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February 10, 2012

**Increase Your Media Coverage Using the Series Technique of Suburban Publicity**


Dorothy York, President and CEO of North American Precis Syndicate (NAPS)

You can extend the life of your message and get more mileage for the release you worked so hard on by turning it into a series of feature articles for newspapers and online publications in the wealthy suburbs of America. One example of a series that has consistently gotten results that are above and beyond what is typically expected for an average story is the series on baking tips by ACH Food Companies. This award-winning series includes beautiful color photos with enticing recipes. The series has generated thousands of placements in print and online, reaching hundreds of millions of readers cumulatively nationwide.

In this economy, many editors facing deadlines are doing two or three jobs and some have started their own blogs after being downsized. They are hungry for good feature material that they can use easily and immediately, and nearly always as is, to fill their special sections, so readers won't have to flip through page after page of advertising.

A monthly series of feature articles distributed by North American Precis Syndicate (NAPS), a publicity distribution service, can be expected to generate 100 to 400 placements per release. The most successful stories can get as many as 2,000 placements or more! The topics getting the best results are usually the ones with advice or tips to the general public on how people can protect their health, grow their wealth, save time or money or offer some kind of reward to the readers, such as a contest prize. "Newspaper readers have been our bread and butter," says Keith Dierberg of ACH. He gave NAPS high praise by saying "your product is the best of both worlds [old school and new school]."

**There are the two main advantages to blanketing the media with a series of articles:**

1- If you have a product or service to sell, by extending your reach to millions of additional readers in suburban media, you will be able to sell a lot more than if you don't. NAPS can help you achieve this goal by delivering your story to more than 10,000 newspapers, with over 200 million in cumulative circulation, and thousands of online publications across the U. S., in the format each editor prefers to use.

2- Management will be a lot more impressed if you have clippings from all the publications rather than a few jackpot placements from the largest ones, that may just carry a blurb of your story, if you are lucky.

Another example of an award-winning series was done by Royal Purple, manufacturer of high-performance synthetic lubricants for automotive, industrial marine, motorcycle and racing applications. The series included tips to consumers on driving and vehicle maintenance. "As a niche auto aftermarket manufacturer, we use NAPS to expand our brand awareness to a broader audience, educating readers, viewers and listeners about the benefits of using synthetic oil and choosing the right oil for the consumer's needs," says Marlena Solomon, Communications Specialist at Royal Purple, Inc. She continues, "We have focused stories on specific consumer segments including older active drivers, teen and women drivers. We continue to use NAPS year after year because of the variety of media it offers to the client such as print, online, radio and VNR segments, which have all had successful reach with regard to the articles Royal Purple has released."

The driving force behind a successful series is often the ability to engage readers to not only buy the product, but also write letters to the editors expressing their gratitude. Success mushrooms as the editors get inundated with more and more positive feedback from an appreciative public. Editors know how a service of features with helpful tips can be to consumers—many editors rely on NAPS to send a steady stream of useful information. Thanks to a relationship built up over many years they reward NAPS by sending back envelopes filled with clips that might otherwise be missed by monitoring services.

**Here is how doing a more thorough job with a series of releases can further increase your success:**

- When articles are written as a series, editors can run those much like a syndicated column, and there is a snowball effect as people will tend to follow those articles from one issue to the next. Readership tends to increase as the series builds in popularity, so editors will be more likely to run articles if those will help attract more people.
- New readers will come to the key message of a series each time it appears in a publication because not everyone reads every page every day. Some may miss reading the first article in the series but may see it in subsequent articles.
- Repetition of a key message in various articles or in various publications will give it greater credibility. The message is more likely to be believed if it is coming from one or more reliable sources, and people trust news that comes from their local community newspaper editors.
- A series of articles with helpful advice or tips can attract attention periodically throughout the year to keep the message in the forefront of the public consciousness on a regular basis. A message is more likely to be remembered if it is repeated several times.
- Being in the right place at the right time will help to prompt a target audience to take action. Readers can be given new reasons in each article to respond to information within the series by tying in seasons or other events.

NAPS offers copy and layout suggestions at no cost or obligation. After 55 years of being in this business, NAPS has a staff of writers who are the experts at what formats will be most popular with editors. Each year, the results are reviewed to see what is getting the best coverage.

**The media relations team at NAPS keeps track of which editors to send to** and what format each prefers, including CDs, camera-ready repro proofs, e-mails, RSS feeds by subject on [www.napsnet.com](http://www.napsnet.com), the NAPS Facebook page, YouTube channel and Twitter feed with thousands of followers. Because of a long-standing relationship with editors that has been built up over the years, editors trust NAPS to send quality material and are more likely to use a series if it comes from our team rather than on its own.

For more information or a free proposal on how to succeed with a series, please call (800) 222-5551 or visit [www.napsinfo.com](http://www.napsinfo.com).

*Dorothy York is President of North American Precis Syndicate, Inc. She has been with the company, helping to achieve excellent results for clients, for over 25 years. The company serves most Fortune 500 companies, the top 20 PR firms, over 100 associations and many government agencies. NAPS guarantees complete satisfaction with each release or you receive another one FREE. The company is based in New York with offices in Chicago, Los Angeles, San Francisco and Washington.*

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**BEST OF THE 'DOG BLOGS**
**Common Website Development Misconceptions**

 Posted on the *Bulletproof Blog* on February 14th by Lauren Yontef

These days, every company understands the importance of a well-designed, highly-optimized, and socially-savvy website. But with so many elements and intricacies to consider when building your primary Web presence – and so much pressure to get the job done on time and on budget – it's easy to fall victim to some common misconceptions that result in diminished returns on your digital investment.

In this week's Six@Six, we dispel those misconceptions and provide tips that can help your website provide the best user experience possible. Are there others I omitted? Share them with me @lyontef.

**1. If you like your website, so will your audience.**

Unfortunately, business owners and managers often make important content, design, and navigation decisions based on their own personal tastes or expertise. The problem is that it's the audience's tastes and base of knowledge that matter most. As such, it's imperative to be subjective and do your homework when building your website. Why are people coming to your website? What do they want to achieve? How can you make their engagement as effortless as possible? What's working for other companies in your industry? ...

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**THOUGHT LEADERS LIVE: EXCLUSIVE VIDEO INTERVIEW**
**U.S. Businesses Approach Golden Age of Public Relations**
**A Video Conversation with Makovsky + Company Founder and President Ken Makovsky**


**Ken Makovsky, APR**, founder and president of **Makovsky + Company**, recently sat down recently sat down with **Media Training Worldwide's** "Inside Communications with Mike Bako" host **Mike Bako** at Inside Communication's studio in Midtown Manhattan to discuss public relations' closely approaching "golden age" — and its role in rebuilding the nation's weakened consumer trust.

[View video...](#)

*NAPS is a publicity distribution service that specializes in syndicated feature releases directed to community newspapers and online publications serving the wealthy suburbs of the U.S. Typical releases generate 100-400 placements. We offer this guarantee: NAPS promises complete satisfaction with each release, or you receive another one free. For information or a free proposal, call (800) 222-5551 or visit [www.napsinfo.com](http://www.napsinfo.com).*

**'DOG BLOGS**
**Unboxed Thoughts**
**The Quiet Influence of Introverted Communicators**

2/15/2012

When I took the famous Myers-Briggs Typology Test to determine the most suitable occupations for my personality, I was a little disappointed when it categorized me as an introvert. In my mind, the term "introvert" conjured the image of an anti-social hermit, hiding out in the woods somewhere. Moreover,...

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**FIVE TIPS TO HELP YOUR NEXT TV APPEARANCE RUN SMOOTHLY**

2/15/2012

Editor's Note: This post was written by Christina Mozaffari, our firm's senior media trainer. She was previously a producer for NBC News, where she produced stories for Nightly News with Brian Williams, The Today Show, and Hardball with Chris Matthews, among others. When I was a producer for NBC News...

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**Novelist Takes Parody A Step Further With Fake Ad**

2/15/2012

During my investigation of novelists and their personal biographies, I stumbled across a clever use of owned media by Team Grisham. Every publisher sends out copies of a new novel to various media in hopes of garnering positive reviews. The marketing team behind John Grisham's latest novel, "The..."

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**MAT YUROW OF BLOOMBERG ON CREATING A COMPANY PRESENCE ON SOCIAL MEDIA CHANNELS**

2/15/2012

To Link To Post: <http://bit.ly/AbZq0M> As part of Social Media Week, the Publicity Club of New York hosted an event on February 14th entitled Socializing the News. Participating on the panel was Mat Yurow, Social Media Editor for Bloomberg News. Douglas Simon, President & CEO of D S Simon Productions, spoke...

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