



Your Biz in the News: The Five-Minute Press Coverage Guide

Includes Sample Press Release & Seven Steps to Gaining Press Coverage .

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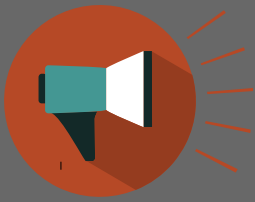
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Your Biz in the News: The 5-Minute Press Coverage Guide

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Does my business need media coverage?

Only if you want to be visible. Press coverage is *essential* in today's media-saturated world for every small business, especially given the tsunami of social media marketing.

We are bombarded with messages that imply that press coverage has been replaced by social media -- and I bet you read that on the internet. Because social media companies are *on* the internet and they are selling you, um, social media solutions.

Large organizations realize that social media is only one prong of a marketing effort. They dedicate entire departments to media public relations. They understand that they must inform beyond their own promotional platforms. Just think for a moment. Have you heard about Apple or Google in the news? Well, press releases got them there.

With one press release delivered on a scheduled basis to targeted multiple publications, your small business can gain access to its target audience.

More importantly, media coverage is similar to print "word-of-mouth." Your audience will consider this story an objective account, a vetted report, of what's happening with your service or product rather than as a promotion. Why? Because it is being delivered through an independent third party.

Finally, scheduled regular media coverage raises awareness of your organization and keeps it in the public eye. In today's media saturated world, rising above the din is essential.

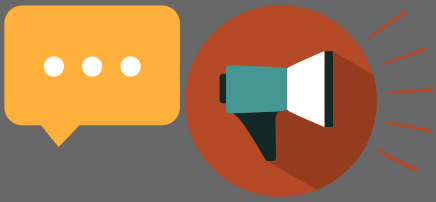


“Media coverage delivers a message your audience will perceive as trustworthy and it keeps your business in the public eye.”

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The press wants your news.

Stories about businesses and organizations just like yours fill online and traditional publications every day. Look for them. Analyze how they are written. Find publications that your buyers are reading.

You don't have to be a stellar writer, spewing out endless releases. You can use the same piece, with a little editing, for traditional and online press. You can send out news monthly or quarterly. Here's an example of one release that went all the way to TV documentary coverage:

KolorBox Media: [ABC Music Press](#).

Understand that putting your release out on one of the free online services typically does little. You can't spam the media universe. Find the editors who should receive the release at your targeted publications for the best results.

If your release is well written, and you have the proper contact information, you are doing what many don't. So get started by selecting publications and compile a list of media contacts. Your list can grow with time.

Note: If the publications you have chosen are part of the same organization, you should inform the journalist that the release has been sent to others within his group so his efforts are not duplicated. For example, in the San Francisco Bay Area, The Bay Area News Group owns multiple publications, The San Francisco Chronicle, San Jose Mercury News, The Contra Costa Times.



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So, what is a press release?

A press release is a short, compelling news story sent to targeted members of the media to pique the interest of a journalist or publication.

The press release should contain all the essential information for the journalist to easily produce his own story. Your story should be based upon the "why" behind your release. Are you writing to attract new clients, to convince your current marketing base of your expertise, or to highlight yourself as a community member working with other businesses or nonprofit causes?

A press release should read like a news story, not a promotional piece.

It is written in third-person, citing quotes and sources. The more well written – that is, like a news story -- the easier the job of the journalist to write his own story, and the more likely it is to be printed. The journalist is a happy camper if this is a story ready to go right into his publication.

Let's look at what is in a well-written release.

Parts of a Press Release

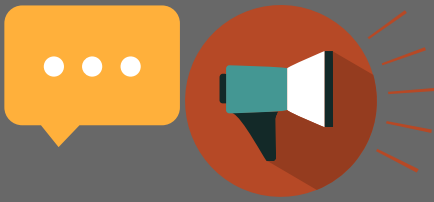
• **Contact Information:** The standard press release begins with contact information.

• **Compelling Headline:** Then comes the headline, the most important four or five words in the whole press release because they grab attention.

• **Body:** The body of the press release should answer all of the questions a journalist might have about the product, service or event that you're announcing. It should not read as overly promotional. If it sounds like a sales pitch, it will lose credibility in the eyes of the journalist.

• **Call to Action:** Press releases typically end with a short description of the company or organization that's issuing the release, along with a **call to action**. The call to action could be to participate in your event, take a test drive of your product, or finding out more by contacting the author of the press release or visiting your website.

• **Company Information** – The end of a press release contains basic information about your organization and is typically the same in all releases.



Contact Information

Contact: Walter Ball
Info@Edvert.org
Edvert.org
815-666-3124

Sample Press Release

Edvert
2660 E. Lane
St. Petersburg, FL 78654

Compelling Headline

Startup Edvert Offers Missing Link: Connects Students to Community

Kickstarter Campaign Enters Critical Last Two Weeks

FOR IMMEDIATE RELEASE

← Notifies the press they can publish the story now. Post date it if you want them to wait..

The first sentence, or short paragraph, should tell the story as completely as possible, with the information on the who, what, where, why, when.

St. Petersburg, FL, November 21, 2014 -- EDvert, a free education app that connects learners to hands-on learning experiences in their community, is entering the critical last two weeks of their Kickstarter campaign, gathering support from nearly 60 backers and 89% funded toward its \$20,000 goal.

← Body with essential information and quotes. See how this reads like a news story?

The company's co-founder, Walter F. Ball, says the mission is to "create a tool that can truly transform how we connect as learners." "For the first time ever," he stated "we can decide what, where, when, and how we learn. We just need a tool—a system—to make that connection."

According to the founders, EDvert offers the missing link by making connecting between classrooms, organizations, and experts easy and engaging. Says Ball, "There are just as many parents and teachers that want to provide hands-on learning experiences for students. The problem is they can't find each other." By using Google maps and other technology, EDvert makes it easy for these groups to connect. Teachers and parents can sort through a curated menu of educational opportunities by city, region, state, grade level or topic.

Walter Ball is currently a doctoral candidate at Boston University and co-founder Alicia Smith is an educator in Somerville, MA. Both also served as educators in New York City and Tampa, Florida.

"Our dream," co-author Alicia Smith noted, is to make EDvert a vehicle for driving change, for letting teachers, parents and communities decide what is important in learning. And we believe they will decide that connecting to our world is what's important!"

You can find them at www.edvert.org or Kickstarter today.

Call to Action: This tells your readers what you would like them to do.

About EDvert: Company Information

EDvert has been in development since early 2014, with an anticipated launch date of early 2015. They are a registered benefit corporation founded in Tampa Bay, Florida and are a member of the TECgarage incubator in St. Petersburg, Florida.

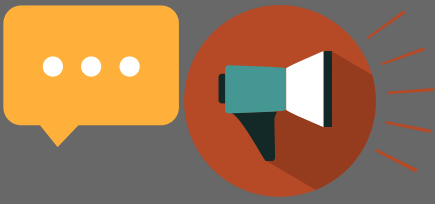
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Seven Steps to Media Coverage

Now that you understand the basics, follow these steps to maintain media coverage.

1. Develop a list of media contacts with publication deadlines.
2. Create customized templates to streamline your writing process.
3. Reach out to media on a consistent schedule.
4. Invite media to your events.
5. Learn to conduct media interviews by phone or in person.
6. Follow up with the media and track coverage.
7. Add a press page to your site so media can access relevant background.

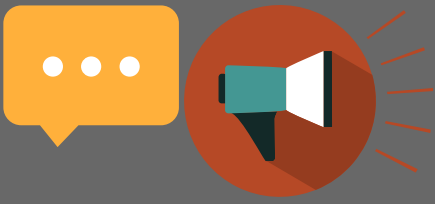
Sound like a lot? See page 7.



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Next steps.

Making coverage automatic.

You are ready to write your first release and get free publicity. Now what?

It is important to understand that journalists are bombarded with emailed press releases, sometimes up to 100 a day. You may not be front page news overnight. Journalists must also cover breaking news.

But there are ways to improve your chances of success.

The next booklet in this series is designed to get you started with a media contact list and put your releases front and center.

My Business:
Always in the news
Coming soon

What you will learn

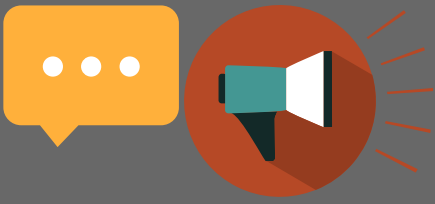
- How to compile a media contact list and access press contact info
- How to research lists of relevant local publications
- Common publication deadlines so you get your story in on time
- How to write a release as a news story; this guide has **three free templates** so you can drop in your info and refine
- How to prevent your release from being buried in the inbox
- What to say when the media calls for an interview
- The correct way to follow-up with media after sending a release – a must
- How to invite the media to an event

If you need assistance now , see page 8.

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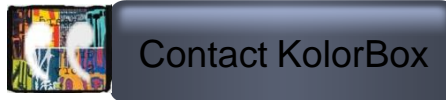


Need Assistance Now?

KolorBox will work with you. We can

- compile a media contact list
- write or edit a press release
- assist you with authoring an expert article

We help you build a foundation for ongoing press coverage.



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