

- Gain an edge over your competitors
- Enhance your credibility and prestige
- Get your message across without the expense of advertising
- Create goodwill in your community

Free publicity

Reading an article about a product or seeing a story on the news can have more credibility but there are no guarantees your story will get a run.

One of the unique characteristics of publicity is that you have little control over whether your media release or news conference will be covered. Editors have complete control over a publicity item. They are the ones who decide if it will be used and they also have the editorial licence to alter or use only part of it.

Coordinated approach

To ensure the success of your public relations campaign, PR objectives should be clearly defined and developed as part of the overall marketing strategy. The best results will be obtained through a coordinated approach to all your marketing, advertising and

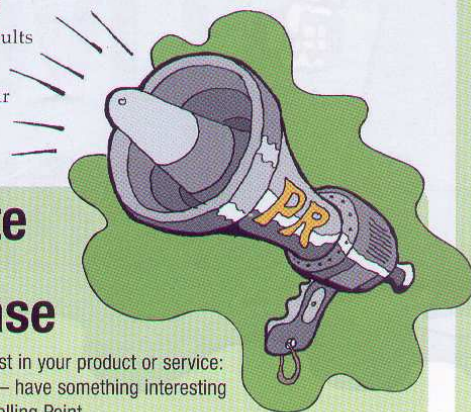
public relations activity. Your key messages, information and branding should be included on all your marketing and PR collateral.

Publicity is a very valuable tool but is often overlooked as a true means of creating interest in a product or service.

Normally public relations is an afterthought to an overall marketing campaign and can represent only a small percentage of the overall budget but it can work very well and produce tremendous results.

Not all publicity will help to increase sales but it can generate public goodwill and promote corporate images, product awareness and help to build the overall company brand. **EB**

Shine Communications Consultancy is an award winning public relations company. For more information contact 02 9555 6952



How to write your own media release

Here's how you can attract interest in your product or service:

- First and most important thing – have something interesting to say – consider the Unique Selling Point
- Write a catchy headline – short, punchy phrase
- Bright opening – strongest point first
- Content – the five Ws – What, When, Where, Who and Why
- Use memorable quotes
- Title it Media Release and always include the date
- Include contact details of telephone, mobile, email and website address
- Use letterhead and keep content to one page
- Send your release to the appropriate person – do your research
- Follow up – media liaison
- Suggest a photo or photo opportunity that will add to the impact of having your information publicised

tips What's public relations?



Public relations includes a variety of tactics that strengthen your credibility, enhance your image or influence public opinion. These tactics, such as;

- speeches
- special events
- promotional activities
- product launches and give-aways
- sponsorship
- newsletters
- reports
- articles and media releases are targeted to an audience.

PR involves communicating;

- who you are
- what you do
- why you do it
- how you make a difference.

If you don't know anything about how to run a campaign yourself then there are experts who can help you. Make sure that you find someone:

- who understands how to make your media release stand out and be noticed
- who has good media contacts and strong working relationships with various journalists and editors.

Free publicity is really misleading as it does cost money to employ an expert to promote your product or to pay a staff member or yourself (time is money) to handle what is involved.

