



Getting your Message Out.

Working with the Press

The Press Release

- Keep your message simple
- Who, what, when, where and why
- Do not forget detailed directions
- Provide contact person and contact information, make sure it's accurate and that this person is informed
- Provide links to more detailed/additional information

Getting your Press Release Out

- Mail, Fax, Email, Social Media, Website
- Develop contacts/relationships...call them, talk to them
- Develop a data base of contacts, members of the press as well as industry contacts
- Keep that list updated, make sure you are sending your information to the right person
- Think Television, Radio, Print Media and industry members

The Television News Story

- Thinks visuals...how can I tell my story visually
- Provide a spokesperson(s), who is prepared and willing to talk on-camera, think soundbites
- Make sure spokesperson dresses appropriately, they are representing your company
- Have a contact person available to help the reporter get all the elements they need to tell your story

Other Options

- Longer Television Interview Programs
- Radio News and Radio Programs
- Newspapers, daily, weekly, monthly
- Websites, yours and theirs
- Social Media, Facebook, etc.
- Trade Magazines

Commercials

- Define your audience, who are you trying to reach?
- What do you want them to do?
- Keep your message singular in nature.
- Keep it simple.
- Who are you? What do you have to offer? Where can they find you?
- Inform, Educate, Sell a product or a service, Image Advertising/Branding.

Commercial Production

- Preproduction – Idea/Script development Think Visuals! Use existing footage, shoot new footage, photographs, graphics, font.
- Production – Shooting footage, creating graphics/font, recording sound, selecting music.
- Post-production – Assembling material into completed form.
- Budget - \$300 and Up. Cost is driven by the “Bells and Whistles” used in the commercial.

Questions?

