

How to Get Your Media Release Read

Do you have a knack to hook the reader to your media releases? Good for you! But what about most of us who have one foot in the traditional door of PR and another in the digital media door?

Whatever the case, rest assured that if you're pitching ideas to a newspaper or magazine, you'd still have to deal with journalists – both online and print.

Journalists are busy people. A mailroom is a place of hustle and bustle where your pitch can get lost in the noise. To make sure your media release stands out and gets read by a journalist, you have to do something different.

In order to catch a journalist's attention, you should stand out in a way that is appealing and not annoying. Here's how:

1. **Pitch relevantly:** If you know a journalist, just ask them how many pitches do they get in a day and how many of them are irrelevant to their field. If your product is an accessory, make sure you send the pitch to a fashion journalist and not a travel journalist. This may sound too obvious to mention but errors such as these occur a lot especially if you are mass-mailing several people from a three years old media list.

2. **Use the right means of communication:** And the right means, in this case, is almost always email. If you try the phone the first time, you will probably be blocked by a voicemail or asked to email back. If you send a fax, well, no one knows whether or not it will be received by the intended person in such a high incoming-traffic environment. The best practice says email first, wait for a response and then move on to phone if need be.

3. **Don't mass-mail:** If you are sending emails with a generic salutation such as "Dear Journalist" or "Greetings", rest assured you will have a very low hit rate. Instead of bombarding them with a badly researched pitch, find out something about them, their publication and its latest trends and then take it from there. At the least, find out their name and designation to have an impact.

4. **Don't think like an advertiser:** Too many trademarks, blatant promotion, blew up claims and such will secure your pitch a place in the trash folder. Don't think like an advertiser! While pitching, think of the news-worthiness of your product. If there is no direct relation, find a latest trend and figure a different angle to present your product. A

journalist does not want to see a promotional material in his inbox – he wants to see what his readers care about.

These are some tips which will help you achieving a good PR outcome. Remember, a journalist is always looking for a news-worthy story. You know your product is awesome, but journalists should not have to go through a long boring PR pitch just to discover you.

PR takes skill and research which not everyone can afford. If you rather someone else do the PR, hire a good marketing agency in your area and let them create strong pitches for you. Most marketing agencies have in-house PR experts who can assure you a media release that gets read.

About Revive Projects

Revive Projects is an award-winning Melbourne-based leading Marketing Agency with years of expertise in franchise marketing, Health & Fitness marketing, Mainstreet marketing and Distribution-based marketing.
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