

Designed to provide the fundamentals to launch a publicity campaign.

Do-It-Yourself Publicity: For Those Too Cheap Or Too Broke To Hire A Publicist

**Buy The Complete Version of This Book at
Booklocker.com:**

<http://www.booklocker.com/p/books/2390.html?s=pdf>

DO-IT-YOURSELF PUBLICITY
FOR THOSE TOO CHEAP OR
TOO BROKE TO HIRE A PUBLICIST

Phyllis Caddell-M

First Edition



Do-It-Yourself Publicity: For Those Too Cheap or Too Broke to Hire A Publicist

Phyllis Caddell-M

Edited By: Lithobit Publishing

ISBN 0-9770745-1-x

Cover Design by Two2TangoDesign, two2tangoworks@earthlink.net
Production Design by Tamburello Productions, r12n@earthlink.net

For speaking engagements, consulting, publicity workshops,
or to subscribe to the Do-It-Yourself newsletter

Please log onto www.phylliscaddell.com

Do-It-Yourself Publicity: For Those Too Cheap
Or Too Broke To Hire A Publicist

Published by Lithobit Publishing

120 N. Orange Grove Blvd., Pasadena, CA 91103 USA

Copyright 2006
Phyllis Caddell-M

All rights reserved.

3

THE POWER OF PUBLICITY

Today nothing is exclusive. We live in a cookie-cutter world and it's getting less creative everyday. Think about it. How many black BMW's and Range Rovers can you count on the street in one day? How many times has the same music track been recycled for a different recording artist? Why are so many entertainers morphing into each other and so many young girls trying desperately to look like Beyoncé or Britney Spears? Where is the originality? The freshness? It's very limited and that is one reason why a good publicity campaign, implemented effectively and creatively, can make a world of difference. Or at least get you noticed.

The effective publicity campaign can convince an audience that bikinis are popular to wear in Wisconsin. In December! It's about positioning, timing and convincing, and with proper publicity many opportunities become available.

The power of publicity is amazing if you know how to use it to your advantage. Recognition or publicity is vital in every area of business including law, medicine, art, beauty, fashion and technology. Because there are so many professionals seeking exposure (radio airtime, TV and publication placements) mediums are bombarded for the same slots. Before getting in the game, your service, product or company should represent you in the most professional, creative way possible.

Exposure in the print and electronic mediums, for example, can favorably position you, your product or service tremendously. It will also boost the volume of business, or provide information that may sway the consumer to patronize your service or business rather than your competitor.

The average consumer who is exposed to a business or service through foot traffic is likely to try the service once or twice. But the consumer who reads a published article, about a business or service, in the local or national paper is more likely to choose this hands down. Why? The average consumer is conditioned to believe that what they read in a feature of a notable publication, or what they see on television is the truth. If it's in the media it's instant validation.

If you read about a doctor who specializes in hair transplants and the article lists testimonies of former clients with before and after photos, you would probably be more apt to patronize this company more so than the hair transplant salon you saw in an ad with before and after photos. How do you know the ad is real? The doctor could have had any graphic artist manipulate the before-and-after photos.

The same goes for TV. Would you buy a thirty-minute teeth whitening product advertised on a commercial or infomercial, or would you buy the same type of product after Oprah try the product on live TV, and her teeth turn whiter within the one-hour show?

Now do you understand what I mean? When it comes to publicity the type of placement is very important.

7

UNDERSTANDING THE MEDIA

Your objective as a DIY publicist is to get media attention but before that can happen you must understand the media thoroughly. What some don't realize is that media is being pitched daily by so-called publicists who don't know the format of a particular publication or TV show. It's not unheard of if a TV producer asks, "Have you seen our show/?" And what could be more embarrassing is if the publicist answer is, "No." Not only embarrassing but a missed opportunity due to lack of research.

I'll never forget when I was just starting out as a publicist and I called an editor, on the wrong day and time, at a major newspaper and he chewed me out! He explained why he wasn't going to talk to me and how I disrespected his time and that if I knew anything about the newspaper I would have never called him at that particular time. Although I wanted to hang up in his face I stayed on the line and took the abuse. After that day I researched every media outlet before I even attempted to pitch an editor or anyone at any media outlet.

As a DIY publicist you must know what the channels of communication are and how they function.

Selection of the most effective ways to communicate in a public relations campaign is a crucial part of strategy. The DIY publicist must decide which media are most suitable for reaching the desired audiences and attaining the objective. When it comes to publicity there are two audiences: the buying audience and the media audience.

The buying audience is individuals who purchase your product or service. In

publicity you must identify your potential customer and find out who is buying what you're selling. If you're a nutritionist your audience will be mainly overweight and health conscious people.

The media audience is members of the press who will publicize your product or services. Once you've identified your buying audience you need to determine which media outlets will reach them. So if the nutritionists' target audience were overweight and health conscious people, the target media would be publications such as *Fitness*, *Shape* and *Weight Watchers*.

Whereas a spa owners target audience would be spa goers and women of leisure, and the target media audience would be *Spa Finder*, *Towne & Country Travel* and *Spa Magazine*.

A successful DIY publicist must know how the media operate in order to use them effectively in distributing a message. You should understand how to approach each media and to meet its requirements. You'll need to identify the specific audiences you hope to inform and influence. And you must determine which media are best for each publicity campaign.

A few general guidelines for matching media and audience are as follows:

- Print media are the most effective for delivering a message that requires absorption of details by the receiver. Printed information can be read over and over again and kept for reference. Newspapers are the fastest with the most widespread impact. Magazines, while slower, are better directed to special interest audiences such as trades and professional groups. Books take even longer but have a tremendous influence.
- Television has the strongest emotional impact of all media. Its visual

power makes situations seem close to the viewer, and personalities on TV create an influence that print media cannot.

- The greatest advantage of radio is flexibility and the ability to reach specific target audiences. Messages can be prepared and broadcast on radio faster than on television. And because there are ten times as many radio stations as TV stations, audience exposure is easier to obtain.

So when is it a good time to contact the media? There is no one format to follow but to make things easier keep a list handy with specific notes for each media contact. This will save you a lot of time and embarrassment. More so, this may save a relationship before it gets started.

Once you have established a relationship with each individual you can begin to set your own rules. To this day I think about my embarrassing and unforgettable experience and still don't know why the guy answered his phone if he was on deadline. Whatever the reason, it taught me a valuable lesson at an early stage in my career.

The media is busy! If you call them on the wrong day expect the worst. You're liable to hear the dial tone or a very annoyed voice on the other end of the phone. Or you may experience blatant rejection as, "No I'm not interested." Which could be avoided if you do your homework. Study your outlets. Know that The Style Network's *Style Star* only feature celebrities and that the ABC network morning talk show *The View* rarely book unknown talent unless they are featuring up and coming comedians on a certain day. And let's not forget radio. There are a lot of morning drive talk shows local, regional and syndicated where the same rules apply. Study your outlets and know them well.

No one is perfect and even the most savvy publicists fall short. As a DIY publicist at all cost try to avoid the following mistakes when working with the media:

- Treating all media--TV and radio, editors and reporters--the same. Learn the different roles and media types, and adjust your media relations accordingly.
- Pitching more than one journalist at a media outlet and not telling them. Don't play this game.
- Pitching exclusives that aren't. Don't.
- Writing press releases that are too long and are not newsworthy. Keep it one page and keep it simple.
- Putting your name in a release and then not being available to take calls. Duh.
- Pitching information or people you can't deliver. Check availabilities before pitching.
- Pitching an outlet blind. Not knowing what the outlet covers can really look bad.
- Not being prepared when pitching verbally. Don't speak to the media unless you're ready.
- Calling on deadline. Once again, do your homework and make sure you know the right times to call.

Designed to provide the fundamentals to launch a publicity campaign.

Do-It-Yourself Publicity: For Those Too Cheap Or Too Broke To Hire A Publicist

**Buy The Complete Version of This Book at
Booklocker.com:**

<http://www.booklocker.com/p/books/2390.html?s=pdf>