

retske REPORT



Gene Retske
editor in chief

8 simple rules for dealing with your ANY AGE EDITOR

OK, have your secretary hold your calls. Turn off the TV or radio. Lock your office door. You are about to get \$10,000 worth of advice, for FREE. At the risk of upsetting my colleagues in the media, I am going to give you the secret to getting the maximum exposure for your company in the trade press.

Everyone wants publicity and exposure for its company, products and people. The trade press is hungry for news and if you have a compelling story, you will be welcomed by those of us in the press. But, first you have to have the right story and get the editor's attention.

So, how do you get the editor's attention? Especially considering that you are not the only one pitching their ideas.

1. FIND THE RIGHT PUBLICATION

What is the topic you want to get publicity for? Why go to a publication that has no interest in that subject? It is a waste of your time, and of the editor's time, for which we may never forgive you. Take the time to do the legwork and research the publication. You should understand the editor's needs and objectives. What do they write about? Do they do stories on your subject matter? If not, why not? Take some time to get familiar with your target.

2. FIND THE RIGHT PERSON

Don't just blast everything to the editor-in-chief. There are subject matter editors, writers, and reporters who are responsible for specific topics. They have a much greater focus on your subject, and more time to deal with it. Save everyone a lot of grief and go to the best person to decide on the relevance of your subject. Don't just go to the top and hope to charm the Chief, we are not always friendly and cozy. Remember Lou Grant and Mr. White? And, don't call me "Chief"!

3. LEARN HOW TO APPROACH THE EDITOR

Do you just call, or email him? Most of us prefer to be contacted by email, since it is much less disruptive than a phone call. If it is hot news, and you know the editor, he may appreciate a call, otherwise, drop him an email with enough detail for him to understand the relevance. Don't tease him in your introductory email, but take a lesson from Sgt. Friday's Dragnet, "Just the facts, ma'am!"

4. HELP THE EDITOR WITH INTRIGUING STORY LINES

We need help in understanding the relevance of your subject to our readership.

"Hi, I wanted to set up some time for you to interview Mr. Bigshot, our Head Honcho."

NEEEEEPPPP!

"Would you be interested in hearing about our Incredible Products?"
Yes, but...

"We have written an article about us and our company, and want to get it published before Mother's Day, so we can show Mom how great we are."
Oh, please!

Let's talk about the industry, its issues, its concerns and its challenges. These are interesting to readers, and intriguing to editors. Getting quoted in a publication on a burning issue of the day is just as impressive as a self-serving full length article about your product line. It will probably be read and appreciated by many more people. Better yet, DO something that has a positive impact on the industry and you may even get your full length article. Come to think of it, do something negative, and you may also get an article, one that you may not like as much.

5. ANSWER THE EDITOR'S QUESTIONS

When you finally do get your chance, keep in mind that we know you want to talk about your company, but don't do the political sidestep and say, "you know, a more interesting question would be..." I know that they taught you to do this in the PR class you went to, but most of us don't like it when you actually do this. Work with us, people!

6. PLEASE PUT AWAY THE FLIPPIN' POWERPOINT!

Don't try to take control of the interview in the beginning and start rolling your Multimedia Presentation. Let's get to know each other a bit, and get comfortable first. There will be a time that it will be perfectly appropriate to start up the laptop, but be patient.

7. RESPECT THE EDITOR'S TIME

We work for a living, too, and have deadlines that have to be met. If we can't talk to you right this minute, respect that, and try to keep your communications as brief and relevant as you can, and we will appreciate it.

8. FINALLY, RESPECT THE EDITOR'S JUDGMENT

Remember that he is accountable to the readership, so if he does not give your story the attention you think it deserves, find a more compelling story the next time.

I hope that this will help you in your desire to get publicity for your products and your company. Please let me know how it works for you. Email, of course! ■

Communitel

In Business Since 1995



Where
Reliability,
Quality, and
Good Discounts
Still Count!

Philippines	125	Min.
Philippines Cell	100	Min.
Vietnam	40	Min.
Syria	50	Min.
Jordan	100	Min.
Colombia	300	Min.
Nicaragua	100	Min.
Honduras	70	Min.
USA	1000	Min.
Mexico City	1060	Min.
All Mexico	220	Min.

*Based on \$10 Card

Agents and Distributors
Wanted!
1-800-938-4146

6955 N.W. 77 Ave.
Suite #204
Miami, FL 33166
www.communitelusa.com

PRINT IN CANADA!
Pay Lower Canadian Rates

Pay in U.S. Dollars
No Paperwork - No Hassles
We also print P.O.S. material

The Phone Card
PENTAGON

Specialists

ONE-STOP CARD PRINTERS

We do it all In-house!

Quantities of 10,000 to 5 million	High Speed Ink Jet & Scratch Off	Individual and Batch Cello-Wrapping
Design to Bindery	High Security Plant	Quick Turnaround
LoCo Magnetic Stripes		

Tel.: (514) 339-5995 Fax: (514) 339-5318
Toll Free: 1-877-339-5995

8500 Henri-Bourassa West,
Saint-Laurent, Quebec, Canada H4S 1P4
E-mail: info@pentagon.ca
www.pentagon.ca

Mention this ad
and receive
\$125 OFF
your first order!