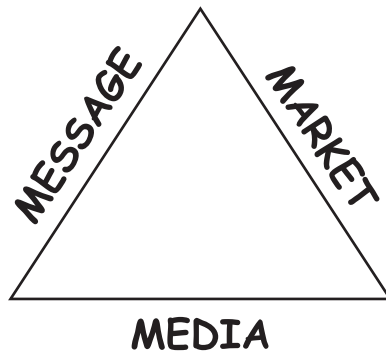


Getting Free Advertising



I'll bet you've heard the old adage, "There's no such thing as bad press." It is often quoted. It's also ridiculous. Ask some of the companies that have been destroyed, and I do mean destroyed, some justly but some unjustly, by TV news programs such as *20/20* or *60 Minutes*. Yes, you can tell it's going to be a bad day when Mike Wallace is waiting for you when you arrive at the office.

The first rule of getting good publicity is to avoid bad publicity.

Publicity and Public Relations

Some years back, in an incredibly stupid move, America West Airlines published an article in its company newsletter by one of its preferred-provider doctors in which he called the chiropractic profession “a cult” and compared chiropractic treatment to “a shampoo and a set.”

The MD who wrote this article must have been on another planet when the chiropractic profession had previously won its lawsuit against the AMA, prompted by just such remarks as that one. But it is inconceivable that a large, generally smartly run corporation would permit material certain to be offensive to a large constituency to appear in print under its name.

The backlash was fast and big. *The Chiropractic Journal*, a newspaper with a reach that includes about 10,000 chiropractors in America West’s prime market areas of Arizona, Nevada, and California, devoted not just column inches but pages to savaging the airline. Hundreds of chiropractors called and canceled flight reservations. Practice-management firms holding meetings urged attending practitioners to fly other airlines. Many Phoenix chiropractors distributed literature criticizing the airline to all of their patients.

I can’t speculate about what the airline lost as a result of all this. It could have been worse; the airline was fortunate that the local news media didn’t make a story out of it. But I can tell you that they won nothing and lost something. The person at the helm of a business has to carefully scrutinize every advertisement, press release, publication, verbal statement, product name—everything—and ask one question: Is there any way this can blow up in my face?

In the entertainment business, there’s a country-and-western singer who did immeasurable damage to her career by attacking the beef industry. She may have thought the media attention of the moment was pretty nifty, but over the long haul she’s found sponsors for concerts and TV shows, guest invitations to talk shows, and other important advantages hard to come by. Of course, more recently, Oprah made some negative

comments about that same industry, was sued but prevailed, and apparently has not suffered at all. However, Oprah is Oprah.

Some years ago, the media and the public went into such a blood frenzy when Donald Trump's marital and financial troubles surfaced that the negative publicity scared his bankers half to death and nearly toppled his entire empire. He came within a hair's breadth of destruction, thanks to bad PR.

As I'm writing this, another edition of Trump's *The Apprentice* TV show has just ended, and The Donald is so hot he's on fire. He has astutely and aggressively capitalized on the media spotlight turned on by *The Apprentice* to quickly pump out two bestselling books and secure endorsement deals from VISA, a fragrance company, a clothing company, and even a hair-care products company! Even current bad PR about his financially troubled casinos has barely been a blip against the much bigger positive PR that he's worked hard to create. I spoke at an event late in 2004, where I immediately followed Donald Trump, and I can tell you from firsthand experience, people love this guy. At the moment, the outrageous Mr. Trump is riding high!

Sometimes being "outrageous" works, sometimes not. But when you are offensive and get your publicity by offending people, you may find the backlash more destructive than the original attention was helpful. There are less radical and risky approaches.

Resource!

In recognition of the public's fascination with *The Apprentice*, we booked first-year winner Bill Rancic to speak at the Glazer-Kennedy Inner Circle 2005 Marketing & Moneymaking SuperConference, and my Platinum Member and client Rory Fatt booked first-year competitor Kristi Frank, part owner of a restaurant, to speak at his Restaurant Marketing Boot Camp. Information about all of our events can be accessed through www.UltimateMarketingPlan.com. A free report about using celebrities in your advertising and marketing is at that same Web site.

How to Get Favorable Media Attention and Publicity: Joining Forces with a Charity

For a number of years, a business associate of mine did a fantastic job of aligning his stores with the Phoenix Chapter of the Arthritis Foundation. By very actively supporting its annual telethon with fundraising activities, personnel, and his personal assistance, he was able to obtain a large amount of free, positive publicity on radio and television. And the contacts he made in the media through this activity proved of continuous and frequent value in promoting his business in other ways.

On a bigger, national level, Bill Phillips, former CEO of the sports nutrition company EAS, got massive, favorable media attention for his book *Body For Life* by donating proceeds to the Make-A-Wish Foundation. Many companies have linked their businesses to former Secretary of State Colin Powell's nonprofit organization, America's Promise, which provides resources to at-risk kids. A national eyeglass chain, for example, donated hundreds of thousands of pairs of glasses and free eye exams. Amongst other things, this got that company mentioned by Colin Powell in just about every speech he gave for several years—though there's no way they could have hired him as a celebrity spokesperson.

Most charities and nonprofit organizations welcome the interest of any business owner who might assist them in their fundraising activities. You'll probably be surprised at how easy it is to get involved and how little it takes in fundraising capability to be considered a VIP by the organization, especially on a local level.

Just as one example, I have a client, Rod Smith, a former NFL star, who puts on nearly a hundred football-and-character-building youth camps in cities and towns all across America every summer. On a local level, a company can be a major sponsor for as little as a few thousand dollars. That gets the company plenty of name recognition, publicity, literature distributed to the kids and their parents, and the added value of doing something genuinely useful in the community. (Rod's company, Dynamic Sports, is in Scottsdale, Arizona.)

So, what can you do? Using special promotions and collection displays such as coin cans in your place of business, you can raise money for the charity from your customers. Take a lesson from national companies such as 7-11 and Dairy Queen and the countless others that donate a penny, nickel, or dime for every so many items sold during a promotional period. With the charity's permission, you can use this in your advertising and as a letter to seek free advertising.

You can also raise funds for the charity through your own employees and their friends and relatives. Activities such as bowl-a-thons, walk-a-thons, and 10K races give your employees an opportunity to get pledges of x cents per pin or per mile from their friends, and then an opportunity to participate and have fun. Even a small group of ten employees who each get ten people to pledge fifty cents a pin for a bowl-a-thon can collectively raise hundreds of dollars, even a thousand dollars or more.

By running several customer/public promotions and several employee activities during the half-year prior to the charity's telethon or other major fundraising event, your business can come to the party with a donation of \$5,000.00, \$10,000.00, or more, and be viewed as a major contributor—and all without actually taking bottom-line dollars to make a contribution. If you match that with some dollars diverted from your ad budget, you can be a major player.

A word to the wise: choose your charity carefully. A group formed to preserve historic buildings in your community might sound good until it gets into conflict with the city government's plans to plop a new industrial park on that same site, bringing 2,000 new jobs to town. A feed-the-homeless program may sound great until a few of the homeless people frequenting the soup kitchen make news by burglarizing nearby homes and parked cars.

Local chapters of recognized, reputable national organizations such as the Arthritis, Leukemia, or Easter Seals foundations are usually safe and do provide a useful collection of benefits to their respective constituencies.

For your self-interest, you'll want to choose an organization that is highly visible in your community and very aggressive and progressive in

its promotional activities. Frankly, there's no point in clutching the coat-tails of someone who's not going anywhere. An organization that has a locally *televised* telethon, auction, rodeo, or other major activity is ideal.

For the benefit of others, I encourage you to choose an organization with a policy of low overhead and high pass-through of funds in ways that genuinely help ill, handicapped, or disadvantaged people. There are unfortunately a number of nonprofits that use up most of their money on bureaucratic overhead, salaries, and fundraising rather than doing anything with it that genuinely helps people. You should also try to find an activity or organization you honestly feel is making an important contribution to society, so you get some psychic reward from your support and can create employee morale and customer loyalty with sincere enthusiasm for the cause you all join in supporting. (Personally, I've long been a supporter of Habitat for Humanity, which builds housing for the poor but insists that the recipients contribute "sweat equity.")

One of our Gold+ Glazer-Kennedy Inner Circle Members, a student and user of my marketing for more than twenty years—who frequently does a terrific job with charity tie-ins—is small-town chiropractor Dr. Gregg Nielsen. Shown here in Exhibit #9 are two simple sales letters Dr. Nielsen used one October and November, mailed to past, "lost" patients, current patients, and others who had expressed interest in his services. Each letter includes a brief mention of a donation to the community's fire department. Also shown, the photograph and caption that appeared in the local newspaper—free advertising! This promotion brought 110 patients in the door, from a very small mailing.

Another great example comes from Bill Glazer, linking his stores' Fiftieth Anniversary promotions to Habitat for Humanity via a celebrity-autographed-tie auction. This is such an ingenious example, because it incorporates use of both celebrity and charity tie-in (Exhibit #10).

Dr. Barry Lycka, a business and marketing consultant to cosmetic surgeons, frequently relies on publicity to promote his own practice. He received coverage in more than 100 newspapers nationwide when he initiated a program providing free cosmetic surgery to victims of domestic abuse.

Exhibit #9


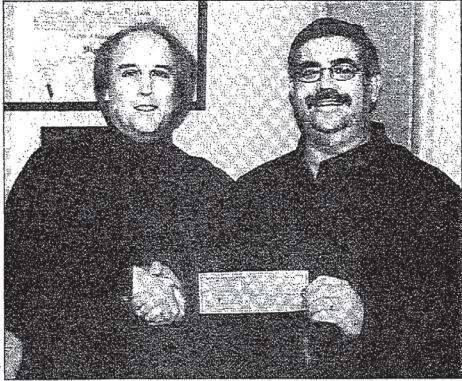
<p>#2</p> <p style="text-align: center;">NOV 19 2003</p> <p style="text-align: center;">Who Else Wants A \$10 Office Visit (With No Obligation) During Our "Patient Appreciation Month"?</p> <ul style="list-style-type: none"> • From now until <u>15 NOV 2003</u> you will receive a \$10 office visit (with this postcard) to help celebrate the Thanksgiving season! (This is a \$30 value) • Also, from now until <u>15 NOV 2003</u> anyone in your family (or a close friend) will receive their initial exam, x-rays (if necessary), and their first gentle chiropractic treatment with a \$10 donation to the Waterford Fire & Rescue. (This is a \$170 value) <p style="text-align: center;">Call Today To Schedule Your Appointment!</p> <div style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: 0 auto;">Phone: (262) 534-3767</div> <p style="text-align: center;">Waterford Chiropractic Office <small>Dr. G.E. Nielsen * e-mail: doenielsen@aol.com Phone: (262) 534-3767 * Fax: (262) 534-2363 Internet Web Site: www.doenielsen.com 505 Aber Drive, P.O. Box 86 Waterford, WI 53185-0086</small></p>	<p>#3</p> <p style="text-align: center;"><small>New Offered For The First Time Ever...</small> OCT 20 2003</p> <p style="text-align: center;">"How To Get A \$10 Office Visit From Now Until Halloween... With No Strings Attached"</p> <ul style="list-style-type: none"> • From now until noon <u>OCT 31 2003</u> you will receive an office visit during our "Patient Appreciation Month" for only \$10 with this postcard. (This is a \$30 value) • Also, from now until <u>OCT 31 2003</u> anyone in your family (or a close friend) will receive their initial exam, x-rays (if necessary), and their first gentle chiropractic treatment...with a \$10 donation to the Waterford Fire and Rescue Squad. (This is a \$170 value) <p style="text-align: center;"><i>Call Today To Schedule Your Appointment</i></p> <div style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content; margin: 0 auto;">Phone: (262) 534-3767</div> <div style="text-align: center; margin: 10px 0;">  </div> <p style="text-align: center;">Waterford Chiropractic Office <small>Dr. G.E. Nielsen * e-mail: doenielsen@aol.com Phone: (262) 534-3767 * Fax: (262) 534-2363 Internet Web Site: www.doenielsen.com 505 Aber Drive, P.O. Box 86 Waterford, WI * 53185-0086</small></p>
<p>#4</p> <div style="text-align: center;">  </div> <p style="text-align: center;"><small>DAVID PAULSEN Waterford Post</small></p> <h2 style="text-align: center;">Helping the fire department</h2> <p>Dr. Gregg Nielsen (left), of Waterford Chiropractic, presents a check for \$1,100 to Waterford Fire Chief Steve Denman to be used by the fire department for future purchases of equipment. The money came from an October and November promotion Nielsen had at his business whereby he provided specified services to new patients who made a \$10 donation to the Waterford Fire and Rescue. Denman noted that Nielsen has made numerous donations to the department during the past 20 years.</p>	

Exhibit #10

Gage World Class Mens Store

Signatures on Silks

Since 1946, Gage World Class Mens Stores has been a part of the Baltimore community. In celebration of our 50th Anniversary and our desire to thank Baltimore for its support, Gage is hosting a celebrity tie silent auction to benefit Chesapeake Habitat for Humanity. The auction will consist of framed, autographed neckties from local, national, and international celebrities.

The autographed ties will be on display one week at each store, allowing all our customers an opportunity to see and bid on their favorite celebrity. There will be over 50 autographed ties displayed, including:

- | | | | | | |
|------------------|------------------|-------------------|-------------------|-------------------|------------------|
| •Bob Dole | •Brooks Robinson | •Clyde Drexler | •Linda Sherman | •Jerry Springer | •Don Johnson |
| •Nolan Ryan | •Jim Palmer | •Rod Laver | •Tom Davis | •Bob Hope | •Gerald McRaney |
| •Buzz Aldrin | •Eddie Murray | •Mike Schmidt | •Mike Thomas | •Alex Trebek | •Dick Van Dyke |
| •Lou Holtz | •Joe Frazier | •Harmen Killebrew | •Regis Philbin | •Johnny Carson | •Chuck Norris |
| •Derey Johnson | •Arnold Palmer | •Jerry Stackhouse | •Joseph Abkoud | •Clint Eastwood | •Arnold Stang |
| •Cal Ripken, Jr. | •Jack Nicklaus | •Andre Agassi | •Bryant Gumbel | •James Earl Jones | •Jerry Orbach |
| •Brady Anderson | •Ben Crenshaw | •Wes Unseld | •Stone Phillips | •Lionel Richie | •Jon Cryer |
| •Rafael Palmeiro | •Johnny Unitas | •Don Scott | •David Hasselhoff | •Art Garfunkle | •Chipper Jones |
| •Roberto Alomar | •Grant Hill | •Richard Sheer | •Ted Danson | •Jolita Jesh | •Fred McGriff |
| •Bobby Bonilla | •Ken Kaiser | •Marty Bass | •Jhane Barnes | •Jim Cummings | •Ben Cardin |
| •BJ Surhoff | •Daryl Cousins | •Steve Rouse | •Ed Bradley | •Mark Spitz | •David Schwimmer |

100% of the proceeds will benefit Chesapeake Habitat for Humanity, who will select and rehab a home for a deserving Baltimore family. So plan to visit one of our stores and see why these are 'knot' your average neckties!

Gage Downtown

MONDAY, SEPTEMBER 9 through
SUNDAY, SEPTEMBER 15, 1996

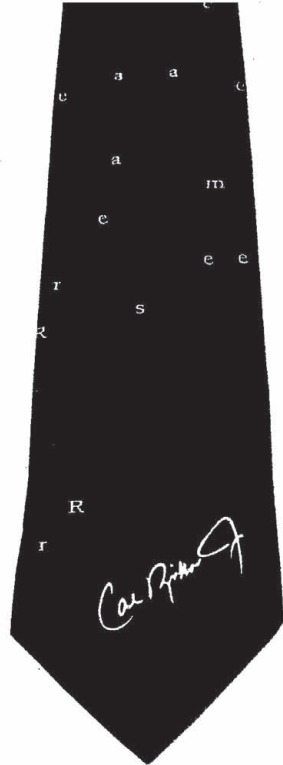
Gage Owings Mills

MONDAY, SEPTEMBER 16 through
SUNDAY, SEPTEMBER 22, 1996

Both stores closed Saturday, September 14 in observance of the Jewish New Year



Always World Class. Always Baltimore.



DOWNTOWN

200 W. Baltimore Street
Baltimore, Maryland 21201
(410) 727-0763
M-S 9am-6pm/Sundays 11am - 4pm

OWINGS MILLS

9616 Reisterstown Road
Owings Mills, Maryland 21117
(410) 581-5351
M-S 10am-9pm/ Sundays 12pm - 5pm

How to Get Favorable Media Attention and Publicity: By Being a Flamboyant Character

Yes, there are great risks here—notably the danger of crossing the line from flamboyant to offensive, or at least to “target” status, such as Donald Trump and Martha Stewart in business, or Bill Maher in comedy. However, there are great examples of this gamble paying off big, one of which is big gambler Bob Stupak, who created the Vegas World Hotel and Casino in Las Vegas (now the Stratosphere).

Bob has appeared on *60 Minutes*—in a positive way—been written about in many major newspapers and magazines and hit the national wire services as news at least twice that I know of. His paths to publicity have included inventing and promoting weird casino games, including crapless craps; playing high-stakes poker against a computer; making the largest known bet on a boxing match at a competing casino—and winning; installing the world’s largest wheel of fortune; and challenging Donald Trump to a huge wager on one round of the toy-store product *Trump—The Game* (an offer Trump declined).

In the sports world, most people agree that Bill Veeck was the most flamboyant promoter. He’s widely credited with inventing “Bat Day” for baseball but is now best remembered for sending a midget up to the plate in a major-league game—thus presenting the pitcher with a strike zone so small as to require surgical precision.

Cal Worthington, a California car dealer, provided late-night TV in his area with truly entertaining commercials, gained national renown, and inspired a host of imitators with his circus animal commercial guest stars, Roy Roger-ish outfits, and wild promises such as, “If you can beat our price, I’ll eat a bug!”

In Phoenix, there’s a dentist who, once a week, dresses up in a Superman costume and visits school health classes as “Super Dentist,” taking along fantastic props including an 8-foot-long toothbrush. Every so often, this flamboyant approach to community service gets him newspaper or TV coverage.

If you want a great case study, consider Jesse Ventura, the former pro wrestler who was elected governor of Minnesota, running as an independent. He shocked both the Republican and Democratic candidates and party leaders. In short order, Jesse pushed through the largest tax cut in that state's history. His quickly written autobiography shot up the bestseller lists. It's hard to be more flamboyant and outrageous than a pro wrestler in bright-colored spandex. More recently, Governor Arnold Schwarzenegger traveled a similar path; he has also transformed himself into a larger-than-life personality.

How to Get Favorable Media Attention and Publicity: By Being an Expert

The media loves surveys, polls, and statistics. If you commission or conduct some kind of public-opinion or customer-preference study, it'll probably lead to your choice of public media or trade journal exposure for you and your business. A client of mine in the time-management seminar business conducted a survey of top executives from 500 companies, asking them to rate their biggest time-management and productivity problems. Then he compiled the results into a news release and sent it to a variety of magazines, newspapers, and talk shows. He received write-ups in his local newspaper and two business magazines and was interviewed on one radio talk show. Who can copy this idea?

Couldn't a restaurant owner do a survey of dining out and take-home eating habits? Couldn't a florist compile interesting, maybe even humorous data and examples of why men buy roses?

Another certain source of media attention is issuing predictions. Being provocative and predictive attracts the media spotlight as if you were magnetized. One major bank gets tremendous media attention each January when it issues its "economic forecast" for the Phoenix economy in the year ahead.

About eight or nine years ago, I consulted with a group involved in the production of a TV infomercial featuring Joan Quigley, best known (as mentioned earlier) as Nancy Reagan's astrologer. I was in a boardroom

with a group of pretty high-powered executives and creative types, working under time pressure to agree on a long list of details about the planned show, but when a brief, casual conversation got Joan started talking about predictions, I can tell you that everybody's ears perked up, the clock-watching was forgotten, and we, too, wanted to know—"What does Joan say?" (which was the title of her book about consulting with the Reagans). People are tirelessly fascinated with predictions!

As you'll probably recall, the radio talk shows were heavily populated with "experts" issuing their predictions about the impending Y2K crisis—and publicizing everything from books to seminars to freeze-dried potato rinds to hideouts in Montana. Being an expert and making predictions is one path to lots of free radio time. There are others, which we'll discuss in a minute.

How to Get Favorable Media Attention and Publicity: With Creative Promotions

Do you remember the pet rock? As you'll recall, that strange little product got talked about on thousands of radio stations, shown on TV, and written up in newspapers and magazines, providing its inventor with millions of dollars of free advertising. He simply sent pet rocks to the media, and they went nuts over it!

On September 12, 2001, Gold/VIP Member Mitch Carson woke up with the idea of putting Osama bin Laden's face on rolls of toilet paper. The idea quickly spawned a new line of patriotic and anti-terrorist items, from T-shirts to golf balls to dartboards. The medium for sales was a fax campaign to 14,000 gift stores, and more than 150 orders a day poured in. Sales spiked and then died in a brief period but led to interviews with Mitch by FOX News and Reuters Worldwide, a major TV news service—publicity Mitch has leveraged and still uses in his personal promotion as a speaker and consultant, and for his ad specialty and promotional merchandise company, *www.impactproducts.net*.

On a smaller scale, you can generate media interest and coverage with your own unusual products or promotions.

On a Friday the 13th, a record store erected a “superstition obstacle course” in its parking lot—complete with a ladder to walk under, a sidewalk crack to step on, mirrors to break, and a black cat roaming around—and sent dares to all the local radio disc jockeys, newspaper columnists, and TV personalities to go through the obstacle course. One radio station bit and did a live-remote morning drive-time broadcast from the site. Two TV news programs reported it. Thousands of dollars of free advertising resulted.

One of the banks in Phoenix has all its tellers come to work wearing costumes on Halloween—and for three years in a row, they’ve garnered free advertising on TV news programs with this gimmick.

One of my favorite publicity stunt stories is about a promotion my friend Gary Halbert devised for Tova Borgnine, for the promotion of a new perfume. They ran a big ad (headlined: “Tova Borgnine Swears Under Oath Her New Perfume Contains No Illegal Sexual Stimulants”) and offered free samples to the public at a huge “premiere party” at a Los Angeles hotel. The resulting traffic jam and frenzied crowd turned the shamelessly promotional event into a news story that made the TV news, radio news, and the retailing industry news.

How to Get Free Advertising: As a Guest on Radio Talk Shows

In your area, there are probably a couple of “all talk” radio stations plus other stations with at least one or two talk shows on their daily or weekly schedule. Nationally, there are thousands of such stations. These shows grind up guests at a rapid pace. Their hosts and producers are constantly scrambling to find interesting guests. And there aren’t nearly enough celebrities to go around. In fact, 90 percent of all radio talk show guests are ordinary people, virtually unknown to the listening audience before their appearance.

Just about anything we've talked about in this Step can qualify you as a radio talk show guest: an opinion, a prediction, a survey, a study, an opinion poll, a new product, an outrageous promotion, or a charitable activity.

Writing a book is an even surer path to the talk-show microphone, locally or nationally. The book can be your own self-published "consumer guide" dealing with your particular business, or a "real" book published by a "real" publisher, like this one. If you own a restaurant, or chain of restaurants, you could write a book about dining out while on a diet, then appear on radio shows promoting your book and, automatically, also promoting your restaurant. If you have a company that sells educational toys for children, you could write a book about raising superintelligent kids. Oh, and if you think you can't write, hire a ghostwriter to help. A simple classified ad in your local daily or alternative weekly newspaper will bring freelance writers and editors rushing to your door; you also can try posting your needs at www.e-lance.com.

If you are a local business owner or professional, appearing on national radio and TV programs and being written about in national publications can make you a big celebrity in your local market—and it can be done! My Platinum Members Bill and Steve Harrison helped their own accountant get interviewed on Lou Dobbs's top-rated financial news program on CNN, which gives him a big "leg up" over other accountants competing for clients in his hometown. If you take a look at a few issues of the Harrisons's publication *Radio/TV Interview Report*, you'll get a lot of ideas of how you might seek fame!

Resource!

My Platinum Inner Circle Members Bill and Steve Harrison help authors get publicity and get on talk shows through their *Radio/TV Interview Report*, which promotes authors to media outlets, and their National Publicity Summit, where authors meet face-to-face with TV and radio show producers and hosts as well as magazine editors.

Get information at www.FreePublicity.com or www.NationalPublicitySummit.com. Also, the Harrisons have prepared one of the 12 Course Modules in the 12-Week Ultimate Marketing Plan Course delivered free by e-mail. Enroll at www.UltimateMarketingPlan.com.

The Basic Tools for Getting Free Advertising: The Press Kit and the News Release

A press kit is a folder or booklet of basic information about you; your business, product, or service; your qualifications as an expert; and your background. It can be universally used with any media contact as well as with bankers, lenders, investors, vendors, and even clients or customers. It will typically include some or all of the following:

1. A biographical sketch and/or resume
2. A chronological history of your industry and your business, product, or service
3. Photos of the business, product, or service
4. Photos of you in action with your product or service; you with famous people; you being interviewed on TV, and so on
5. Copies of any articles or excerpts from books you've written
6. Copies of articles about you and your business, product, or service
7. Position statements or press releases—such as those about studies, surveys, polls, new products, nonprofit affiliations, awards received, and other news of interest to the public
8. A list of subjects on which you can be called to comment as a qualified expert

This press kit can be sent with a cover letter to every radio station producer or manager, every TV station producer or manager, every newspaper editor, every magazine editor, individual show hosts and producers, and individual columnists. Your cover letter may suggest a particular reason

to schedule you as a guest now or, more generally, suggest that your press kit be kept on file so that you can be called on when they need an expert from your field. Then, periodically, you should mail new information to this same list of targets.

This is usually your first contact with a list you've compiled of media targets who might be interested in you and who could be useful to you. If you become known to these contacts as an interesting, knowledgeable source of information, you will get opportunities!

The other basic tool is a good press release. You can create one press release after another, linking yourself or your business to timely events. Best of all, press releases can be sent via broadcast fax to radio stations and other media at nominal cost.

A world expert in using press releases successfully is my speaking colleague Dr. Paul Hartunian. Paul is the man who actually did sell the Brooklyn Bridge—well, little hunks of it anyway, to the tune of hundreds of thousands of dollars, all via interviews and an 800 number, all created by press releases. For that and other products and businesses, he has been on *The Tonight Show*, *Oprah*, *Sally Jesse Raphael*, on CNN, and has even been profiled in *Forbes* magazine. He has generated literally millions of dollars of free yet valuable advertising via simple faxed press releases. One of the biggest points Paul hammers home is that the media are not interested in giving you free advertising, but the media are eager for information and stories that will intrigue, interest, or entertain their readers and viewers.

I have a little personal experience with Paul's point. I got my three *No B.S.* books featured on the prime-time evening news on one of the three networks in Cleveland, one of my home cities, but the station had no interest whatsoever in giving my books free advertising or directly promoting business books. Rather, it was intrigued by the "oddity" of a local resident who raced harness horses, actually drove in the races, and wrote business books. So, I was interviewed by the sports reporter, not the business reporter. I was in my racing colors, standing next to a horse.

But the books were nicely displayed on bales of straw and shown in the segment, which aired twice. Mission accomplished.

Resource!

You'll find free information about publicity and news releases from Paul Hartunian at www.Hartunian.com. Steve Harrison helps people prepare to meet the media, interest reporters and producers in their stories, and do well on radio and TV programs. Get information from Steve at www.FreePublicity.com.
