



## How to Make Sure the Media Never Covers Your Company Again

Who wants free media coverage for their company? Here's how to tick the media off and make sure your company never gets free exposure on TV and in print again:

### **Bug Them on the Phone**

Are they coming to your event or not? Let's call them every 15 minutes for the entire day and find out. This is one of the quickest ways to get the media to avoid you completely.

Sure, you can call the TV or radio station, newspaper or publication to follow up and see if they received your materials. They might even offer up that they plan to send someone out to cover your event. If there's a fire downtown that threatens the city, your event may be overshadowed and they may not be able to come at the last minute.

Bugging them about it isn't going to get them there any quicker. Just be sure to put them on speed dial and call them at least three times in one day to make sure they block your number.

### **Tell the Media What Shots You Want Them to Get**

If you want to make sure the media doesn't come back to one of your future events, be sure to tell them how to do their job. If there are certain areas they specifically can't shoot because of proprietary reasons you need to keep secret, you can tell them that area shouldn't be shot or photographed with no problems.

But to tell them how you want something to be shot or photographed and what you want to see in the finished product is a great way to make sure they leave and never come back. Maybe after you're done telling them how to do their job, they can put their gear down and tell you how to do yours.

### **Don't Give Them Any Clues**

Send out your press release and other materials without telling them how to get to your location, when the event will be or who to contact if they have questions. Information is overrated.

### **Kindness is for the Birds**

You stapled your tie to the desk, the water cooler is empty and you lost the online auction for the gadget to make your toupee look real. You're in a bad mood and dealing with the media is the last thing you feel like doing. Treat them like you do your cousin's step-children because it doesn't really matter if you're nice to them. They're there to cover the story so who cares?

TV station people know newspaper people. Radio station people know TV people. Even people at competing stations and publications know each other. Word travels fast and they've got plenty of other stories they can cover instead of yours. Be rude to any one of them that comes to cover the story and see how obligated they feel to coming back to give you free exposure.

### **Ditch the Clock and Start on Your Own Time**

You said 2 p.m. but you need to send your Aunt Eunice an email and why does it matter if you start the event at 2:30? The media's already here so they'll stick around, right?

They may stick around for the story but it will more than likely be the last time they even bother showing up. Yours isn't the only story they're covering that day.

### **Make Them Walk Until They Drop**

Videographers from TV stations are going to be carrying heavy gear. Design an obstacle course to make sure they have to walk as far as they can before getting to the location of your event.

If you happen to want them to come back, give them the easiest access possible. Even if you have the nicest lobby in town you want to show off but your building is 30,000 square feet and the event is in the back, help them get their vehicles as close to the back as possible so they don't have to traipse all over the building. If this isn't possible, another alternative would be to provide them means of transportation through golf carts or other small vehicles that they could at least put their gear in while traveling to the back of your building.

### **Don't Give Them Any Additional Info**

After the event is over, wave goodbye and send them on their way. Don't feel the need to provide them with a packet of information or a product sample to help them write the story after they leave.

Surely, they'll get all the facts right from their brief visit. Surely.