

Media Guide



**FORT COLLINS AREA
CHAMBER OF COMMERCE**

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Includes:

- Information on how to write an effective press release
- Tips for advertising with different forms of media
- Ways to save money
- Details on what makes news
- Resources and a comprehensive media directory
- Information about the Chamber's online Press Page

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EVALUATE YOUR TARGET MARKET

THE FIRST STEP IN ADVERTISING IS UNDERSTANDING THE MARKET YOU ARE TRYING TO REACH. THERE IS A BIG DIFFERENCE BETWEEN MIDDLE-CLASS TEENAGERS AND SINGLE-PARENT FAMILIES. DIFFERENT GROUPS ARE EXPOSED TO DIFFERENT FORMS OF MEDIA. THEREFORE, IT IS CRUCIAL TO CONSIDER ALL FACTORS WHEN DETERMINING WHICH FORMS OF MEDIA WILL BE THE MOST EFFECTIVE FOR YOUR BUSINESS.

DEMOGRAPHICS: BASIC QUALITIES AND CHARACTERISTICS OF YOUR TARGET MARKET

- AGE GROUP
- GEOGRAPHICAL AREA
- GENDER
- INCOME LEVEL
- USAGE PATTERNS
- CULTURE
- EMPLOYMENT
- INDUSTRY
- MARITAL STATUS

PSYCHOGRAPHICS: EMOTIONAL AND BEHAVIORAL QUALITIES OF YOUR TARGET MARKET

- PSYCHOLOGY
- EMOTIONS
- RATIONALES
- BUYING HISTORIES
- VALUES

CREATE THE PERFECT CUSTOMER! CONDUCT MARKET RESEARCH AMONG YOUR CURRENT CLIENT BASE, POTENTIAL CLIENTS AND CLIENTS OF OTHER SIMILAR PRODUCTS.

TIPS & TOOLS FOR ADVERTISING WITH DIFFERENT FORMS OF MEDIA

TELEVISION

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) IMPACT	1) COST
2) MASS COVERAGE	2) BOREDOM
3) REPETITION	3) DISTRUST
4) PRESTIGE	4) WIDE AUDIENCE

TIPS FOR TELEVISION ADVERTISING

- ✓ TELL A STORY WITH YOUR PICTURES
- ✓ GRAB THE VIEWER'S ATTENTION IN THE FIRST FIVE SECONDS
- ✓ DON'T MAKE YOUR COMMERCIAL COMPLICATED
- ✓ REPETITION BUILDS RETENTION
- ✓ SHOW PEOPLE, NOT THINGS
- ✓ SHOW THE BENEFIT OF THE PRODUCT/SERVICE

RADIO

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) IMMEDIACY	1) FRAGMENTATION
2) FLEXIBILITY	2) LACK OF PERMANENCE
3) AUDIENCE SELECTIVITY	
4) MOBILITY	

TIPS FOR RADIO ADVERTISING

- ✓ STRETCH THE LISTENER'S IMAGINATION
- ✓ COMMUNICATE *ONE* IDEA
- ✓ GRAB YOUR AUDIENCE RIGHT AWAY
- ✓ KEEP JINGLES SIMPLE
- ✓ ASK LISTENERS TO TAKE ACTION
- ✓ CONSIDER USING RADIO PERSONALITIES
- ✓ REFRESH YOUR COMMERCIALS OFTEN
- ✓ SPECIAL PROMOTIONS
- ✓ EVALUATE RADIO COMMERCIALS BY LISTENING, NOT READING

INTERNET

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) ECONOMICAL	1) LIFE SPAN TWO WEEKS OR LESS
2) REACHES THOUSANDS	2) CLICK THROUGH RATES ARE LOW
3) TRACKING CAPABILITIES	3) ANNOYING TO WEB SITE VISITORS
4) INCREASES WEB SITE EXPOSURE	

TIPS FOR INTERNET ADVERTISING

- ✓ CREATE URGENCY IN YOUR BANNER AD
- ✓ PLACE BANNER AT TOP OF PAGE OR UPPER LEFT CORNER
- ✓ BANNER ADS SHOULD SPECIFY "CLICK HERE" OR "ENTER"
- ✓ USE COLORS THAT ARE CONSISTENT WITH THE WEB SITE
- ✓ DON'T USE A LOT OF TEXT YOUR BANNER AD (LESS THAN 6 WORDS)
- ✓ BE SPECIFIC ABOUT YOUR BENEFITS
- ✓ LINK YOUR BANNER AD TO YOUR WEB SITE (OR APPROPRIATE WEB SITE PAGE)
- ✓ IT IS A GOOD IDEA TO INCLUDE YOUR COMPANY LOGO AND/OR WEB SITE ADDRESS
- ✓ BANNERS SHOULD EITHER BE .GIF OR .JPG, ANIMATED, AND NO MORE THAN 15KB IN SIZE
- ✓ USE AN IRRESISTIBLE HEADLINE IN YOUR BANNER (I.E., "FREE!")
- ✓ BLUE BORDER AROUND YOUR BANNER (INCREASES CLICK THROUGH)

FOR MORE INFORMATION ABOUT EFFECTIVE EMARKETING, VISIT
[HTTP://WWW.EMARKETINGANSWERS.COM](http://www.emarketinganswers.com)

NEWSPAPER

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) FLEXIBILITY	1) SHORT LIFE
2) COMMUNITY PRESTIGE	2) QUICK IMPRESSION
3) INTENSE COVERAGE	3) REPRODUCTION
4) READER CONTROLS EXPOSURE	
5) RELATIVELY INEXPENSIVE	

TIPS FOR NEWSPAPER ADVERTISING

- ✓ USE A SIMPLE MESSAGE
- ✓ GRAB THE READER'S ATTENTION
- ✓ COMMUNICATE THE BENEFIT(S)
- ✓ USE SIMPLE LAYOUTS
- ✓ USE COLOR
- ✓ USE GRAPHICS & IMAGES
- ✓ HIRE A GRAPHIC DESIGNER
- ✓ PLACE AD IN SECTION OF NEWSPAPER THAT REACHES YOUR TARGET MARKET

OUTDOOR ADVERTISING

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) LOWEST COST PER MILLION (CPM) OF ANY MEDIA. MESSAGE IS EASY TO COMPREHEND.	1) COMPLEXITY
2) REPETITION	2) ENVIRONMENT

TIPS FOR OUTDOOR ADVERTISING

- ✓ USE A SIMPLE MESSAGE
- ✓ GRAB THE READER'S ATTENTION
- ✓ COMMUNICATE THE BENEFIT(S)
- ✓ USE SIMPLE LAYOUTS
- ✓ USE COLOR
- ✓ USE GRAPHICS & IMAGES
- ✓ HIRE A GRAPHIC DESIGNER
- ✓ SECURE A SITE THAT IS HIGHLY TRAVELED BY COMMUTERS

DIRECT MAIL

<u>ADVANTAGES</u>	<u>DISADVANTAGES</u>
1) SELECTIVITY	1) COST
2) INTENSIVE COVERAGE	2) MAILING LIST
3) SPEED	3) ATTENTION
4) FLEXIBLE FORMAT	
5) INFORMATION	
6) PERSONAL	

TIPS FOR DIRECT MAIL

- ✓ CONSIDER YOUR IMAGE
- ✓ BUILD CAMPAIGNS, NOT COMMERCIALS
- ✓ PURCHASE A MAILING LIST THAT FITS YOUR TARGET MARKET

PUBLIC SERVICE ANNOUNCEMENTS

WHAT IS A PUBLIC SERVICE ANNOUNCEMENT (PSA)?

PSAs ARE ADS THAT APPEAR FOR **FREE**, FOR NON-PROFIT ORGANIZATIONS, IN EITHER PRINT OR BROADCAST MEDIUMS. SIMILAR TO PRESS RELEASES, THEY CAN HELP ORGANIZATIONS IN ESTABLISHING AND SUSTAINING THEIR IDENTITY AMONG MANY DIFFERENT AUDIENCE TYPES. HOWEVER, PRESS RELEASES AND PUBLIC SERVICE ANNOUNCEMENTS DIFFER IN THAT RELEASES ARE USED FOR PUBLIC RELATIONS PURPOSES AND PSAs ARE MAINLY USED AS ADVERTISEMENTS. BE SURE TO FOLLOW THE RULES THAT APPLY TO PAID-FOR ADVERTISING. *REMEMBER, PSAs ARE ASKING FOR A "FREE RIDE," SO BE AS HELPFUL AND CONSIDERATE AS POSSIBLE.*

TIPS FOR PSAs

- ✓ SUBMIT YOUR ANNOUNCEMENT IN WRITING, PREFERABLY TYPEWRITTEN, AT LEAST TWO TO THREE WEEKS IN ADVANCE.
- ✓ FOLLOW GENERAL RULES FOR WRITING A PRESS RELEASE ([REFER TO PAGES 13-14 FOR MORE INFO](#))
- ✓ INCLUDE THE BASICS IN YOUR ANNOUNCEMENT:
 - WHO?
 - WHERE?
 - WHAT?
 - WHEN?
 - WHY?
 - CONTACT PERSON
 - PHONE NUMBER
 - HOW MUCH?

GENERAL ADVERTISING TIPS

- DON'T BE AFRAID OF LONG CAPTIONS, BUT DON'T BE NEGATIVE
- USE AN ATTENTION-GETTING ILLUSTRATION
- PHOTOGRAPHS ARE BETTER THAN ILLUSTRATIONS OR GRAPHICS
- USE "BEFORE AND AFTER" PICTURES/IMAGES
- ALWAYS USE A CAPTION WITH A PHOTOGRAPH
- USE TESTIMONIALS
- AVOID JARGON
- MAKE YOUR COPY EASY TO READ
- ASK TO SEE YOUR AD IN THE FORM IN WHICH IT WILL APPEAR
- USE A SINGLE ADVERTISING FORMAT
- IN PROMOTIONAL ADS, SELL THE PROMOTION FIRST
- COUPONS
- TREAT EACH AD AS IF IT'S THE ONLY AD YOU'RE RUNNING

“A.I.D.B.A.”

THE FORMULA FOR EFFECTIVE ADVERTISING

ATTENTION—

WHETHER YOU'RE USING PRINT, RADIO OR TELEVISION, IT'S CRUCIAL TO GRAB YOUR AUDIENCE'S ATTENTION IMMEDIATELY! INTERESTING GRAPHICS AND HEADLINES, CATCHY JINGLES AND STARTLING STATISTICS ARE ONLY A FEW OF THE MANY ATTENTION-GETTERS USED IN ADVERTISING.

INTEREST—

ONCE YOU'VE LURED YOUR AUDIENCE, IT'S TIME TO HEIGHTEN THEIR INTEREST. MAKE YOUR STATEMENTS FLOW NATURALLY FROM YOUR ATTENTION-GETTER. EXPAND ON THE MESSAGE YOU ARE TRYING TO GET ACROSS TO PEEK THEIR INTEREST.

DESIRE—

NEXT, TALK ABOUT *WHY* YOUR PRODUCT/SERVICE IS DESIRABLE. WHY IS IT NEEDED AND HOW IT WILL BENEFIT THE CONSUMER?

BELIEVABILITY—

MAKE THE AUDIENCE TRUST YOUR MESSAGE. BE DIRECT, CONCRETE AND SPECIFIC WITH THE FACTS. IF YOU DON'T SUPPORT YOU'RE MESSAGE, CHANCES ARE THAT YOUR AUDIENCE WON'T TRUST YOUR PRODUCT/SERVICE.

ACTION—

THIS IS THE BOTTOM LINE. ASK YOUR AUDIENCE TO TAKE ACTION AND TELL THEM HOW TO DO IT. DO YOU WANT THEM TO VOLUNTEER THEIR TIME OR MONEY TO YOUR CAUSE? BUY YOUR PRODUCT OR SERVICE? CONSIDER YOUR BUSINESS FOR THEIR NEEDS IN THE FUTURE? SUPPORT LOCAL PROGRAMS? TELL THEM! IF THERE IS NO SUGGESTION FOR ACTION, YOUR AD WILL BE WASTED.

SAVING MONEY

WHAT EVERY SMALL BUSINESS SHOULD KNOW

- **STRETCH YOUR ADVERTISING DOLLARS**— DON'T CONSTANTLY CHANGE YOUR ADVERTISEMENTS. IF THE AD IS STILL WORKING WELL FOR YOU LET IT BE.
- **ARRANGE TRADES**— PERHAPS YOU WILL BE ABLE TO ARRANGE FOR FREE OR DISCOUNTED ADVERTISING WITH YOUR LOCAL NEWSPAPER OR BROADCAST STATIONS IN EXCHANGE FOR SOME OF YOUR PRODUCTS OR SERVICES.
- **CO-OP ADVERTISING**— COMPANIES MAY OFFER SMALLER BUSINESSES CASH BACK FOR MENTIONING THE NAME OF THEIR PRODUCTS IN ADS.
- **P.I./P.O. (PER INQUIRY/PER ORDER)**— THIS IS AN AGREEMENT WITH DIFFERENT FORMS OF MEDIA TO LET YOU ADVERTISE FOR FREE. IN RETURN, THEY WILL RECEIVE A PERCENTAGE OF YOUR PROFITS GENERATED FROM THEIR ADVERTISING.
- **FREE MARKET RESEARCH**— ASK QUESTIONS! IF YOU ARE SEEKING FEEDBACK TO IMPROVE YOUR BUSINESS, THIS IS ONE OF THE BEST METHODS OF DISCOVERING THE NEEDS OF YOUR CUSTOMERS.
- **PRINTING DISCOUNTS**— TALK TO YOUR PRINTER ABOUT OPPORTUNITIES.
- **RADIO AND TELEVISION RATES**— RATES CAN USUALLY BE NEGOTIATED (PRIME TIME IS THE ONLY EXCEPTION TO THIS RULE). FIND OUT IF YOUR AD CAN BE USED TO FILL UNSOLD AIRTIME FOR A DISCOUNTED RATE.
- **LENGTH OF AD**— RESEARCH HAS SHOWN THAT ON-THE-AIR, A 30-SECOND AD CAN BE JUST AS EFFECTIVE AS A 60-SECOND AD AND WILL SAVE YOU A GREAT DEAL OF MONEY. THIS ALSO APPLIES TO PRINT ADVERTISING. REMEMBER THAT REPETITION IS THE KEY TO RETENTION.
- **PROFESSIONAL PRODUCTION**— DON'T TRY TO SAVE MONEY BY HAVING THE NEWSPAPER OR OTHER MEDIUM DESIGN YOUR ADS. CHEAP-LOOKING ADS GIVE YOUR BUSINESS A CHEAP IMAGE.
- **MAGAZINE ADVERTISING**— LIKE RADIO AND TELEVISION, MAGAZINES HAVE ADVERTISING SPACE THAT THEY NEED TO SELL, OTHERWISE IT WILL BE LOST FOREVER. LAST MINUTE ADVERTISING WILL SAVE YOU MONEY!
- **IN-HOUSE ADVERTISING**— INVEST IN HIRING A GRAPHIC DESIGNER. YOU WILL SAVE A GREAT DEAL OF MONEY AND YOUR AD WILL BE CREATED EXACTLY THE WAY YOU WANT IT.
- **SAVING MONEY WITH TV PRODUCTION**— START OUT WITH WELL-WRITTEN SCRIPTS AND HAVE REHEARSAL SESSIONS IN ADVANCE. BY BEING PREPARED, YOU WILL BE ABLE TO CUT DOWN ON THOSE COSTS AND PRODUCE A QUALITY COMMERCIAL FOR UNDER \$1,000.

PRESS RELEASES

WRITING EFFECTIVE PRESS RELEASES

A PRESS RELEASE IS A CONCISE, ENLIGHTENING DOCUMENT THAT INFORMS THE MEDIA OF YOUR LATEST PRODUCT, SERVICE OR NEWSWORTHY ELEMENT (CORPORATE PARTNERSHIP, GRAND OPENING, NEW STAFF OR LEADERSHIP ETC.). THE KEY INGREDIENT TO A SUCCESSFUL PRESS RELEASE IS ITS TIMELINESS AND NEWSWORTHINESS.

- IDENTIFY YOUR ORGANIZATION AT THE TOP OF THE PRESS RELEASE'S FIRST PAGE
- IDENTIFY A CONTACT PERSON WITH PHONE, EMAIL AND ADDRESS
- DATE YOUR RELEASE AND INCLUDE "FOR IMMEDIATE RELEASE"
- REFER TO ASSOCIATED PRESS FOR WRITING GUIDELINES
- ANSWER 'WHO, WHAT, WHEN, WHY AND HOW'
- EMPHASIZE THE MOST IMPORTANT INFORMATION IN THE FIRST TWO PARAGRAPHS
- USE A SUMMARY LEAD IN THE FIRST TWO SENTENCES (25 WORDS OR LESS)
- BE ACCURATE ON *ALL* FACTS
- BE SPECIFIC
- DO NOT EDITORIALIZE OR ADVOCATE A VIEWPOINT
- PARAGRAPHS SHOULD BE LESS THAN 5 TO 6 LINES EACH
- CENTER "###" OR "-30-" AT THE END OF ALL PRESS RELEASES
- PRESS RELEASES SHOULD BE NO MORE THAN 2 PAGES, PREFERABLY ONE PAGE
- USE A HEADLINE
- GRAMMAR, SPELLING AND TYPING SHOULD BE PERFECT
- MAKE SURE YOUR RELEASE IS TIMELY
- POST YOUR PRESS RELEASE TO YOUR WEB SITE
- INCLUDE RELEVANT PHOTOS/IMAGES/LOGOS
- A SHORT FACT SHEET MAY BE ATTACHED AS A 2ND PAGE DOCUMENT
- BE AVAILABLE WHEN THE MEDIA CALLS YOU!
- NEVER USE FIRST PERSON IN YOUR COPY

CONSIDER UTILIZING LOW COST NEWS WIRE SERVICES SUCH AS:
[HTTP://WWW.INTERNETWIRE.COM](http://www.internetwire.com) OR
[HTTP://WWW.PRWEB.COM](http://www.prweb.com)

SAMPLE PRESS RELEASE

FOR A SAMPLE PRESS RELEASE, GO TO
[HTTP://WWW.FCCHAMBER.ORG/DATA/SAMPLEPRESSRELEASE.PDF](http://www.fcchamber.org/data/samplepressrelease.pdf)

WHAT MAKES NEWS?

IT'S DIFFICULT TO CLEARLY DEFINE WHAT IS CONSIDERED NEWSWORTHY AND WHAT IS NOT. AUDIENCES VARY, WHICH MAKES IT IMPORTANT TO FAMILIARIZE YOURSELF WITH THE INDIVIDUAL MARKETS SERVED BY THE MEDIA.

SOMETIMES, THE DETERMINING FACTOR WILL HAVE NOTHING TO DO WITH NEWSWORTHINESS, BUT WILL SIMPLY BE THE AMOUNT OF SPACE OR TIME AVAILABLE ON A GIVEN DAY.

SUBJECTIVE CONSIDERATIONS ASIDE, THERE IS ONE CATEGORY OF PRESS RELEASES THAT WILL ALMOST NEVER GET INTO PRINT OR GO ON THE AIR —“PUFF PIECES.” A “PUFF PIECE” IS A RELEASE FILLED WITH PROMOTIONAL LANGUAGE AND UNSUBSTANTIATED CLAIMS ABOUT THE COMPANY AND ITS PRODUCTS AND SERVICES.

THERE ARE TIMES, HOWEVER, WHEN IT'S PERFECTLY ACCEPTABLE TO “TOOT YOUR OWN HORN:” WHEN YOUR COMPANY IS BEING RECOGNIZED FOR OUTSTANDING WORK, ETC.

TOPICS GENERALLY CONSIDERED NEWSWORTHY:

- PLANT OR OFFICE EXPANSION
- RESULTS OF A POLL OR SURVEY
- NEW BRANCH OFFICE
- COMPANY ANNIVERSARY
- NEW EQUIPMENT
- NEW INVENTION OR DISCOVERY
- GRAND OPENING
- RELOCATION
- NEW PRODUCT LINE
- TRADE SHOW PARTICIPATION
- AWARDS RECEIVED OR CONFERRED
- FINANCIAL RESULTS
- STAFF PROMOTIONS AND APPOINTMENTS
- INDUSTRY RECOGNITION
- COMMITTEE OR BOARD APPOINTMENTS
- CHANGE OF OWNERSHIP
- MERGERS, ACQUISITIONS, AFFILIATIONS
- EVENT SPONSORSHIP

RESOURCE & MEDIA DIRECTORY

FOR AN UP-TO-DATE AND COMPREHENSIVE RESOURCE & MEDIA DIRECTORY, VISIT
[HTTP://WWW.FCCHAMBER.ORG/DATA/RESOURCES&MEDIAGUIDE.PDF](http://www.fcchamber.org/data/resources&mediaguide.pdf)

CHAMBER'S ONLINE PRESS PAGE

VISIT THE CHAMBER'S COMPREHENSIVE ONLINE PRESS PAGE. GO TO WWW.FORTCOLLINSCHAMBER.COM AND CLICK ON THE PRESS PAGE LINK

- POST A PRESS RELEASE
- VIEW CHAMBER RELEASES
 - ACCESS THE MEDIA

FREE FOR MEMBERS!!!!