



## Get Some PR Buzz

### Think like a reporter.....

**How can your organization get its share of good, positive press coverage in 2008?** Think like the people who cover the news in the newsroom. What types of stories are covered in local newspapers, television stations, radio programs, Internet web sites, blogs, and others in your area? Make notes of what news items are covered and when.

**Convey a great story.** The media directs its messages to people, and for the most part, audiences want to hear a good story. Depending upon the geographical area covered, a newsroom is inundated with hundreds of press releases at a time. With so many press releases covering the desks of editors and reporters, yours must have a compelling story that prompts them to decide that their audience will be interested in it.

**Newsworthiness counts.** Every time an organization prepares a news release, ask: “Is this newsworthy?” “Who will want to read it?” “How does our news story affect the public?” By answering these questions, you quickly begin to determine those that may be newsworthy and possibly picked up by the media from those that will be shelved. Quality news releases and valuable stories will get the attention of the reporters, editors and producers.

**Get to know the reporters.** They may be looking for a good story to cover, especially if their editor has given them a mandate to investigate a news piece with a particular slant. Timing is everything. Develop a relationship with a reporter, who covers a section of the newspaper where human-interest stories appear frequently.

**Provide real news stories, not fluff.** Always remember that reporters want to receive real news and usable stories. Good news stories will capture the attention of reporters and get them to take the next step to contact your organization and cover the news piece or print the story as an article based upon information provided in the press release. Cranking out a stack of press releases every month that does not convey good, hard news will not make the cut on the editor’s table. This only leads to a negative response.

**Be accurate.** Help the reporter get the job done and tell the story accurately. An organization should have basic information about its mission, services, programs, and contacts in a media kit. When appropriate, let the reporter know that a media kit is

available. Before sending any information to the media, all materials should be reviewed carefully for accuracy, currency, and consistency.

Pitching stories that are newsworthy, clear, and concise with the relevant information provided helps reporters create articles that their audiences want to read and creates ongoing, positive relationships with the media. Organizations that use these techniques and understand what the newsroom wants will get their share of publicity.

### **About Luhrs & Associates**

Luhrs & Associates provides creative marketing, public relations, and management solutions. Clients include celebrity Ron Ananian The Car Doctor™ heard nationally on WOR Radio, businesses, schools, arts groups, and non-profit organizations. Results are achieved with polished marketing, public relations, and publicity strategies, plans, materials development, and campaigns to multi-language media; expert community outreach; program development and management; article development and placement; grant maker research, and winning grant proposals.

### **Contact Luhrs & Associates**

(201) 592-9126, [luhrsandassoc\[at\]verizon.net](mailto:luhrsandassoc@verizon.net), <http://www.npocentral.net/JoyceLuhrs>