

On-Air Publicity Bonus: Media Releases That Work



Most radio and TV producers see thousands of these every year. So you have to grab their attention quickly.

I'm sending you 4 media releases that have come to my producer desk that I booked without a second thought.

The Media Release is a very important piece of your PR success puzzle!

Please take note of how simple they are...and how they can appeal to a wide variety of listeners and viewers.

Sample #1

Divorce expert Susan Allan can tell your listeners how to spot marriage danger signs. Thirty percent of the people divorcing this year won't see it coming. How is that possible? Susan Allan shows your audience how to spot the ten most common divorce tip-offs that could derail their marriages.

Including:

- Your husband's sudden weight loss might signal another bigger loss coming.
- Your wife's new wardrobe may mean she's taking on a new man.
- You should be especially nervous if your spouse stops paying household bills.
- You should be even more worried if there's a demand for home improvements.

Susan Allan is the creator of "Ask The Divorce Coach" advice columns. She is an experienced radio guest. (Available last-minute) Susan Allan, (555) 555-5555

Sample #2

At age seventeen, John Assaraf should have been in jail ... or dead. Breaking and entering, theft, buying and selling drugs and the corrupt ways of the streets were John's playground. How then, did he go from a scrappy street kid and gang ringleader to a highly successful CEO and multimillion-dollar entrepreneur? He'd like to tell your listeners his story.

Pre-arrange this interview with Susan at: (555) 555-5555

Sample #3

(This story had major media exposure including CNN and radio shows around the world...and this is how it first started.)

Man Trying To Trade Paper Clip for a House

With real estate prices at all time highs, a 26-year-old Montreal man is trying to get a house on the cheap. Kyle MacDonald has been trying to barter his way up to a house since last July. MacDonald began with an oversized red paperclip, traded it for a novelty pen, swapped it for a ceramic doorknob and then a camping stove. He has currently traded up to free rent for a year in a duplex in Phoenix and is trying to trade the apartment for something better. Contact: Kyle at 555-555-5555 or email kyle@example.com

Sample #4

There are many dating services on the Internet. But only one designed for Rednecks.

www.redneckandsingle.com is like an online Honky-Tonk. It's a place where men and women who aren't ashamed to be called rednecks can find each other --- and maybe start a redneck relationship. Post your picture (preferably wearing a cowboy hat) and personal redneck details, sit back, and wait for attractive rednecks to get in touch. Red Neck and Single Dot Com creator Kevin McIntosh is an experienced radio guest, and very entertaining.

To request an interview: sample@example.com

ADDED bonus, I'd love to see your media release. In fact, who knows, I'm always looking for guests for my Wayne and Jayne Morning Radio Show – and maybe you'll be our next interview. Just email me your media release at: Wayne@OnAirPublicity.com

Thanks and I wish you Radio Success,
Wayne