

Publicity Made Simple

2005 National LTCi Producers Summit

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Kansas City

Why Do Publicity?

Publicity *makes* products famous.
Advertising *keeps* them famous.

Why Do Publicity?

Publicity builds credibility in the arena of public opinion in a way paid advertising cannot.

Why Do Publicity?

- Increases the credibility of your sales message
- Extends the reach of advertising
- Cost-effective

Why Do Publicity?

One American in ten
tells the other nine how to vote
where to eat, what to buy.
They are “Influencers.”

Why Do Publicity?

Influencers are 11% more likely to turn to their insurance agent for advice and expertise on financial matters.

Why Do Publicity?

Influencers are 13% more likely to recommend insurance to others than the average American.

Why Do Publicity?

Influencers are more voracious consumers of news than the average American.

Publicity Made Simple

Agenda

Understanding the News Media

What Makes a Story Newsworthy?

Print vs. Broadcast

Ways to Reach the News Media

Story Control

Crisis Communications

Resources

Understanding the Media

Who Are the Media?

- Smart
- No-nonsense
- Curious by nature
- Self-interested by profession

Understanding the Media

What Do They Want?

- News
- Responsiveness
- Honesty
- Preparedness
- Respect

Print vs. Broadcast

- Print media can deliver a complicated message.
- Broadcast needs sight & sound to make the story work.
- Print journalists can work by phone.
- Broadcast journalists inject themselves into the story.

Ways to Reach the News Media

- News releases
- Media advisories
- Letters to editor

News Releases

Statements of facts about a product, issue or event that affects the media's readers, viewers or listeners.

News releases

The news media receive hundreds
of news releases every day.

What Makes a Story Newsworthy?

- Timing

What Makes a Story Newsworthy?

- Timing
- Significance

What Makes a Story Newsworthy?

- Timing
- Significance
- Proximity

What Makes a Story Newsworthy?

- Timing
- Significance
- Proximity
- Prominence

What Makes a Story Newsworthy?

- Timing
- Significance
- Proximity
- Prominence
- Human Interest

New Releases

How to Write One

1. Prepare the news release on company letterhead.
2. Start with DATE, CONTACT NAME, CONTACT INFORMATION, and the RELEASE DATE. Write “FOR IMMEDIATE RELEASE” underneath if the issue is timely.

New Releases

3. Write a headline that summarizes the news. Use at least one action verb.
4. Present the following information in descending order of importance:
 - Who
 - What
 - When
 - Where
 - Why
 - How

New Releases

5. Start with most important facts in a two- or three-sentence introductory paragraph. Gives details in middle paragraph(s). Least important information should appear near the end. Last paragraph is standard information about the company (boilerplate).

New Releases

Suggestions

- Keep it short (1-2 pages).
- At the end of the news release, type “-30-” to let the reader know the story is over.
- Avoid self-serving comments and phrases, unsubstantiated comments and phrases and use of superlatives.

New Releases

Suggestions

- Anything that can be argued should not be stated as fact without attribution.
- Use quotes to make the news come alive.
- Avoid jargon (or explain it).
- Use real life examples.
- Tie your story to current events or social issues.

Examples

- Americans Unprepared for Cost of Long-Term Care
- Studies Show Americans Want to Receive Long-Term Health Care at Home
- Americans May Outlive Their Long-Term Care Insurance

News Release Turn-Offs

- It is not about anything newsworthy.
- It reads like an advertisement.
- It uses hype and exaggerations.
- It is too long.

Ways to Reach the News Media

- News releases
- Media advisories
- Letters to editor

Media Advisory

Used to alert the media about
an upcoming event.

Media Advisory

How to Write One

1. Prepare the news release on company letterhead.
2. Start with DATE, CONTACT NAME, CONTACT INFORMATION, and the RELEASE DATE. Write “FOR IMMEDIATE RELEASE” underneath if the issue is timely.

Media Advisory

3. Give bulleted information on Who, What, When, Where, Why and How.

Media Advisory

- What:** Seminar on Long-Term Care Insurance
- Why:** More than 70% of older Americans will require long-term care, yet less than 10% currently have insurance.
- Who:** Jim Smith, Physicians Mutual
- When:** Thursday, October 27, noon
- Where:** Marriott Hotel

Ways to Reach the News Media

- News releases
- Media advisories
- Letters to editor

Letters to the Editor

- Offer an opinion on an issue or a trend related to long-term care insurance.
- Include facts and statistics on why readers should care about it.
- Conclude with a call-to-action.

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Story Control

The Interview

- Be prepared.
- Know your key messages.
- Anticipate key questions.
- Anticipate negative questions.
- Learn to bridge from *their* question to *your answer*.

Story Control

What Makes You Credible?

- Factual information, honest response.
- Saying “I don’t know” when you don’t.
- No “off the record” remarks.
- Respect for the reporter’s intelligence, job and time.

Preparing for an Interview

Determining Key Messages

- What am I trying to tell or sell?
- What do I want the reader/viewer to remember?
- Do these messages pass “the red face test?”

Preparing for an Interview

Key Messages

- Keep them short, simple.
- Avoid jargon.
- Use anecdotes to illustrate.
- Be enthusiastic.

Preparation for an Interview

Use the
Pre-Interview Checklist

Preparation for an Interview

Prepare for the Tough Questions

- What's the worst question?
- Prepare your answers.
- Practice – then practice some more.

Preparation for an Interview

Use Supporting Information

- Company facts, statistics
- Industry facts, statistics
- Trend data
- Anecdotes
- Other references/resources

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Crisis Communications

Situations

- Allegations of bad business practice by a local policyholder
- Negative media reports about your business
- Natural disasters

Crisis Communications

The media will cover a crisis
whether or not you cooperate.

Your responsibility is to ensure that the
information reported is accurate.

Crisis Communications

1. Obtain the facts quickly. Provide as much information as possible as soon as possible.
2. In the absence of information, do not speculate. Say, “I don’t know, but I’ll find out.”
3. Do the right thing. Tell the media what you’re doing to right a wrong or show concern for those affected.
4. Punt to your company’s Corporate PR Person.

Resources

- www.publicityinsider.com
- Strunk & White, Elements of Style
- Local chapter of Public Relations Society of America (PRSA)
- Local PR or advertising agencies

Questions?