

How to Get Free (sort of) News Media Exposure



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New realities: 2003-2010*

- Where 18-64 year olds are turning for news:
 - Television: 82% ↓ 62%
 - Newspaper: 43% ↓ 27%
 - Radio: 22% ↓ 16%
 - Internet: 14% ↑ 49%
- Internet=newspapers for 50-64 year olds
- Internet=television for college grads
- Internet=television for \$75,000 HH

*Pew Research Center for the People & the Press, December 2010

What does this mean?

- Nice story on local TV: 6 in 10 people will see it, only if EVERY television viewer is watching that news station, *and it's gone in less than 3 minutes*
- Front page newspaper story: at MOST 1 in 4 people will see it, *and it's gone tomorrow*
- Nice interview on the radio: at most 1 in 6 people will hear it, *and it's gone in less than 5 minutes*

What does this mean, 2.0?

- It's a marathon
- No single story is a magic potion
- The trick is reasonably consistent exposure
- You decide: 5 items in the local section of the newspaper over two months or a front-page story or 3 positive web reviews?

The real cost: sweat equity

- You
- Staff member
- Volunteer
- Member
- Freelancer (you probably don't need a PR agency)

It's not rocket science, but someone has to own it and spend consistent/modest time on it.

What do we have to promote?

- Key: it doesn't matter what I think
- Key 2.0: it only matters what editors, reporters, and bloggers are interested in
- Always assess our museum *from the outside in*:

“What would the news media find noteworthy about our museum... not what we're most proud of in our museum.”

In the last month or so

- 9/11 ceremony by retired FDNY chapter
- Husband-wife volunteer couple
- Upcoming Navy's birthday activities
- Museum gala 8/31
- New Year's Eve for monthlies
- Veterans Day for monthlies
- Toys for Tots for monthlies
- Guest column on military anniversaries
- Google Street View announcement

Our potential exposure checklist

- Vols/Emps with interesting personal stories
- Vols/Emps in suburbs with a community newspaper
- What awards do we have or that we can apply for
- Any business milestones?
- Anything positive about attendance growth or ???
- Any museum anniversary dates this year?
- Any ship's history anniversary dates this year?
- Any military history dates of relevance this year?
- Museum events on the calendar
- ***Own the patriotic holidays***

Our potential exposure checklist

- Guest op-eds on current news/affairs
- Letter to the editor opportunities
- Noteworthy donations by the museum
- Noteworthy donations to the museum
- New hires
- What do local editorial calendars contain?
 - *Example: “Buffalo’s Hidden Gems”*
- “Best of” reader and viewer polls are all the rage
- New features of the museum

Getting back to the local media

- Audit local newspapers (www) for
 - Reporters/their beats
 - Editors/their sections or topics
 - Editorial calendars
- Ditto for radio & TV with local newscasts
- Search for most-popular city & tourist websites
- Search for most-popular local bloggers (sometimes it's reporters)

Then make the connection

- Match story ideas with newspapers' sections or news media outlet
 - Ex- USS Midway cook for the local food section
 - Kids' activities for a "blogger for moms"
 - Husband/wife volunteer couple for a columnist
 - Aircraft restoration for the military beat reporter
 - Air Boss on military event anniversary

Pitching the news media

- News releases are dinosaurs
- Almost exclusively email: concise/bulleted/100 words (max.)
 - Story/item idea
 - Why it's relevant
 - Follow-up museum contact info
- Almost anyone can do this with forethought & organization

The Bigger Picture

- *Almost none of the foregoing reach the tourists!*

San Diego:

3 million local residents

20 million overnight visitors *every year*

Tourists are the “large muscle group”
for Midway

Hit 'em when they're in town

- Collect, audit every tourist publication
- What do we have that fits where?
 - Evergreen, long lead
 - Are we on all the tourist publication/car rental maps?
- Listings usually are free
- Convention & Visitors Bureau
 - A go-to resource: 2012 Japan; 2013 China
 - FAM trips, etc.

More free exposure

- Film & Video Shoots
 - Local or statewide film bureau/commission
 - *Our Holy Grail: American Idol* (20 million households, twice)
 - Local photographers
 - Local advertising & PR agencies
- Ticket donations as fundraisers
 - 800-1,000 neighborhood programs a year, for the price of 4 tickets each
 - Automated through website at no cost to the museum

More free exposure

- Hosting key groups aboard (we're lucky to have the room)
 - Girl Scouts
 - American Red Cross
 - Blood Bank
 - Poinsettia Bowl (college football)
 - 9/11 ceremony
 - *to name a few...*

More free exposure

- The future is in social media, *remember the stats at the beginning?*
 - Most reporters are bloggers: always reporting
 - Some newspapers now have online TV stations
 - www.utsandiego.com/tv/
- Facebook presence (a volunteer can do this)
 - 12,000 followers in 3 years
 - Material for other exposure is material for Facebook
 - www.facebook.com/ussmidwaymuseum

More free exposure

- Speakers Bureau
 - All it takes is an organizer

What we've learned

- It's a marathon
- Strategic exposure requires only an investment of time and almost no expense
- It requires an organizer
- It requires constant awareness
- It requires follow-through on a priority
- A variety of people can make it happen

And Finally

- The ROI, over time, can be enormous!

*No media exposure means
someone hasn't made it
a constant priority!*