



## **Free publicity that people believe!**

---

PR promises much but can it deliver? The essential sentiment of my headline is absolutely true, PR (Public Relations) is, to all intents and purposes, free publicity because it forms part of editorial content. Whatever magazine, TV programme, newspaper, radio broadcast or website you may see, read or listen to, the content will be put together and edited in order to give you the things you want. This is in order to secure your continued reader/listener/viewer ship. The more relevant the editorial content is to its audience the more loyal that audience will become.

Comment, therefore, becomes very powerful in well-subscribed media. Readers and viewers, used to seeing comment they know and trust from a particular source are far more likely to believe what they see when it is published in their media.

So how about you? How do you get to become one of the lucky few that benefit from such a powerful form of communication?

Getting FREE column inches

For mass media, Newspapers, Radio and TV, all you need is a great story, preferably with a huge element of human interest and a captivating photo opportunity all coupled with a slow news day. The chances of all of this coming together at once are very slim for most businesses which is why they employ the services of PR Agents and Agencies.

These people are skilled in pitching a story in the best possible light. They have generally been journalists, or at least studied journalism to some level and understand what an editor is looking for in a story. This means they will know how to position your story, how to weave in human interest and conjure up photo opportunities. Most of all, they will most likely be connected and in PR there is no substitute for contacts.

Simple isn't it?

No, actually it is an art in itself. You probably know your thing inside-out and backwards, you probably also know all of the great reasons why it is newsworthy. The editors don't and if you don't make it interesting and/or news worthy, it won't see the light of day.

The rules are easy enough: A catchy story line, some human interest and a photo opportunity. Getting all of these things together in a manner that is salacious enough to tempt an editor is quite another thing altogether!



If you don't have the cash to employ the services of a PR agency, try a consultant (marketing consultants are good at PR too, who got this published?). This is a lower cost option. Failing that, you will have to do all of the hard work yourself. This will involve ringing around and TRYING to speak to editors and feature writers. In itself this is a task, add to the burden captivating them sufficiently enough to devote more than twenty seconds to you on the telephone and you will begin to see that PR is anything but FREE.

However, if you have the time and the energy, it is well worth a try, a few column inches can make a business. The other thing you might try is 'comment'. All writers and editors like a 'view'. If you are interested in niche publications have a go at reading them and then phoning up with a different opinion to that expressed. If you are prepared to put your name to your comment, and maybe even a picture, you could strike lucky.

These are busy people with deadlines, the easier you make it for them to print something about you, the more likely it is to happen. Good luck!

**For more information, contact:**

Bernie Browne  
PR & Marketing Consultant  
Market IT  
Tel: 091 635554  
Mob: 087 957 4350  
Web: [www.market-it.ie](http://www.market-it.ie)