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Take Advantage of 'Lazy' Journalists to Reap a BonanzaTake Advantage of 'Lazy' Journalists
to Reap a Bonanza of Free Publicity

By George McKenzie

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Journalists to Reap a Bonanza of Free Publicity by George McKenzie

During a recent interview for his 'Internet Marketing Lounge' radio show at (<http://www.internetmarketinglounge.com>), Peter Twist asked me if I thought today's journalists had gotten lazy.

Peter noted that to get a journalist to do a story about you, a product, or an idea, you almost have to do all the work for them: give them a good headline, figure out an intriguing angle, etc.

On the surface, it would seem then that's today's reporters, producers, and editors HAVE gotten lazy.

But in fact, the opposite is true. It takes more hard work than ever to stay in the journalism business these days, and only the most dedicated, energetic people survive.

Think about it this way.

When I got my first TV job in 1974, the city where I worked (Altoona, PA) had only ONE station. Even big cities, like nearby Pittsburgh, only had three commercial outlets.

So those stations got to divide up ALL the TV advertising dollars. The pie was cut into no more than three pieces.

Look at what you have now. Hundreds of stations and cable channels competing for less and less money. The pie is no longer cut into pieces. It's down to slivers.

Plus, advertisers just aren't spending right now. Revenues are down.

As a result, some news operations are shutting down

altogether. Others are merging and streamlining (streamlining is a euphemism for 'cutting jobs').

The laws of economics apply. Reporters, producers, and editors who are still in the business have to do more work for less money.

While that's bad news for them, it's good news for you. It opens up some terrific opportunities to get exposure and free publicity.

Here's how:

If you're sending a press release, make sure

1. it has a great headline that offers a benefit to viewers, readers or listeners. It has to be about something they need to know, or would like to know. Focus on THEM, not you.

2. its 'news value' is apparent at a glance. A reporter, producer or editor wants to be able to figure out in seconds what the release is about, and why it would be of interest to their audience.

There's never a guarantee that you'll be able to get the free publicity you want from the media. But if you do the things I've mentioned above, you'll certainly increase your chances.

Remember this advice from Joan Stewart, a former

newspaper editor. Joan says the five most important words you can say to any reporter are 'How can I help you?'

That's always been true.

But in this day and age of shrinking budgets and expanding job descriptions, it's truer than ever.

A Free Shortcut For Getting Massive Publicity To Launch Your Successful Music Career.

By WMP Article Staff

What's an easy way to gain Massive Publicity?

Massive publicity can give your music career an enormous boost which can mean more music sales and much more exposure. There are many ways to get publicity. Certain tactics and gimmicks like controversial stunts have been utilized by countless musicians to get public attention and many these work great.

One of the exceptionally effective ways of promoting one's music is by attracting music journalists. The key is to leverage the extensive media resources of music journalists in your favor.

Music journalism is a form of journalism which deals with writing reviews and criticisms about music. You may encounter several music journalism columns in the major dailies and the magazines. These people know how to write, therefore attracting people to read their columns and read about a musician and their heart-felt music. Many have a huge reach and can get your name, web address and event dates in front of a huge audience.

There are tons of music journalists out there and they can be the best way that a budding musician can get into the spotlight if you don't already have connections to the big leagues. A good strategy is to put the elements of the Internet and music journalism together. A musician can strike a deal with a music journalist that they will do an interview and the write-up can be displayed on-line by both parties. A website would be more interesting to read if there is a section on "Interviews" or "What music journalists are saying about the music." Interviews convey interaction and it is more interesting to read write-ups which are based on wonderful interview questions.

Some tips for attracting music journalists are:

1) Study the stories that various media journalists publish on a regular basis. 2) Ask yourself what made these stories newsworthy. 3) Choose similar newsworthy characteristics about yourself or band and create a write-up that you can submit to these music journalists.

Another good idea is to have a live chat interview that can be accessed through the website, if possible. This way, people can also participate in the question and answer portions. This can be done

using the free Voice Over IP telephony service called Skype.

What you do is record your call using pretty much any sound editing program that will pickup the sound that comes through your sound card. A excellent and free program to use for this is Audacity located at: audacity.sourceforge.net . Next save this as an mp3 for easy distribution.

Facing a music journalist is no joke. They will ask questions that the interviewee should be prepared to answer instantly. Preparing for an interview takes nothing more than being sober and being punctual. All the questions can be answered by a musician from their heart and that's all that matters. Many musicians screw up their interviews with music journalists because they want to sound sophisticated whereas they would have done better if they stuck to the truth and be simple.

After having an interview, it would be best if the music journalist can be able to see the gig. The interview is actually the easy part, it's the gig that really matters. The music journalist will have ears for the notes and eyes for the whole performance. Music journalists know their stuff and how they are going to write their experiences.

WMP Article Staff Start Selling Your Music Online Within The Next 20 Minutes



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