

Why News Releases Fail

&

What You Can Do About It!

Paul Krupin

Direct Contact PR

You wrote an advertisement

- It's not a news release at all.***
 - You're selling product or services.
 - The media hate requests for free advertising!
 - Revise it! Offer media news, education or entertainment. That's what they publish!
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You wrote for a minority

Too few people will be interested.

Pick a better topic! Write for the majority.

You are the center of attention

- It's not about you, your business, your marketing!***
 - Focus on the audience.
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You forgot to put the five W's up front

***Who, What, Where,
When and Why.***

Fix it! Tell the media what they need to know right away.

You didn't identify the impact on people

“What’s In It for My Audience!”

Answer the key questions:

- *Who is going to be impacted?*
 - *Why should they care?*
 - *How will they be affected?*
 - *How will they feel?*
 - *What should they do?*
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You are too wordy and text dense

- You focused on details and minutia.***
 - Focus on the most important information first.
 - Tighten it up. Shorten it.
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Too much information

- You overwhelmed them.***
 - No time to invest – so it gets tossed.
 - Cut it down! Make it easy to read, understand, and act upon.
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You pushed corporate brands & logos

Stop selling!

- Get rid of them or minimize the size and place them at the bottom of the release.
 - Use photos and graphics that are relevant to your story.
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You sent gobbledeygook

- You used corporate jargon and propaganda***
 - No one can even understand it.
 - Write it the way you'd really speak it.
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You try to get in on someone else's parade

- ❑ ***You try to hone in on someone in the news.*** You say me, too!.
 - ❑ Forget it. Never stand in the shadow of someone else.
 - ❑ Make your own light. Tell your own story. Stand on your own two feet.
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You're too late

- ❑ ***You respond to something that just happened that's in the news.***
 - ❑ Forget it. The media is already working on their next story.
 - ❑ Get out in front of the news. Look out four to six weeks or more. Tell people what's coming from over the horizon.
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You smoked it!

- Too much hype**, self-laudatory praise, pithy quotes, useless testimonials, and jargon.
 - The media see right through you.
 - Get rid of the smoke and mirrors.
 - Tell the truth. If you can't prove it, don't use it.
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You identify prior media coverage

- You tell CBS that you're on CNN.***
 - The media sees that they are no longer first.
 - Use prior media experience only to demonstrate you'll be a great guest.
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You are unrealistic

- You included vague, unsubstantiated, wild or even outrageous claims.***
 - Get rid of them.**
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You lack credibility

Your ideas are not well thought out.

Do your homework. Offer information that you are qualified to deliver.

Poor contact information

- ❑ ***The media can't get a hold of you.***

 - ❑ ***Identify the best single point of contact for action and professional response.***
 - one phone (real person)
 - one email address
 - one URL (with no long string addresses).

 - ❑ Make it easy! Respond quickly. Give the media what they ask for.
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Poor media call for action

- ❑ ***You didn't tell the media what you want them to do with your news release.***

 - ❑ **Tell them what you are asking for.**

 - ❑ Offer the media incentives to contact you to build the story you want published. They love freebies. Things you can offer:
 - ❑ review copies
 - ❑ product review samples
 - ❑ interviews
 - ❑ interview questions and answers
 - ❑ media kits with additional story angles
 - ❑ statistics, fact sheets and more data
 - ❑ relevant photographs, graphics, etc.
 - ❑ access to more people
 - ❑ facility visits
 - ❑ unique photo opportunities, etc.
 - ❑ Shorter or longer articles
 - ❑ New articles or special features upon request
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You sent the release to the wrong media

You failed to target.

- This makes media mad and angry by wasting their time. You will get requests for removal.
 - Target the media carefully. Work with your publicist or news release distribution service.
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You expect a media miracle

- You rely on a single email news release to produce an avalanche of media calls.***
 - Get real. It's only an email message.
 - Phone follow up can improve your media response significantly.
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You expect to get rich quick!

- You have unrealistic expectations.***
 - Get real. Chances are you won't get rich and famous off of one news release.
 - You might be able to break even.
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Look at your breakeven goals

- ❑ ***Take a hard look at the numbers.***
 - ❑ If you make \$10 per book you need to sell 100 books to cover the costs of a \$1000 outreach effort.
 - ❑ If you can consult at \$100 an hour, you only need 10 clients.
 - ❑ If you charge \$1000 per client, then you only need one client.
 - ❑ Diversify your product and service lines.
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Even if you do get publicity

- ❑ ***It may not come out exactly the way you want it.***
 - ❑ Media publish for their audience and they do it their way.
 - ❑ It may not be favorable. It may not motivate people to action.
 - ❑ The bigger the media, the less likely they are to run your contact information.
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Sales may not be there

- ❑ ***Publicity doesn't always produce an avalanche of orders***
 - ❑ The quality, context and content of the coverage you get influences the actions people take.
 - ❑ One article in USA Today may out perform ten to twenty articles in small dailies and community weeklies. It may not.
 - ❑ You get to leverage the publicity in your marketing afterward.
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You won't always know when it happens

- ❑ ***Lead time may delay the publication or production date.***
 - ❑ Be patient. Drop seeds, water them, and they grow.
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Parting Advice!

- ***Remember Why News Releases Fail!***
 - ***Fix your news releases!***
 - Review your news releases against these criteria to see if you've made any of these errors.
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My offer to help you

- ❑ Feel free to send me your final drafts.
 - ❑ I'll be happy to look them over and give you personal feedback & recommendations.
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Get in Direct Contact

Paul J. Krupin - Direct Contact PR

*Reach the Right Media in the Right Market
with the Right Message*

www.DirectContactPR.com

Paul@DirectContactPR.com

800-457-8746 509-545-2707

blog.directcontactpr.com
