

Dynamic Chiropractic

UTICA, MI, November 9, 1999 – Timothy Malter, DC, of Malter Chiropractic, is conducting a unique can drive this holiday season. Unlike typical food drives that ask for donations, Dr. Timothy Malter wants to buy canned goods.

"There is such a need throughout our own area for food, that I've taken a more aggressive approach to the conventional food drive concept," said Dr. Malter. "I am challenging the residents of Macomb County to rally together and bring in your canned goods for money."

The plan is simple: Dr. Malter will pay \$1 for every canned good brought into Malter Chiropractic.* Since most canned goods range in price from 25 cents to 75 cents, this program will entice people to contribute.

If you'd like to donate canned goods:

What: Canned Good Drive – Dr. Tim Malter will pay \$1 for every canned good brought into his practice.

When: Thanksgiving Day thru New Year's Day.

Where: 1901 Main Street.

YOUR PRACTICE / BUSINESS

Media Alert

Christopher Malter

A media alert addresses a reporter's time constraints while providing easy-to-read information. In fact, it literally includes the "who, what, where, why, when and how."

Usually, a media alert is used to alert reporters of an upcoming event or activity the media should cover. It's not written to make an announcement, or to address a feature story.

When writing a media alert, there are two primary objectives: to catch the attention of the reporter, and to create a "sexy" (or provocative) angle to maintain that attention.

Step One

The first step in drafting a media alert is to display "media alert" three times across the top of the page in bold text. It should be centered and located under your logo or letterhead. This will immediately accomplish the first objective - to get the reporter's attention.

"For Immediate Release" should appear under "Media Alert." It should be positioned two lines below it, at the extreme left of the page in all capital letters ("caps") and bold text. The font and size is usually based on style. The standard font is either Times Roman or Arial at 12 points. Once again, this alerts the reporter that he or she can use the information in the media alert immediately. Your contact information should be located two lines below "For Immediate Release," at the extreme top right of the page. You'll note from the sample below that the word "contact" is in bold text. Under your name, include the name of your practice, and your phone number with area code.

Step Two

Step two in drafting a media alert is actually developing a creative and "sexy" title and subtitle - something that will catch the reporter's eye immediately. The title and subtitle will accomplish the second objective - creating an appealing angle or perspective to the story.

Media Alert

Media Alert

Media Alert

FOR IMMEDIATE

Contact: Christopher Malter
IM Communications
954-349-9102

**MALTER CHIROPRACTIC PAYS TOP DOLLAR FOR HOLIDAY SEASON:
Will Pay \$1 For Every Canned Good Brought To Center**

UTICA, MI, November 9, 1999 – Timothy Malter, DC, of Malter Chiropractic, is conducting a unique can drive this holiday season. Unlike typical food drives that ask for donations, Dr. Timothy Malter wants to buy canned goods.

"There is such a need throughout our own area for food, that I've taken a more aggressive approach to the conventional food drive concept," said Dr. Malter. "I am challenging the residents of Macomb County to rally together and bring in your canned goods for money."

The plan is simple: Dr. Malter will pay \$1 for every canned good brought into Malter Chiropractic.* Since most canned goods range in price from 25 cents to 75 cents, this program will entice people to contribute.

If you'd like to donate canned goods:

What: Canned Good Drive – Dr. Tim Malter will pay \$1 for every canned good brought into his practice.

When: Thanksgiving Day thru New Year's Day.

Where: 1904 Main Street.

Why: To challenge the residents of Macomb County to rally together and bring in canned goods, to help the less fortunate, while they obtain some extra cash for doing so.

How: Visit Malter Chiropractic Center with your canned goods.

*\$10.00 maximum per person.

The title is single-spaced and all caps. It is bold and centered. The subtitle is single-spaced, with the first letter of each word capitalized. It also is bold and centered. The subtitle offers the reporter more information related to the angle of the story, and should be used to entice the reader to read more.

The first two paragraphs of the media alert are written exactly like a press release. You will

incorporate the dateline (or source, expressed as a city and state) and write the lead. The second paragraph should usually be a quote from the spokesperson or main contact of the story. Some publications might actually print the press release exactly as you have written it. Therefore, it's extremely important to have all the most important information, such as the lead and your quote, at the top in the press release. Quite often, reporters may only have four or five inches of space to print your story, so they'll print the first two or three paragraphs only.

The third paragraph further elaborates on the "how" aspect of the story, i.e., how Dr. Tim will implement his plan. This is an important element of the story, because it addresses credibility and integrity. Write all stories in an informative manner, and never, ever sell! Reporters will see right through anything overtly promotional. Just inform the reader in a credible manner.

Step Three

Step three literally lists the five Ws and one H. Since most reporters are strapped for time, they usually respond quite well to this simplistic approach. It truly spells out the quick questions most reporters would ask you during follow-up.

Note that each W and H is in bold on the left side of the document, with a colon after each to introduce or address the question. Also note that each answer is located two tabs from the question. Each answer is easy to understand and relevant to the story.

Finally, as with the press release, you must alert the reporter that the media alert is finished. You can accomplish this with three pound signs centered and located at the bottom of the page, or by using the number 30, also centered and located at the bottom of the page. Either group of characters represents the end of a news-related document.

Christopher Malter
Weston, Florida
(954) 349-9102
www.imcomm.net

FEBRUARY 2003