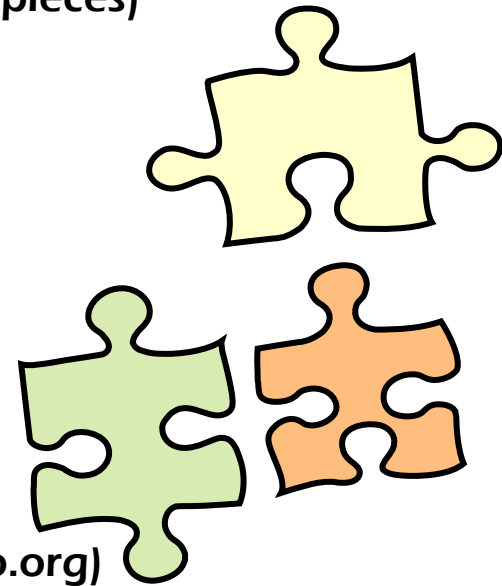
# *Considerations for Developing a Marketing Plan*

## ***TIMELINE***

- Deadlines – monthly & weekly publications
- Turnaround time for designer to prepare materials
- Bulk mailing preparation (for mailings over 200 pieces)
- Postal delay for bulk mailing

## ***BUDGET***

- Purchase of mailing labels
- Graphic design fee
- Printing of flyers, posters, postcards
- Photocopying
- Cost of ads
- Postage
- Service/staff time to prepare mass mailing
- Brochure/flyer delivery service ([www.artspromo.org](http://www.artspromo.org))



## ***LOGISTICS***

- When to send it out
- How to distribute the release (mail, fax, email)
- Hanging up posters (who & by when)

# *Marketing Timeline Worksheet*

Program/Series Title: \_\_\_\_\_ Date(s) of Program: \_\_\_\_\_

Time Period	Actual Date to be Completed	Tools & Strategies To Be Used	Assigned To	Notes on Progress
10-12 weeks ahead				
8-10 weeks ahead				
6-8 weeks ahead				
1-4 weeks ahead				

## *Some Resources*

### **Contact Lists for News Media, Colleges, Jewish Institutions**

[http://www.hgf.org/arts\\_culture/marketing\\_assistance.php](http://www.hgf.org/arts_culture/marketing_assistance.php)

### **Places to List Your Event**

- **Jewish Federation of Western MA Community Calendar**  
<http://www.jewishspringfield.org/calendar/calendar.html> [click on “Suggest an Event”]
- **Jewish Federation of the Berkshires Community Calendar**  
<http://www.jewishberkshires.org/calendar/calendar.html> [click on “Suggest an Event”]
- **Culture Connect –Jewish arts, culture, & education web site & email newsletter** [www.JewishCultureConnect.com](http://www.JewishCultureConnect.com) [click on “Submit a Listing”]
- **WFCR Radio’s Web** <http://events.publicbroadcasting.net/wfcr/events.eventsmain>  
[click on “Submit Event”]

### **Poster Distribution Service**

- **Stick’em Up Poster & Promotion Service** <http://www.artspromo.org/>