

Raising Your Profile through the Media

By Andrew Healey

The thing keeping me busy lately is writing press releases. Putting out a press release is a great way to reach your target market – it's inexpensive and increases your credibility in the eyes of the public. The media is always looking for new material in order to meet deadlines, so if your press release is well written and 'news worthy,' it could well result in interviews on TV and radio or an article written in the press.

Example

Whitehead Group Employment Solutions approached me to write a press release expressing their disapproval of the Government's intention to amend the current 90 day trial period legislation to apply to all businesses – current legislation applies only to businesses with less than 20 employees.

The Process

I asked the Whitehead Group to provide bullet points stating what they wanted to say. I then molded their ideas into an interesting, coherent, press release designed to grab a News Editor's attention. After they had viewed and approved the release, it was emailed to all relevant media including TV, radio and print

As the 90 day trial period legislation was a 'hot' topic it was important to work fast, so the following day I worked the phones to solicit feedback.

The Result

As a result of the press release, their Principal, Max Whitehead, was interviewed on TV One's 'Breakfast,' Newstalk ZB, Radio Live and quoted in the NZ Herald. NZ Business Magazine also promised to publish a full article on the subject in their September edition.

This was a great result for the Whitehead Group: their opinion was heard, and their profile as experts in the field of Employment Law was raised.

To learn more about press releases or any other writing services I offer, please feel free to contact me. <mailto:promowriting@xtra.co.nz>