



Why It's so Important to Keep Up With the Media by Margie Zable Fisher

Watching the "Today" show this morning made me realize something you may not know about P.R. people.

Namely this: In order for us to have good contacts in the media, one of the most important parts of our job is to regularly read publications, listen to radio stations and watch TV programs.

Here's why. Let's say, for example, that we know the contact for medical stories on the Today Show is Dr. Nancy Snyderman. To really understand the types of stories she covers we need to invest some time in watching the show. That way, we know what stories have recently been covered so that we don't pitch the same story ideas to her. (Suggesting an idea that has recently been done makes us look unprepared and a bit unprofessional -- a sure way to cool down a hot media contact.)

Interestingly enough, if we have a story idea that has some similarities, we can mention a recent story and explain how the angle of our idea builds on the recently broadcast story. (This shows that we're prepared and know what we're talking about -- something always looked upon favorably by the media person).

So, if you're interested in getting publicity coverage in *The Wall Street Journal*, you need to make sure you read a few weeks' worth of issues. Then brainstorm an idea and angle that is right for this publication. And if you don't have the time or expertise to do that, you might consider hiring a P.R. person who will.

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