
How To Get Media Attention For and From Your Blog

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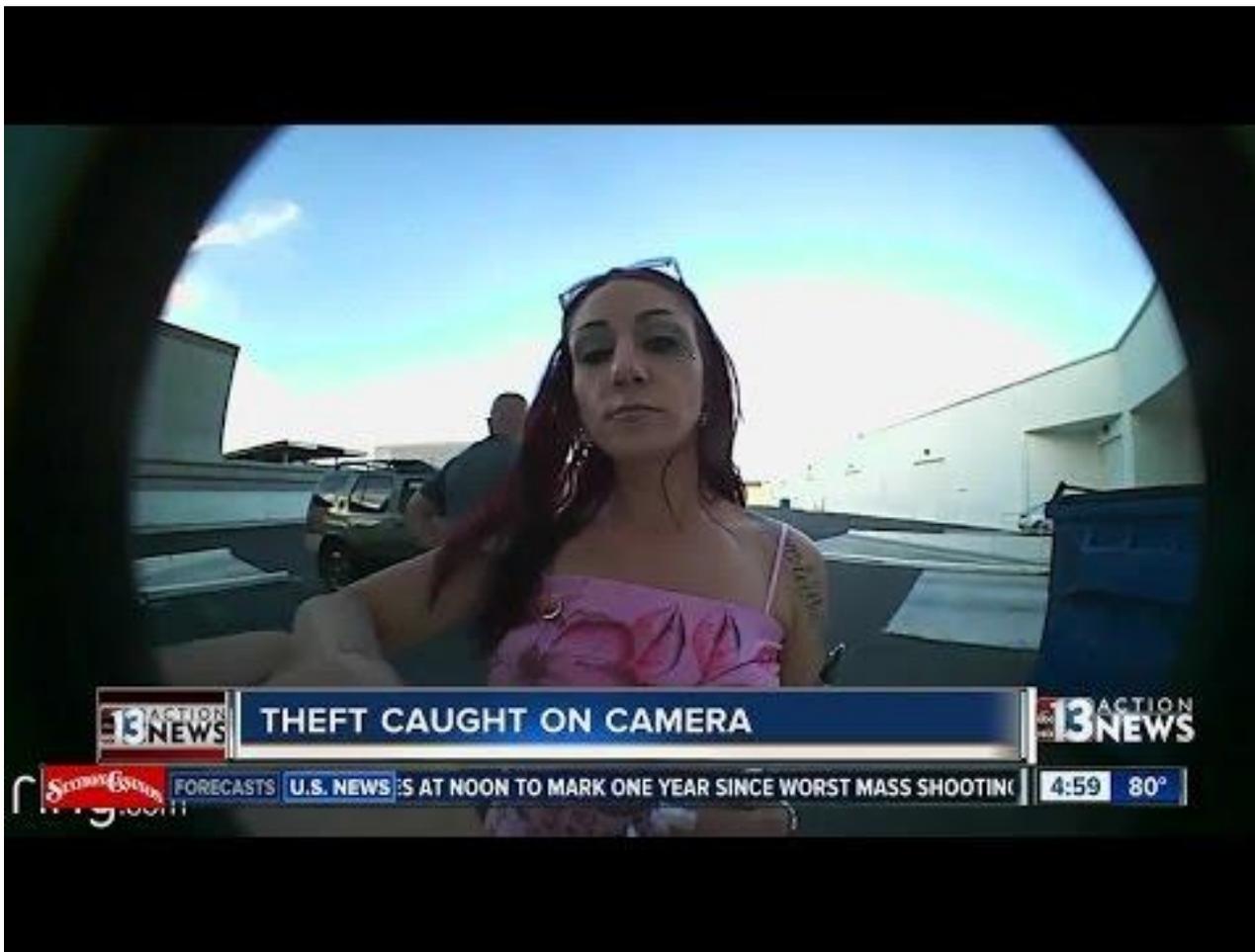
Las Vegas Bloggers Meetup Group

<https://www.meetup.com/Las-Vegas-Bloggers>

Tuesday, June 13, 2017



<https://youtu.be/2be2OlrSVg8>



https://youtu.be/b_BaQjt4DjM

<http://www.fox5vegas.com/clip/13407794/couple-caught-o-camera-stealing-video-doorbell>

Fox5 News:

<http://www.fox5vegas.com/clip/13407794/couple-caught-o-camera-stealing-video-doorbell>

What can the media do for you, your blog and your business?

- Blogging is about leading the conversation
 - One of the biggest challenges is being found; you can pay for advertising or work with the media for free
 - Content that ties you and your business to the current conversation is valuable to Google and Search traffic
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Why you?



Why you?



A farmer out standing in his field

Why you?

- You're an expert in your niche
 - You're nearby and always available
 - You give really good sound bites
 - You have an insight into the subject matter that benefits the conversation
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Which media outlets and why?

- Local first; local media has affiliates, so they're really national and international
 - TV is more fun than radio, radio is more fun than print
 - Study the news - including Google news
 - Seek out journalists whose beat overlaps with your content
 - Seek out journalists who make you their “go to person”
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Which media outlets and why?

- Be persistent but not a nuisance
 - Media outlets are hungry for content, help them out
 - Realize news outlets constantly watch each other and borrow story ideas, this can lead to multiple appearances
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How can I get on the radar?

- Pitch stories like you're in PR, because you are (include facts, figures, stats and quotes)
 - Tag outlets in the social shares of your stories
 - Offer exclusives
 - Don't be limited to your blog content, be the go-to no matter what stories they're telling
 - Get media outlets to follow your social platforms, stories can result from a simple Tweet
 - **Get known for a positive reason and make friends**
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Andrew goes viral

**160,000
Views**

**4,100
Shares**



ring.com

Who can see this?

Andrew DiMino
June 7 at 9:07pm · 🌐

Second Video of 2 adults stealing my Ring Video Doorbell at 7:50 pm in Las Vegas NV. Does anyone know these people? Help us identify them.

160K Views

Like Comment Share Buffer

You, Stef Johannes, Linda Oliver Langdon and 317 others

4,114 shares 23 Comments

Andrew goes Viral (with Scott's help)

Now we have new media friends



Now we have new media friends



How can I be media-friendly?

- Know your stuff
 - Practice (join Toastmasters, record yourself and review/refine); get great at communicating thoughts succinctly (most sound bites are a sentence)
 - Help promote their news and outlet to your social audience (become their most popular story and they'll remember you)
 - Andrew's KTNV video 1,728 views in 24 hours
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What else can I do?

- Create Google alerts to track mentions of you, your site, your industry, your trademarks
 - Always be building relationships, stay in touch between coverage
 - Help journalists find other sources
 - Share and retweet stories because they're relevant to your subject matter, even if they don't involve you
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What else can I do?

- Use online segments to promote yourself to other outlets
 - Break news, the bigger the better
 - Be fearless when it comes to stirring things up and being controversial
 - Be likeable and fun to work with
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