

Help Reporters "Beat the Clock" and They'll Help You "Beat the Drum"

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Help Reporters "Beat the Clock" and They'll Help You "Beat the Drum"**

**By George McKenzie**

**Help Reporters "Beat the Clock" and They'll Help You "Beat the Drum" by George**

**McKenzie**

Imagine that you had lunch with an important client or prospect. You thought you had plenty of time, but the client/prospect got chatty, the restaurant was jammed and service was slow.

It's now about 1:45 and you're due back at the office for an important 2:00 o'clock meeting. You can't afford to be late. If you hit the traffic lights just right, you'll walk into the conference room right on time.

But you don't hit the first couple of lights just right, and you're starting to sweat.

Then at 1:55, half a mile from the office, you see the blocking arms coming down just as you're pulling up to a the train crossing. A freight train lumbers into view.

Now you're really sweating about being late.

Ever had that feeling? Not fun, huh?

That's the feeling most people in the news business live with. Not just once in a while either.

Every day.

Unless you've been through it, you can't imagine the gut-wrenching and hand-wringing that goes on as a deadline approaches and you're battling to get your column written, your radio report ready, or your TV live shot on the air.

There are constant challenges ---

## Help Reporters "Beat the Clock" and They'll Help You "Beat the Drum"

Journalistic: Is my information accurate? Have I confirmed it? Is there anything important I'm leaving out? Will my competition have something I don't?

Human: there are other people screwing up their jobs all around you, but you still have to get yours done as if everything and everyone performed flawlessly.

Technical: Computers crash, cameras and tape recorders don't work, tires go flat. Technological advances in newsgathering have been breathtaking since I got into the business in. But one thing hasn't changed: Murphy's Law.

Throw all these challenges together, and simply doing your job everyday can get fairly uncomfortable.

For an interesting insight into what I mean here, go to

<http://www.get-free-publicity.com/ford.html>

It's the story of a near-disaster I experienced shortly after I had done an interview with former President Gerald Ford.

I'm not asking for sympathy here. If you're in the business, you know that's how it is and you accept it. It's part of the job description. It 'comes with the territory.'

I'm describing it to you, however, so you know the normal mental state, the mindset of the people you'll be dealing with when you're trying to get free publicity for yourself or your business.

And the mindset is 'get to the point, tell me what I need to know, and don't waste my time with anything unnecessary.'

When I was doing a weeknight sportscast at KMOL TV in San Antonio, I used to hang a sign on my office door every night at 'crunch time,' which was 60 minutes or so before I went on the air.

The sign read:

'If it's important, say it fast.  
If it's not, say it later.'

As you send your press releases to people in the media, keep that in mind. Nothing will hurt your chances of getting publicity from them as much as wasting their time with non-essential stuff.

Help them 'beat the clock,' and they'll be more likely to help you 'beat the drum' by giving you thousands of dollars worth of coverage — and free publicity.

**YOUR DRUM (Poem)**

**By OSORO P. J. NYAWANGAH**

**YOUR DRUM (Poem) by OSORO P. J. NYAWANGAH**

(Waste no time gossiping it doesn't pay!)

Many people are always poking their noses in other people's affairs for nothing.

Play your own drum,  
No one else,  
Can play it for you,  
It's your drum,  
And your chose it your self.  
No one else should,  
Only you,  
Know the tunes,  
Let people  
Enjoy the tunes  
By playing it yourself  
Have the hands for it  
Take courage  
Play your own drum

Wake early in the morning  
Prepare yourself  
In morning sun  
Put your drum  
Have the stick ready  
For the best tunes.  
Play your own drum  
No one else  
Can play it for you  
It's your own drum  
Prepare it yourself  
For you alone  
Know the tune of the drum

Don't be worried  
How well others play  
You also  
Can play better  
Often we are so busy  
Listening, watching  
Others play their drums  
That we don't

Help Repoorters "Beat the Clock" and They'll Help You "Beat the Drum"

Play our own

Practice always  
Make perfect  
Have the hand for it  
Play your own drum

Be proud  
Of your own drum  
People are eager  
To listen to the tune  
The tune of your precious  
Drum of yours  
No specific qualification  
Needed to play well  
But will and seriousness  
Play it well and loud  
For it's yours  
Play your own drum  
No one else  
Can play it for you.

Shall the driver  
Drive the tailors sewing machine?  
Shall the farmer  
Harvest with the surgeon's scalpel?  
Shall the fisherman  
Paddle with the soldier's gun?  
Shall the nurse  
Inject with teachers chalk?  
Shall the chef  
Bake the mason's dough?  
Then play on other's drum  
But your own!

Play your own drum  
Play it well and loud  
Have a grip of it and  
Use your talent  
Enjoy your own tune and do not be surprised  
Then, before the sum is done  
Every one will recognize  
The sound of your drum  
They will dance  
To the tune of drum

Help Reporters "Beat the Clock" and They'll Help You "Beat the Drum"

And crown you!

FREELANCE JOURNALIST, DISTRICT POLITICAL PARTY SECRETARY AND AFRICAN CULTURAL ADVOCATE



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**