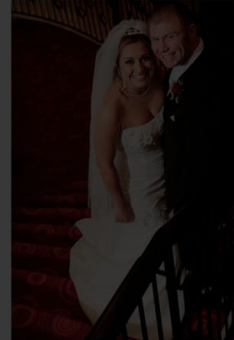




IN THE NEWS
Where News Never Gets Old.

How To Get FEATURED in THE NEWS

Presented by: In The News, Inc.



Anna and Jason met two weeks later at a birthday party for Jessica's cousin. Anna learned that he had moved from Titusville three years earlier so he could be closer to his bodybuilding team. Anna, who does compliance and collections for Frank Crum Staffing, had grown up in Clearwater. Her family had owned a now-shuttered Italian restaurant called Fiore's. She was from a long line of Italian cooks and could serve up a mean lasagna.

Anna had planned a trip to England and Wales and left a few weeks into dating Jason.

He realized how much he missed her. Then she traveled to California.

It was then that he realized he loved her.

In March 2012, when she went to Italy for two weeks, he realized he couldn't live without her — or her food.

"When she went to Italy, I was already so dependent on her cooking," Jason, a personal trainer and security guard at Walmart, says. "I had to go to her parents' house for good food. I burnt some frozen pizza!"

Jason began penning a little speech on the notepad in his iPhone. He rehearsed it any chance he had.

In a remarkable coincidence, Jason planned to propose the same day that

Anna was planning to throw him a surprise 28th birthday party.

He slipped a package in among the mound of others. When it came to opening time, Jason made sure he saved that one for last. He pretended it was a housewarming present for his sister, so he and Anna could "open it together." Inside were five boxes going from big to small. The littlest one contained her grandmother's engagement ring.

Cue the speech: "This ring is a promise that as your husband I will do my best to love, protect and cherish every moment with you the rest of my life. I love you with my heart. Will you marry me?"

Anna, flabbergasted at this was actually happening, said yes. "My surprise was bigger than ...," Jason teased before planting big kisses.

"For my birthday, I got a drill, a shotgun and a wife," Jason said. "My life is complete."

Anna, 25, and Jason, 28, married the St. Petersburg Marriott Clearwater on Dec. 31, 2012 — Year's Eve. They had a live feed of the ball drop in New York City, at midnight, balloons fell from the ceiling.

"I couldn't think of a better way to end a year and start a new one," Anna said.



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SUPER BOUND

SEAHAWKS OUTLAST 49ERS 23-17 TO EARN DATE WITH DENVER

Heart
Blind

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it and it's good for everybody." Rice knows there might be a few critics who will complain about spending \$200,000 on a turf project, but he said it was a great opportunity to do something for the district that everyone can utilize and be proud of.

Although Triway was unable to put a levy to build a new high school several years ago, Rice said the district continues to also work to upgrade its schools.

"This summer a new roof was put on the high school and new science rooms were built," Rice said. "Next summer, new music rooms will be built. The kitchen area will be renovated."

"I would say they'll be equal in as beautiful and functional as the old ones. The science classes in this field will be for the teams that use it," Triway officials haven't been able to change the fact that their school buildings are old other than making renovations that they can.

However, their football field is new state-of-the-art.

"We have five old school buildings in our district," Kirk Miller said. "The buildings were old when our parents were in high school."

"This is something our kids have now that they can be very proud of."

Longtime Triway booster Jack Miller, a Titan alum, donated a sizeable portion of the costs for the new turf field that was recently installed.

"Then, when we got the field gift from Jack, and our schools started talking how much they spent moving and grooming the existing grass — especially last year, in a dry summer — we wanted to do. There was a great deal of labor for our parents spending 20 to 30 hours a week out on the field and paying for water and fertilizer. Over a period of time it adds up. An exceptional job and they Miller said. "The base is now really matters and even though they don't want a lot of rain, it's not going to be a fact."

A growing trend There are a multitude of benefits to having an artificial turf field, Triway administrators say. They point out that the entire student body can potentially use it in one way or another, whether it's for soccer, for war and tear on a grass field.

As for the football team, Lee thinks it will enhance the wide-open playing attack the Titans utilize.

"I think the fact the muddy field is not going to be a fact."

Triway's wide-open offense is anxious to reach the purple and bronze on its new artificial turf field.

"Artificial turf such as the Triway's use are almost like real grass and athletes can use normal cleats on it."

"It's a lot different than what I played in regards to the 'Astroturf'," Lee said. "It was just like throwing some carpet down on asphalt but that's like a game material, that's why it's called ProGrass."

Carmichael thinks the versatile turf that artificial turf gives schools and the stimulating color will make it more comfortable at high schools. Fans made from ProGrass are that the Triway turf will last up to 20 years.

"Seven of our 10 games we play this year are on turf and I think in the next 5-10 years we'll have a lot more schools have turf, maybe the majority of them," said Carmichael, who pointed out that the entire student body can potentially use it in one way or another, whether it's for soccer, for war and tear on a grass field.

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"I think the fact the muddy field is not going to be a fact."

When you see it it's kind like being at Disneyland. We got to talking about it I talked to the guy who the Orlando field field. He said following our some others, but it was just a little bit more than our booster thought it could do.

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"Then, when we got the field gift from Jack, and our schools started talking how much they spent moving and grooming the existing grass — especially last year, in a dry summer — we wanted to do. There was a great deal of labor for our parents spending 20 to 30 hours a week out on the field and paying for water and fertilizer. Over a period of time it adds up. An exceptional job and they Miller said. "The base is now really matters and even though they don't want a lot of rain, it's not going to be a fact."



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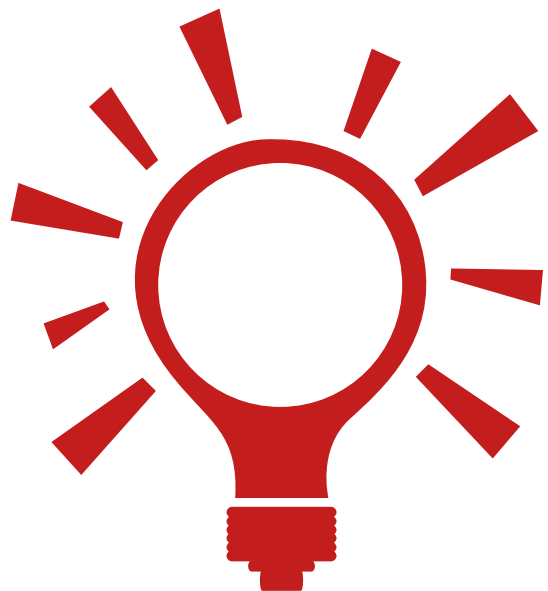
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Getting feature coverage in the news is considered one of the most effective ways for businesses, both large and small, to generate increased traffic, recognition, and business.

That said, however, the process of capturing the eye of the press is not hassle-free; it takes an understanding of numerous journalistic concepts, knowledge of which creative and developmental courses to take, and most importantly, patience and effort.

If it were easy for businesses to get featured in the news, every business owner would have their own personalized tribune. It takes charisma, inventiveness, and energy for a business to steal the attention of the press, and knowing how to capitalize on your unique skills and personality is the building block for connecting with local journalists and press personnel.

In this guide, we will outline seven steps you can take to get yourself and your business featured in the news.





GROUNDWORK: GETTING TO KNOW REPORTERS

The first step to take in having your business featured in the local press is a simple one: get to know the prominent journalists, editors, and news writers in the area. Create a list of news or entertainment press companies and take note of the kind of content that they typically publish, specifically ones that are compatible with your business (for example, food review sections for restaurants, or local music and arts sections for a growing music venue); essentially, a listing of places that would feature a piece about your business.

Once you've created your list, select writers and journalists from the publications you've found to be a good fit and read up on some of their work. Estimate the compatibility of your business with their writing style, experience, and interests. After you identify journalists that are a good fit for your business, get in touch with them. During your contact call, let them know you have seen their work and feel that a story about your business complements their previous experience.



GROUNDWORK: UNDERSTAND NEWSWORTHINESS

Now that you have targeted publications and journalists that are a good fit for a feature about your business, you need to make yourself and your business stand out as being, well, *newsworthy*. How do you do this? Here are a few things that frequently make local headlines for businesses:

- ▶ **Physical changes at your business;** new offices, locations, expansions, notable hires, or relatable projects.
- ▶ **Policy changes;** this includes things such as “going green” with your business, using alternative energies, or introducing unique business standards.
- ▶ **Charity donations and causes;** fundraisers, community campaigns, and other initiatives that benefit a cause.
- ▶ **Events and word-of-mouth;** competitions, concerts, contests, school and community events.
- ▶ **Special promotions;** using deals and bargains within the local community to generate buzz.
- ▶ **Stunts;** creating excitement within a community by using adventurous or otherwise extraordinary gestures designed to grab attention.

It is much easier to get your business featured in the news when there’s some kind of major event or special occasion happening. Getting involved with the local community, putting on events and making broad changes at your business are effective ways to catch the news producer’s eyes.



GROUNDWORK: BE ACTIVE ONLINE

Creating and maintaining an active online presence does more than just keep customers and fans of your business informed of developments, it gives interested journalists better access to you and your company. Maintaining an up-to-date website and social media platform, as well as creating compelling blogs and press packages, distinguishes you and your business as the leading local authorities and news resources in your field. With enough content and reputation, you may find that journalists will come to you with questions. Your online presence should come as a complete package, including:

- ▶ **Current website and media page**, equipped with well-formatted bios, high quality photos, facts about you and your business, and your contact information.
- ▶ **Active social media profiles**, utilizing services such as Facebook, LinkedIn, Twitter, and photo services such as Instagram to keep journalists and customers up-to-date with company changes and activities.
- ▶ **Frequent email promotions and blogging**, which can be linked to journalists and news professionals with specialties or experience compatible with your business. This content should directly and efficiently address company news.



EXECUTION: DIFFERENTIATE BETWEEN NEWS AND PR

When initially reaching out to your desired journalists, editors or publications, it is incredibly important to present them with an actual *story*, not just a biography of your restaurant or an advertisement. It is very important to know that reporters are not advertisers; they cover news, not promotional material.

Business owners seeking press coverage must present and pitch news ideas to reporters, and often employ a more human approach to getting a journalist's attention. A good place to start is by asking the questions:

- ▶ Why is what my business is doing important?
- ▶ How does my business affect the community, and the average community member?

Naturally, business owners often seek to promote their products and new additions or developments through the media and the news. This *can* be done, however, it must be done in correlation with a story. Incorporating new products or services with story elements, such as successful or planned events for those developments (promotional concerts or fundraisers), is an effective way to tackle both self-promotion and relevant content.



EXECUTION: DIRECT CONTACT AND COMPETITION

Understanding the nature of the journalism ‘game’ is useful in landing a news feature and getting press coverage. It’s a little-known fact that the journalistic field is highly competitive; reporters compete for powerful and attention-grabbing leads just as fiercely as news publications and magazine owners vie for high readership numbers. It is because of this that promising exclusivity to a publication, or even an individual reporter, can seal the deal on getting your business featured.

Journalists hunger for exclusive coverage of especially interesting and relevant new developments, and winning this advantage over competing writers is a huge plus for news writers. Not only will the journalist seek to make the most of this opportunity and create a one of a kind article from this exclusive coverage, but they will also be motivated to write more articles about the success of your business developments, plans or events.

Contacting your first-choice journalist or publication directly is the best way to secure this connection early in your press search. Avoid mass emailing chains to every journalist in the area; instead, focus on one or two promising journalists to start off your efforts to get featured.



EXECUTION: DELIVER

Remember the methods for acquiring newsworthiness from Step 2? Now that you've caught the interest of your targeted journalists or publishers, you need to deliver; that is, simply make sure that whatever makes your company newsworthy in this case *actually* makes you newsworthy. If you get press coverage for an upcoming fair, rally or conference you are hosting, make that event an outstanding success.

At this stage in your efforts to get featured, your strategy should be solely focused on living up to the reputation you set for yourself. Living up to the buzz generated by press coverage will maintain your business' positive reputation in the eye of the local community, and journalists are more likely to report on similar events or developments concerning your company.

If you manage to catch the interest of a journalist or news body, it's important that you not let it go to waste; rather, you should do everything possible to live up to the newsworthiness you established for yourself when initially contacting the reporter or publisher. Delivering on what made you newsworthy to others will make journalists much more likely to return to you and give your business more coverage in the future. Proudly displaying previous news features in your business, such as in bold plaque presentations, will help prove your newsworthy value to journalists interested in your business.



EXECUTION: MAKE YOURSELF AND YOUR BUSINESS ACCESSIBLE

Now that you have delivered on your promises of newsworthy content and given your targeted journalists or news bodies enough to write a meaningful feature story about, you must make yourself and your business *transparent*. This means being completely open and enthusiastic to answer further questions and inquiries by reporters, and allowing them special access to your business, such as:

- ▶ **Exclusive photo opportunities**
- ▶ **‘Behind-the-scenes’ access**
- ▶ **Offering any additional information on request**
- ▶ **Cater to anything the reporter asks;** simply make their job easier and maintain a good working relationship

All that remains in the process of getting featured is following up with writers and publishers about their experience with your business and future developments with potential for press coverage. If a positive, exclusive coverage agreement can be reached, your business will be enthusiastically covered, as an exclusive agreement with your business is one advantage that reporter/publisher has against competitors. Even if your business is not featured as a result of this initial process, building connections and experiences with the press will make it easier to achieve future feature coverage in the news.



EXECUTION: FOLLOW UP WITH THE MEDIA

Following any of your business' newsworthy events, or campaigns to be featured in the news, it can be very beneficial for you to follow up with a press release or web posting. Incorporating social media and web postings with your feature can increase the possible range of your audience, and bring additional customers to your business through media sharing and distribution. Furthermore, positive content about your business' presence in the news will serve to impress followers and improve public image of your business.

Even if your business does not manage to receive feature coverage in the news, supplementary social media and web promotions can deliver many of a news feature's beneficial effects. The most powerful of these effects, increased notoriety and an expanding customer base, will greatly improve your chances of future media and news coverage, as your business will already have generated public attention.

If your business is not initially featured in the news following an event or campaign, it is helpful to think of social media and your own website as their own news outlets; posts that cover changes in your business, charity events or similar developments will effectively be news features in themselves. Having these web features frequently shared will increase your 'newsworthy' value and overall exposure.



OUTCOMES: FEATURE COVERAGE AND THE FUTURE

If you and your business are impactful and newsworthy enough to garner news coverage, it's a smart move to use that experience for future news potential. Similar to the press releases and social media posts from Step 8, displaying your news and media coverage not only increases public awareness and of your business, but also benefits your newsworthy image to reporters and news outlets. If a journalist sees that your business has generated meaningful news stories, they will know from the start that you are easy to collaborate with and have a history of notable, 'newsworthy' events.

When a journalist enters your business to gather information for a feature news story, proudly displaying previous coverage in your facility can perform wonders, instantly creating a positive image of your business. Featuring your coverage and newspaper stories on your company walls, such as in striking, attractive plaques, can both improve your professional image and spread the word about your business. When reporters and customers see news displays in your business, they will instantly know your business is engaged in the local community, or growing in exciting new ways; both of which improve company reputation.



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