

NewsReleaseDirect™

Generating Powerful Media Publicity for Active Organizations

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Powerful News Release Topics That Get Results

Every business, organization, entrepreneur, writer, artist and musician generates news. Turn **your** stories into powerful publicity that will increase awareness, activity and revenues. You can think up many creative ideas for news releases. Following are some of the most proven topic ideas that generate consistent media coverage.

New products, technology, new books, CD's or services: Any time your company offers a new product or service it is big news. You've worked hard to bring this product to fruition. This is a time to make sure that you receive a fanfare for its introduction. If your product or service is more technical and does not have general appeal it still will be newsworthy to your local and regional outlets because the story is about your company or organization, and as a member of the community. will be of interest to your immediate region.

If your product or service has general mass appeal (such as an automobile product, a new music CD or a new health product) announce it on a national basis.

Provide Expert Information: You are experts at what you do. This puts you in a position to provide advice and helpful information to others. Use your expertise to share this information and become positioned as the expert in your field. Your advice in a news story creates credibility for your business. When people read your story they will often follow-up and contact you to get further information and advice. This is one of the most powerful marketing methods that you can use to galvanize your position as a leader in your field. Use it.

Offer Something Free: People love it when they can get something of value for free. You may have a publication of helpful information, a free map of the area or a computer CD with articles, information or useful templates people can use in their home or business. Offer it for free and watch the responses roll in. NewsReleaseDirect has distributed "free information" releases that have brought in tens of thousands of requests all across the nation. Take advantage of this powerful tool to get yourself known. People will love you.

Expansion, growth or increased capacity: Whenever your company grows, expands, or creates new jobs, this is news, especially to the local economy and the media reporting on the economy. A news release will provide your audience with the news of your expansion and keep your organization in the public's awareness.

New offices/building: When your new expansion or building plans are first approved, draw attention to them with a news release. Then, when your building is built and ready to occupy, announce the opening. Let the community know that your business is expanding or moving, especially when you add new employees to your workforce. A local or regional news release distribution works perfectly for this type of news story.

Grand Openings/Events: If you are opening a new business or a new location, a Grand Opening Event is a sure way to generate attention. Promote it with a news release. You may want to hire a local event planner who can orchestrate all of the many details to make your Grand Opening a success. Make sure to notify and invite the media at least 2 weeks prior to the event.

New staff, board members or appointments: Whenever you hire an individual who will be instrumental in the operations of your company, introduce them to the business community and the public. Provide professional and personal information about the individual highlighting their achievements and the positive attributes they will be bringing to the community.

Milestones and Anniversaries: Companies and organizations continually reach milestones and have anniversaries that are fun and interesting to the public. You may have been in business for one year, 3 years, 5 years or 50 years...it's an anniversary. You may have served your 10,000th customer or just become the largest producer of widgets in the state. Celebrate by sharing this news with your audience. Send out a news release.

Promotions/Certifications, Awards and Ceremonies: Any time that someone in your organization is honored by an award, a commendation, a certificate of completion, a proclamation, a key to the city, a recognition, or some other affirmation, take advantage of the opportunity to build the image of your organization (and the

individual) by putting them in the spotlight and allowing everyone to applaud. You will feel good, the individual will feel honored and the public will feel positive about their achievement and your organization.

Awards and recognition of employees: Sometimes your company may present internal awards of accomplishment or merit to an employee(s). Perhaps you have an awards ceremony where these individuals are honored. Make sure that you bring these demonstrations of excellence to the attention of the people in your community, state or region.

Company Accomplishments: Reaching new heights such as record sales, production records, customer satisfaction survey results are news and a great way to receive publicity. As your company or organization grows and expands its reach and services, you will be attaining higher levels of achievement. Your successes should be recognized by your community, state or region. As you reach these new levels share the news. Your customers will be watching and your competitors will be jealous.

Social or Cultural statements: Your company may have official announcements or proclamations to make from time to time. Sometimes your company or organization may want to take a public or political stand on an issue that affects the community, state or nation. Make a media statement and position your organization as a leader that concerns itself with the important issues of the day.

Unusual events, seminars, rallies: If your company organizes or puts on seminars, activities, rallies or other events that would be of interest to outside individuals and the public, issue a news release announcing the event. Make sure to send the release at least 2-3 weeks ahead of the scheduled event to give the newspaper, radio or TV sufficient time to schedule your release.

If you send your release to magazines be sure to know when they publish (which may be monthly) and provide them with your story or announcement 2-3 weeks prior to their publish date.

Once the event has been held make sure that you distribute a follow-up new release reporting the success of the event, who attended, what happened and other details. Include pictures of people if at all possible. Better yet, if you have established a relationship with your local papers, ask them to send out a reporter and a photographer to cover the event for you.

One sure way to get media attention is to incorporate a visit from a dignitary, politician, business leader, entertainer, athlete or other celebrity into your event. It will generate a lot of “buzz” and public awareness.

Activities or events with non-profit/charitable organizations are powerful image builders. If your company does any charitable work or partners with a non-profit community service organization for the good of the community, coordinate with that organization to distribute a news story detailing the collaboration and the service that you provided.

If your employees raise money for cancer research, spend a day volunteering for Habitat for Humanity, are involved in a Walk-a- Thon, or any number of charitable causes, make sure you applaud their efforts by providing them publicity in the local papers and television. At the same time your organization is featured as the employer of these community minded individuals.

Charitable work is an example of all that is wonderful about the American spirit. Celebrate these efforts and the dedication of all who spend there time and energy in helping their neighbors.

Other ideas:

- Write to provide information and relevant news.
- Tips Articles: Offer simple advice exemplifying your expertise.
- Relate your story to social or cultural trends (or controversy).
- Key in to holidays and special occasions.
- Tie in to local events, people, places, culture and history.
- Look for the human interest angle, keying into emotions and passion. Touch people’s hearts and make them feel.
- Look for articles that are published, **imitate** their style and approach and **innovate** your own unique angle and story.