



## **How AVweb Can Help You Get Your News Covered**

With more readers getting their news *first* from online sources, it's more important than ever for companies to be savvy about how they communicate with the aviation audience. In this AVweb advisory, we'll offer some tips on how even the smallest companies can leverage their announcements into news with impact.

### **Press Releases are Passé**

In an age of monthly deadlines, press releases and a press conference at an event worked for most companies. *That age has passed with news being delivered electronically almost instantly.* So now, a brief e-mail and fact sheet is all we need to craft a news story that will get your announcement before the reading public almost immediately.

We don't publish press releases with traditional news leads and boilerplate quotes from the CEO. What we prefer is a brief summary and a solid phone or e-mail contact who can respond on short notice. Companies and agencies who work this way consistently get the best play in our news pages because they make themselves available. **Submit to: [press@avweb.com](mailto:press@avweb.com)**

### **Multi-Media Rules**

Increasingly, readers want to see pictures and video and hear audio. It will be worth your while to make this available to AVweb and other online services. If you have photos, attach them with your press fact sheet, provide them on a flash drive or, best yet, make them available for download on your company web site.

Companies that maintain even modest photo libraries on their sites enjoy high-profile coverage of their products and services. Those who don't may get little notice at all.

Photos can be in any format—jpg and tiff are preferred—and of medium resolution, typically 120 DPI with files sizes in the 1 to 2MB range. If your company has video shorts or even full programs, we can often use these in our coverage. Again, provide them on flash drives or make them available for download on your web site.

We can handle any video format, but Quicktime (.mov) and MP4 formats are preferred. We can make Windows based WMV's work as well. DVDs are acceptable, but not preferred.

## **Be Early**

If you want your event covered with as high a profile as possible, contact us early. When we're able, we'll shoot a video and provide complete coverage of your announcement for release on the day it happens. Because of deadlines, we often can't produce compelling video on the announcement day because of time pressure and general chaos.

Which leads us to this: When we come to your press conference—which we will—if we don't already have the story and video done for release that day, we haven't done our job as effectively as we might. Moreover, the coverage of your announcement may be delayed or will get buried in other competing news from companies that are wise to working with digital media.

## **Embargos: Be Flexible**

We are often asked to honor embargos and, of course, we always do. Unfortunately, press embargos are of another age and we frequently find ourselves holding stories for a day or two because the company or source embargoed the information.

For example, at EAA AirVenture, some companies embargo their announcement to a 10 a.m. press conference. That means the 250,000 readers following our daily coverage through our well-regarded

AVFlash news bulletin won't hear about the announcement until the following day. This does nothing but lessen impact. We would prefer to publish the news as or a little before the press conference happens.

Remember, most of the media attending your press conference won't file stories for weeks. Ours appear in mere minutes. Your press conference will be attended by a handful of journalists; our new stories are scanned by half a million eyeballs. Embargos with a specific time simply delay impact and obscure your message.

The sooner your news is on our site, the sooner its search terms will percolate through Google and other search engines. This is a winning combination for you and for us.

## **Resources, Contacts**

We fully understand that many small companies have no one to handle media relations. We can help. If you'll just make the contact with us, we'll follow up with interviews as necessary. We may even be able to travel to your site to shoot a video which will more effectively tell your story.

Companies and sources often complain to us that their point of view wasn't addressed in an AVweb story. This is usually because we either weren't able to reach a company source or that source didn't respond in a timely fashion, if at all.

If there's any secret to getting consistent, fair and compelling coverage, it's having a credible, knowledgeable spokesperson available 24/7/365. Companies that do this benefit from the most complete coverage possible and often find that they exercise better control of their news and message. If you provide us with a 24/7 contact—preferably via cellphone—we'll never pester you without reason. But if a breaking story occurs, you'll have someone to provide additional detail and/or perspective on the developing story.

### **But the CEO Wants it This Way**

And perhaps you are that CEO. We frequently hear from media managers and public relations officers that the company CEO is mired in the pace of print media. And we understand how difficult it is to change this attitude. It worked decades ago when there was no alternative to waiting weeks or months for a publication.

But the reality is that in AVweb—not to mention digital media in general—you have a potent opportunity to get your story before the reading public within hours, often in terms that you exercise remarkable control over. With very little effort, companies have more opportunities than ever to get their stories out to potential customers. Your competitor may already be doing this.

### **Summary**

- Tilt toward a simple fact sheet, not a formal press release
- Contact us early. We'll respond
- Have multi-media materials available via Flash drive or downloadable web link
- Be flexible on embargo times
- Provide us with a 24/7 contact
- **Submit to: [press@avweb.com](mailto:press@avweb.com)**