



NSAA

SPEAKERS

MEDIA GUIDE

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Appendix 1

How to Source Media Outlets

NSAA SPEAKERS MEDIA GUIDE

How to promote yourself as a speaker in your local area

This guide is designed to provide advice that will enable you as a speaker to make the most effective use of the media for your own purposes. For instance, promoting an event, a new publication or video, or simply creating public awareness of issues that relate to your area of expertise.

Raising awareness has many benefits such as:

- increasing the public's understanding of the role of speakers and all they have to offer
- increasing the individual profile of a speaker
- gaining new client leads
- raising the credibility of professional speakers

There are many ways in which you can use the media to raise awareness and increase your profile.

You can establish yourself as an expert with your local media and develop a media profile if you understand the media, have the right tools and have regular and newsworthy information to impart to the media.

THE TOOLS YOU NEED ARE

- A creative mind
- Good writing skills
- A well written biography
- A recent, good quality photo
- An understanding of what makes the news and what the media is seeking

1. WHO TO TARGET

Local newspapers



Identify your local newspaper/s and find out the name, phone number and email address of the Editor/s.

Radio

If you are in a major metropolitan area, there may be a number of radio stations worth contacting. News/talk stations are generally a better target than music stations, as their programming requires more 'stories'. If you are in a regional centre, your local choices are more limited, but fewer people will be pushing for a piece of the action. Don't forget the ABC, but be aware of their strict non-commercial policies. Finally, community radio may not have the mass audience of their commercial counterparts, but you can be sure you're reaching your local market.



You will need to call the radio station to determine the best person to send the release to. Individual shows will have producers and/or researchers and these are your best points of contact.

Local T.V.



To secure television coverage on a local basis your story must be newsworthy. Send your media release to the Chief of Staff or Executive Producer. Best to ring and check with the station prior to sending the release to determine the best person to send it to.

Other

If you feel your story has a more broad-based appeal, you may want to target television programs, metropolitan and national newspapers, and consumer magazines. For industry specific material, trade magazines can be of great benefit.

2. HOW TO SOURCE LOCAL MEDIA

Make a list of the publications and media outlets that you believe may be interested in your subject. Use the Yellow and White pages or directory assistance to obtain their telephone numbers. Call them individually and ask for the name of the Editor (newspapers & magazines); the Chief of Staff (TV) or Producer (radio) and their fax number.

(For broader distribution see appendix A - How to Source Media Outlets)

3. WHAT TO SEND TO THE MEDIA

Regardless of the media you're targeting, you will need a newsworthy media release (see examples in this guide) or, if necessary, a media kit.

The media release/kit should be followed up with a phone call after you have sent it (the same or next day is preferable).



The more newsworthy the article the more likely you are to receive coverage. In most cases media prefer to receive a one page media release. You can send them a media kit with more information on yourself but be warned, they will probably not read it all and pretty packaging usually ends up in the bin!



If you are simply sending a release, fax is still the most common method, though email is becoming increasingly popular. There are advantages and disadvantages to both, although often a fax can be followed up with a phone call and an offer to email the release. Individual journalists have individual preferences, so if possible, find them out!

If you are planning on sending a kit it should contain:

- A well written, newsworthy media release (1 A4 page only)
- A well written, interesting biography (1 A4 page only) – it is best NOT to use the one you may send to clients and Speakers Bureaux as it will tend to be more sales oriented. This will not impress the media. Less is more and humble is best! Tell them your achievements but don't embellish and go over the top.
- A recent photo (see below)
- If you are a published author, send a copy of your book
- Other product such as tapes, videos and CD's may be tossed away so it is best to send those products once you have established a relationship with the media.

Photos

The newspaper may request a photo or may even agree to take one to accompany the story.

If you are supplying a photo you can do so by e-mail (must be 300dpi minimum), transparency or prints are also accepted. The photo must be of good quality, clear and a close-up if possible. A shot of a speaker standing on stage is boring for the media so try and be creative with your photos.



4. HOW TO PITCH YOUR STORY TO THE MEDIA

You will need to write (or have someone write for you) a well-structured, newsworthy media release.

Is your speech “fabulous”? Are you announcing something “exciting”? Does your latest deal “create new synergies”? If so, forget it. Your media release is dead in the water.

A media release is not an advertisement.

A media release is a subtle piece of advertorial: a combination of advertisement and editorial content. The point of advertising is to bring attention to a product, service and cause and turn the reader (watcher, listener, etc.) into a consumer, voter, volunteer or contributor.

A media release may serve to advertise or promote you, your product or your event in the media, but in this case your audience is the media.

Remember: You're selling them a story idea instead of a product.

Journalists tend to have a good command of the English language and get bombarded with press releases and follow-up calls. They hear rhetoric from PR people, corporate executives and consumers all day. They are overloaded with information and that means certain things grab their attention. **Catch-phrases and buzz words simply don't cut it.**

The key to attracting a journalist's attention is simple—tell them the facts.

Answer these questions when writing your media release:

Who?

What?

Where?

Why?

When?

How?



These are the “Five W's” of journalism (plus an H!). The same concept applies to writing a press release. The information contained in the release is the most important thing. It must be concise, accurate, timely and meaningful.

5. HOW TO WRITE A MEDIA RELEASE

- Stories must be **typed**
- Title the page '**MEDIA RELEASE**' and **date** it.
- Give the story a **short** and **catchy** headline
- Give a summary of the story in the first paragraph, make it as **interesting** as possible. Ensure that the **who, what, when, where, how** and **why** is covered (preferably in the first paragraph.)
- Use a maximum of one or two sentences per paragraph.
- Keep the story **short and to the point**, it should be no longer than one A4 sheet.
- Write **facts**. If opinion is used it must be sourced, for example use quotes "....." said Mr. Smith.
- At the end of the release give **contact numbers** for you, so interested parties know who to contact for further information.



6. STORY ANGLES AND IDEAS

The most successful releases are those that contain any of the following angles:

- Survey information (see example media release 1)
- Statistics
- Latest trends
- Celebrity links
- Industry news
- Awards
- Success stories
- Any 'firsts'
- Controversy
- A list of tips/golden rules/mistakes (see example release 2)



SAMPLE MEDIA RELEASE 1

Media Release

March 1st 2002

Contact xxxxx

Surprising Results From Survey Of Business Women

Businesswomen today do not believe in the 'glass ceiling' and many have never considered it an obstacle. That's the word from over 1200 women who took part in an on-line survey that sought to find the biggest barriers to women getting ahead in business.

The survey conducted for International Women's Day by Candy Tymson, a business communications expert in association with the Australian Businesswomen's Network, highlighted some surprising results.

"One of the main aims of conducting a survey was to see the difference between the well established baby boomers and the up and coming generation X," said Candy Tymson. "To our surprise there was very little difference in the under 35's and over 35 age groups in what they identified as the barriers to getting ahead in business."

Both age groups identified that lack of self-promotion was the major factor that holds them back.

"It is people's assumption that the traditional boys club has provided the biggest resistance to the upwardly mobile female. What our results show is that women recognise that they are their own worst enemy," continued Ms Tymson.

In responding to the question: What do you think is the biggest barrier to women getting ahead in business today

- 37.85% lack of self promotion
- 19.36% having children
- 18.78% outside work commitments
- 18.6% gender discrimination
- 5.41% said other women.

"Women are concerned that they are not promoting themselves enough and I believe this comes from an inbuilt belief that it is not appropriate to beat your own drum."

According to Suzi Dafnis, National General Manager of Australian Businesswomen's Network "women get so caught up in the day to day tasks of their work that promoting themselves and their achievements gets put on the bottom of the pile. The ABN is an organisation that helps women promote their businesses and we actively encourage our members to participate in the educational workshops that provide information on promotion and marketing."

A massive 45.42% of the respondents to this survey said the reason they were working was because they feel a sense of achievement followed by 19.22% who are seeking career development.

"The fact that most women today see their own lack of self promotion, rather than the traditional 'glass ceiling' as the major barrier to them getting ahead in business shows how much women have moved on " Ms Tymson concluded.

Ends

Candy Tymson is based in Sydney and is a former Lady Mayoress of Sydney. She has more than twenty-five years experience in public relations and marketing; is a professional speaker and trainer; the author of three books (including the best seller *Gender Games - Doing Business with the Opposite Sex*) and an experienced and dynamic media personality.

For more information or to arrange an interview with Suzi Dafnis or Candy Tymson, contact xxxx at Mediaworks International on (02) 9662 4911

Media Release

August 1st 2001

Contact xxxxx

The Eight Golden Rules Of Property Investing

While Australian's are passionate about the concept of owning 'bricks and mortar' very few really understand the rules of property investing. According to international real estate investor Dolf de Roos, people make some huge and ultimately costly mistakes when they enter the property investment game.

Dolf de Roos started investing in real estate as an undergraduate Engineering student in New Zealand and now invests in New Zealand, Australia, North America, Asia and Europe.

"People need to understand the difference between owning their own home and using property for investment," says Dolf de Roos. "Different rules apply and they must be followed if you want to be a successful property investor. I tell people that property is not just as good as other investments, not just a little bit better, and not just a lot better than other investments, but tens or even hundreds of times better than other investments but they just don't believe it. That's because they are not doing it right!"

1. Investment properties are a totally different game

Never choose an investment property using the same criteria that you would use to buy your own home.

2. Always buy from a motivated seller

The more motivated (read desperate!) the seller, the better the deal will be.

3. Fall in love with the deal, not the property

One to the biggest mistakes investors make is when they buy into an investment property not on the basis of returns, but because they "absolutely adore that cute little property." When it comes to an investment property leave the emotions behind.

4. Never be the first to name a figure – that person always loses

Play your money cards close to your chest.

5. Be counter-cyclical

Don't do what everyone else does! The most successful property investors buy when everyone else is selling, and bide their time when everyone else is buying.

6. Always try to buy with zero or little down

For years we have been told by our parents to "pay off your debt". We have this natural inclination to want to get rid of our mortgages. Putting in a lot of cash does not make good investment sense.

7. Seldom Sell

In general people who sell their properties never do as well as people who just keep hanging on to them.

8. The Deal of the Decade comes along about once a week

If you believe that great deals do not really happen, then you will not see one even if you fall over it. The more good deals you see the more you believe they exist.

Dolf de Roos will explain these rules and other insights into the power of investing in real estate when he tours Australia throughout September. Dolf's book *Real Estate Riches* is a part of the *Rich Dad's Advisors Series* and is distributed by Tower Books. It has sold over 35,000 copies in Australia and New Zealand RRP \$23.95 Available in all good book stores.

Ends

For more information or to obtain a copy of *Real Estate Riches* by Dolf de Roos, contact xxxx at Mediaworks International on (02) 9662 4911

**Media Release
March 1st 2002
Contact xxxxx**

DIARY NOTE

Robert Kiyosaki to tour Australia in May

International best selling author and educator Robert Kiyosaki will tour Australia throughout May conducting a series of 2.5 hour presentations and a three-day workshop catering to anyone who wants to learn more about investing and becoming rich.

Robert Kiyosaki is the author of five bestselling books including Rich Dad Poor Dad and the recently launched Retire Young Retire Rich. Over the last four years Rich Dad Poor Dad has sold over 10 million copies worldwide in over 38 languages and it continues to be one of Australia's best selling books.

In the lead up to the tour Robert Kiyosaki will be conducting a survey on how Australians have planned for their financial future. He will be questioning whether Australians really understand what they need to do to ensure they will be financially secure after they retire. The results of the study will be available by the 9th of May.

If you would like to arrange an interview with Robert Kiyosaki please contact xxx at Mediaworks International on:

Phone: 02 9662 4911

Mobile: 0412 164 333

Email: info@mediaworksinternational.com.au

Tour Dates

9th May – 24th May 2002

How to prepare for an interview and develop a media profile

1. KNOW YOUR STRENGTHS

What are you an expert in? What is your specific area of expertise? What unique services or information can you offer? Position yourself as the expert.

2. CLARIFY YOUR COMMUNICATION OBJECTIVES

What do you want to achieve? To provide information? To build a profile? To influence public opinion? Personal marketing? Marketing or launching a new product or service? Determine these objectives and deal with them in order of priority.

3. DEFINE YOUR TARGET AUDIENCE

Who is your target audience? General public? Customers? Competitors? Suppliers? What age are they, what level of education, what beliefs and values, geographical location, how do they use the media? Your target audience should match that of the media you target and you need to approach them both accordingly.

4. IDENTIFY THE BEST CHANNELS OF COMMUNICATION

What is the best way to reach your target audience? TV, Radio, Internet, newspapers - local or Statewide, specialist or generalist, industry publications, community newsletters?

5. WHAT IS YOUR KEY MESSAGE?

Distill what you want to say into three key points. Work out the best time to deliver this message and who will deliver it.

6. BUILD YOUR CASE

What are the features, advantages and benefits of your message for your target audience? What evidence and proof do you have?

7. WHAT IS THE HOOK?

What will make your message or news release stand out from the rest? Be creative. Use a press release to control the information flow.

8. DEVELOP LONG-TERM RELATIONSHIPS WITH THE MEDIA

Visit and meet them face to face. Network and get to know them. But on the other hand – don't drive them crazy either! Offer tickets to events, a copy of your book or other merchandise if they're interested. Don't be seen to be bribing them to run your stories.

9. USE THE THREE GOLDEN RULES TO PERFORM AT YOUR BEST

Know Your Topic, Be Prepared, Relax.

10. SEEK PROFESSIONAL HELP

For maximum impact, effectiveness and value seek the advice of a media and communications professional and keep updating your skills.

Appendix 1

HOW TO SOURCE MEDIA OUTLETS

For localised media coverage, the simplest approach is to research the names and contact details of the local papers, radio stations and television (if appropriate). This can be easily done using phone directories and asking the receptionist for the key contact people – producer, editor, chief of staff etc.

If you are embarking on a widespread campaign, or if your target audience varies geographically it may be necessary to use commercial media guides and/or distribution channels.

Below is a summary of the current alternatives:

1. MEDIA GUIDES

There are a number of media guides available and they vary in price depending on your requirements. Mediaworks International recommends Margaret Gee's Australian Media Guide.

The Media Guide outlines most of the media contacts in Australia for Newspapers, Magazines, Television, Internet media and Radio. The Guide also indicates circulation figures, frequency, editor, specialist writers and base advertising rates are provided for newspapers, magazines and newsletters.

There are three editions of the Guide distributed annually and the cost for the 12 month subscription is \$395.

More details are available by contacting the publisher:

Crown Content

Level 1, 141 Capel St

North Melbourne Vic 3051

Ph: 03 93299800

www.mediaguide.com.au

e-mail mediaguide@crowncontent.com.au

2. MEDIA MONITORS MEDIADIRECTORY

Mediadirectory is Australia's most comprehensive and authoritative hard copy media directory.

The only hardcopy Australian media contact guide that is revised and reprinted monthly, Mediadirectory updates you on the ever-changing media.

Making an average of 1000 changes per month, names, addresses, phone, fax and email details are current for personnel at all Australia newspapers, radio and television stations, magazines, the ethnic press, as well as for overseas media representatives based in Australia.

This desktop directory is tabbed, coded and contains an easy to use index. Available in national or state editions, Mediadirectory can be supplied for a particular month, or monthly, bimonthly, quarterly or biannually by subscription.

For more information www.mediamonitors.com.au

3. ONLINE DISTRIBUTION SERVICES

Both AAP MediaNet and Media Monitors offer a paid distribution service of media releases.

AAP MediaNet

Australian Associated Press is owned by the major Australian media groups and AAP MediaNet can distribute your media release on the news wires. When using the wires, media releases go directly to journalists' terminals, giving them the opportunity to examine an unedited version, manage the text to suit their needs and archive for future reference.

Distribution options:

- AAP news wires
- Fax
- Email

Distribution: broad target capabilities

- National
- International

Distribution to:

- MediaNet's media lists
- Personalised client lists

For more information www.aapmedianet.com.au

Media Monitors distribution

Media Monitors offers two methods for distribution:

1. TAB - Media Monitors provides a simple and quick method of sending media releases via a tick a box selection of media and specialty areas through out Australia.
2. Mediadisk - is an automated service, with assistance in delivery to Major Media throughout Australia.

For more information www.mediamonitors.com.au

Video News Release (VNR)

A VNR presents news about an event or an announcement. Sent to news stations for release, VNRs provide local TV stations with news content while providing our customers with inexpensive publicity in the news format.

The production of VNRs assists communications by boosting awareness of events, influencing the way that an event is reported on television and, of course, raising the profile of an organisation or product. Media Monitors produces VNRs for clients and distributes them to targeted TV stations.

