

The Truth About Press Releases



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If you fail to grab the media's attention in the first 10 seconds don't even bother putting out a press release!

A man is walking his son home from school through a Long Island Neighborhood when a big dog jumps out and bites him on the arm. The man desperately tries to free himself but the dog has clenched his teeth and has no plans to let go. The man is bleeding and is worried he might lose the arm, so he bites the dog causing the animal to let go and run away! What's your headline?

**DOG BITES MAN!
MAN BITES DOG!
SCHOOL CHILDREN SHOCKED AS
BLEEDING MAN BITES VICIOUS DOG!**

The same story can have several interesting aspects, but you need to make sure you grab the attention of the media with the most intriguing aspect right away. Most readers will tune out in the first ten seconds eventually deleting or tossing your press release in the garbage.

The TV station I work at receives hundreds of press releases every single day. The management will rarely select more than 5 of these press releases to actually include in the daily newscasts. If you play it right, your

news release can become one of the five that makes it. The key is promising a great story in a short concise yet exciting press release.

My friend opened a hearing aid business and paid 80 thousand dollars in TV and Newspaper advertising. He ended up with three customers from the ad blitz. One day I suggested he set up a table at a huge car show and hand out ear plugs and information on how loud noise can cause hearing loss. He sent out a press release explaining his plan and where he would be passing out ear plugs. The news media was already at the event covering the car show, so it was not hard to convince them to do a quick interview with the hearing specialist. Several reporters interviewed my friend that day. His story was in the local media and as a result he estimates he brought in 60 new customers from the stories and another 150 from referrals from those customers. Why did people respond to the news story and not the advertising? When you appear on the news, people perceive you as an expert in your field. We tend to think if someone is on the news they must be the best and brightest. We suddenly want to buy the product or hire the people we see on the news. It gets better! If one news agency covers a story, all the other media in town often will chase after it as well. If you get one you have a good chance to reel in the rest!

The media is enormously powerful! One negative story can ruin people while one positive story can turn an unknown into a superstar. Yes you should take the time to create a press release for your product or service, but only if it is a really good one!