

The News Media Want To Give You Free Publicity:

By George McKenzie

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George McKenzie
george@get-free-publicity.com

Academy Of Marketing And Advertising <http://www.free-publicity.com>

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All You Have To Do Is Make The Right Offer...

By George McKenzie

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Have you ever had that nightmare where you're standing in front of an audience and your mind is blank. It's time to say something, but you don't know what--and all these people are staring at you, waiting.

People in the news business--radio, TV, and print--have a real life variation of that nightmare.

It's called a "slow news day."

Sometimes, the most energy-draining, gut-wrenching days for a journalist are those days when not much is happening. Because on those days you still have to fill the time or space with SOMETHING. And finding something isn't always easy.

Slow news days give you a huge opportunity to be a hero with your local media folks--and also get hundreds or even thousands of dollars worth of free publicity for yourself in the process.

Here are some "news gimme's"--items you can provide to the media with a high probability of getting your name mentioned--at the cost of just about \$0.

*Offer a "local twist" to a national story. If you see a feature on the national news that relates to your expertise, call the station where the story aired. Mention that you can give them examples of the very same situation happening right in your community. In all likelihood, they'll ask to interview you as part of the story.

*New technology or trends stories. My wife and I once got a front page color picture in a big city newspaper when we opened a sandwich shop inside a gas station. You see them everywhere now, but back then it was a brand new thing--and that made it newsworthy.

*Tip Sheets. Great fillers! Make sure they're not dated, then package them in a brief but creative news release--one that positions you as the expert who can add some additional insights if needed.

*Polls and Surveys. David Letterman made the "Top Ten List" a cultural icon. In this age of web sites and e-mail, anyone can put together a quickie poll or survey, then publish it. Does it have to be scientific? Not even remotely!

Provide opportunities like these to your local media, and before long they'll actually be calling you on those slow news days to ask if you have any ideas.

It's a win-win. They won't have to worry about the nightmare of having nothing to say when it comes time to say it--and you'll have pleasant dreams thinking about the credibility, positive word of mouth and free publicity you got for helping out.

George McKenzie has almost thirty years experience in radio and TV. His work has appeared on ABC, NBC, CBS, ESPN and CNN, and he currently hosts several radio talk shows in San Antonio, Texas.

George is the founder and CEO of The Academy Of Marketing And Advertising, <http://www.get-free-publicity.com> . He invites you to subscribe to the Academy's free ezine, Get Free Publicity, at <http://www.get-free-publicity.com/subscribe.htm> .

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