

# **How to get Free Publicity in News Media**

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# What News Media look for

- Give the News Media what they want and they will project your story
- What they want:
  - News Angles
  - Interesting visuals (Print, TV, Internet)
  - Soundbites (say something interesting, interestingly)
  - Interesting Interviewee, including hunks and babes

# **What you are up against**

- Competition from other newsmakers
- Limited “news hole”
- Skeleton crew on weekends
- Community seen as “soft” beat
- A lot of effort for brief exposure

# News Angles

- 1. Government-related news
- 2. New and Novel
- 3. Babies and Children
- 4. Animals
- 5. Celebrities and VIPs
- 6. Superlatives and Records
- 7. Charity
- 8. Anniversaries
- 9. Surveys
- 10. Flavour of the Month
- 11. Good Visuals
- 12. Tragedy
- 13. High Drama
- 14. Court Stories
- 15. Fashion
- 16. Sports
- 17. The Arts
- 18. Money
- 19. The Numbers Game
- 20. Self-promotion
- 21. Ethnic
- 22. Travel
- 23. Health
- 24. Education
- 25. Inspirational/hero
- 26. Nationalistic
- 27. Nudity

# Your tools

- Prepare a News Release
- Address it personally to the target reporter
- Send it 3 days before your event
- Customise your message to match the target media's interest, eg
  - Chinese media, highlight Chinese elements
  - TV, highlight visuals

# Do's and Don'ts

- Timing is important
  - Print media is an accordion
  - TV media friendly on weekends
- Focus is important
  - News Angles customised to target media
- Be patient with uninformed media
- Don't expect control or PR