

# The 3 things that media want

Media exposure helps boost coverage and credibility of your brand through an independent third party source, all without the pricetag of a paid advertisement. But the benefits don't come without some careful planning, strategic thinking and a whole lot of hard work.

Quite often your success comes down to knowing what media want and we have all the secrets.



## News

Media want news. Unlike advertising, money can't buy media coverage so stories trade what we call 'news values' to secure a spot.



The richer a story is in news value, the more appealing it is to media, and the greater chance it has of getting a run. No two stories are ever the same, and there are many ways you can boost the appeal of and add value to yours.

### Consider:

- **Proximity** - can you add a local focus in your story?
- **Timeliness** - has it just happened or is it just about to?
- **Unusualness** - is there something that makes it out of the ordinary?
- **Human interest** - does it evoke an emotional response?

## Well written materials

The information in your media release must be prioritised in order from the most important to least. The 5Ws (who, what, when, where and why) of your story should be addressed in the first sentence alone.



This is a reflection of your brand, so there's no place for poor spelling, grammar and punctuation either.

## Audio and visual complements

Consider the logistics of the media you are targeting and what they require to help tell your story. Newspapers need photos, radio requires audio, and television relies on rolling footage.



Offering up a well-trained spokesperson to undertake interviews is also favourable and helps give greater context.

## Our results speak for themselves:

- One client of ours generated in excess of \$300,000 in leads with a conversion rate of 50% after a simple story appeared on an online news site.
- We once sold \$250,000 of a \$50 product in one hour after Channel Nine ran a story on the product and its inventor.
- Another achieved widespread brand awareness and increased sales after Australia's highest rated radio show featured our client's product weekly for 3 months – all at zero cost.

**Book your free media consultation with us today.**