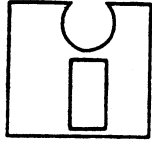


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INTERNATIONAL FEDERATION OF
INVENTORS' ASSOCIATIONS
(IFIA)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION
GENEVA

WIPO-IFIA INTERNATIONAL SYMPOSIUM ON THE COMMERCIALIZATION OF PATENTED INVENTIONS

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the International Federation of Inventors' Associations (IFIA)
with the cooperation of
the Malaysian Invention and Design Society (MINDS)
supported by
the Ministry of Domestic Trade and Consumers Affairs, Malaysia

Kuala Lumpur, August 18 to 22, 1996

**PUBLICITY FOR COMMERCIALIZATION OF PATENTED INVENTIONS:
THE USE OF MEDIA (PRINTED PRESS, TELEVISION, RADIO, ETC.)**

*Lecture presented by Mrs. Joanne Hayes-Rines,
First Vice-President,
United Inventors Association of the United States of America*

Getting Something for Nothing!

Inventors around the world have one thing in common -- they all want something for nothing! While this is an impossible goal when dealing with attorneys, accountants and model makers, there is something very valuable that they can get for free! Publicity!

First, let me explain what I mean by publicity. My dictionary defines publicity as "Information that concerns a person, a group, an event, or a product and that is disseminated through various media to attract public notice."

As far as inventors are concerned that means getting stories about your invention, your new product placed in newspapers, on TV, in magazines, on the radio, and lately, on the Internet.

It's making NEWS. Years ago, as a youngster, someone told me the real meaning of the word NEWS. It means spreading information to all parts of the globe: North, East, West, and South.

Publicity is not advertising. You buy advertising space in magazines, on TV and radio, in newspapers. Publicity is free! Also, advertising, for the most part, is blatant selling of your product or service. Publicity is subtle selling by interesting people in your story.

In addition to making NEWS and spreading your story, publicity has the advantage of not costing money. It does, however, require your time and creativity to develop interesting stories but, after all, that is what inventors are really good at -- being creative!

No matter where you are trying to publicize your invention, there are some general rules you should follow. Imagine, first, that you are a newspaper reporter or a magazine editor. Your job is to inform people about what's new that will affect their lives. Every day the mailman brings piles of information to you. How do you decide -- in a short amount of time -- which stories to tell? How do you decide what will interest your readers?

Remember, your time is very valuable because decisions have to be made quickly.

As a magazine editor, I am faced with these decisions every day. What material to use what not to use. How do I decide? Let me first tell you about INVENTORS' DIGEST and then I will ask you to help me make some decisions.

INVENTORS' DIGEST is a magazine for inventors. Many, many of our readers are first-time inventors. They are people who come from all backgrounds, all levels of education, all careers, all ages. They are men, women, students, retirees, teachers, doctors, plumbers, salesmen and housewives. They may be experts at what they do for a living but very few know anything about what it takes to get a new product on the market. That's where INVENTORS' DIGEST comes in. We guide them through the process of new product development. We explain the meaning of patents, market research, prototypes, patent searches, business plans, licensing, pricing, small run production, test marketing and all of the other steps they must take to make that 'GREAT IDEA' a viable, successful product.

Now that you understand what INVENTORS' DIGEST is, let me show you some stories I've received recently and ask your help in deciding if they're right for INVENTORS' DIGEST. Keep in mind just two things:

1. Time is valuable, and
2. We are looking for stories that are targeted to our readers.

As we review each story, we will decide whether to use it right away in which case we'll put it in the "NOW" file. Or we may decide it's interesting but we'll hold it to use later so we'll put it in the "FUTURE" file. The third option is what we in America call the "ROUND" file (also known as the trash can).

EXAMPLE #1 (A press release from a corporation announcing its new product release.)

This story is well presented and interesting but it has no specific value for our readers.

It belongs in the "ROUND" file.

EXAMPLE #2 (A press release from an individual inventor about his invention.)

I received this story from an inventor about his new product. It is hand written and I am willing to take some time to read it. But it is hard to read. Also, it does not give me all the information I need so I will have to ask him more questions. But there's no phone number. This man is making me work too hard to give him FREE publicity about his product. He may have the greatest story in the world but right now I don't have the time to find out.

So, it also goes in the "ROUND" file.

EXAMPLE #3 (A press release from an individual inventor about his invention.)

This story is complete, interesting and explains how one person was able to get his product on the market. It is packed with information and great photographs.

It goes in the "NOW" file.

EXAMPLE #4 (A press release from an individual inventor about her invention.)

I really like this story but it needs more information. I'd like some pictures to go with it so I'll have to call her. The deadline is approaching for the next issue. There's no time to get the information I need quickly so it will have to wait until the next issue.

It goes in the "FUTURE" file.

Every day I go through this process. My "ROUND" file fills up very quickly.

Normally, my "NOW" file is comparatively small and my "FUTURE" file is medium. By the time I'm ready to work on the next issue, where do you think I start?

First, I use the “NOW” file. If there is any space left after planning the magazine, I use something from the “FUTURE” file if I don’t have to work too hard on it. Remember, time is valuable and deadlines come quickly.

So, which file do YOU want your invention in? Of course, you want to be in the “NOW” file!

The big question is: How do you get there?

There are some basic rules for developing what is called a “press release.”

That’s the formal title used in the industry. It means you are “releasing” information to the “press” -- hence the term “press release.” You are giving them the information at no cost. In exchange for you preparing the story and sending them photographs, they may include your story in their newspaper or publication at no cost to you. It’s FREE!

There is a definite style to a press release. To save time here, I have prepared handouts of a sample press release to give you an idea of how it should “look.” Of course, you can vary this any way you want, but there are some guidelines to follow when drafting your own press release.

There are five questions you must first answer. WHO? WHAT? WHEN? WHERE? WHY? and sometimes you need to answer HOW? In other words, you tell WHO will do WHAT and WHERE they will do it and WHEN and WHY. For example, you can tell the story of:

- a future event -- such as the introduction of a new product;
- an accomplishment -- such as record-breaking sales; or
- how you developed the product -- a human interest story.

In other words, be sure you have a story to tell! Your goal is to answer the five questions in the first paragraph. If you can do this in an interesting way, a way that makes the reader want to know more, you’ll dramatically increase your odds of getting your information publicized!

As you look over the sample press release let me emphasize some points.

1. A press release must always be typed -- NEVER hand written.
2. Be sure to include your name, address and phone number on every page! You would be amazed how often I receive information where someone has scribbled his name at the bottom but forgotten to give me his address or phone number!
3. Keep it short! Try to keep it to one page if at all possible.
4. If you send photographs, be sure they are “clean.” Don’t take a picture of your invention on your workbench surrounded by tools, materials and other assorted items. I’ve had some photos that left me wondering just where the invention was!

5. Label the photos but DON'T write on them. Put the information (your name & address and the name of the invention and the date) on a label that you can stick to the back of the picture.
6. Don't send a video -- no one has the time to watch it!
7. Select newspapers, magazines, radio stations and Internet forums that would have an interest in your product. Don't wind up in the "ROUND" file because your story doesn't "fit."
8. Have someone proof read your story to be sure it's interesting, has enough information and is well written.

Now that you have your story ready, where do you send it? That's where the target is important. Look back at the WHO, WHAT, WHEN, WHERE, AND WHY. They will give you a clue as to where you should send your press release.

Let's create an outline for the sample press release complete with information about the inventor and the product.

WHO	(the inventor) Mary Jones, age 64, retired teacher
WHAT	(the product) invented and is selling a bicycle for handicapped children
WHEN	product goes on sale October 1, 1996
WHERE	will be sold in the US in Toys-R-Us Toy Stores
WHY/HOW	inspired to develop the invention because of her own handicapped grandchild.

Now look at each part and think about which media might be interested in Mary's story.

First, break down the possible publications by area.

WHO	(Mary) women's magazines publications for retirees magazines for teachers Mary's home town newspaper Mary's college alumni news local TV and radio stations
WHAT	(bicycle) new product publications consumer sports-related media parents publications trade publications: retail toy dealers & bicycle manufacturers

The goal is to target the types of media outlets that might be interested in sharing Mary's story with their readers, viewers and listeners. In the United States there are directories that include the names, addresses and phone numbers of newspapers magazines, TV and radio stations throughout the country. By surfing the Internet you can find forums or other media that might be interested in your story.

Preparing a good story and developing the right media list takes time.

Don't expect to be able to write the story on Monday and have it mailed out by Friday. Take your time so you can increase your chances of making the NEWS.

If you're still questioning the value of FREE publicity, let me share a few real success stories with you. Several years ago, a young saleswoman was offered a "buy-out" from her company. That means the company wanted to reduce the size of its staff so they offered some employees a fixed sum in exchange for their leaving the company. Tomima Edmark was offered \$25,000.

She took the offer and instead of taking a vacation or buying a new car, she used the money to develop an idea she had for a new hair accessory that would help style long hair. She designed the product and then had it produced.

She sent out press releases about her product and a very small item appeared in the New Products section of a woman's fashion magazine. That item was read by an executive at one of the TV shopping shows which contacted her about selling her product on air. She was soon on her way to becoming a multi-millionaire!

Another inventor was able to get his story told in his home town newspaper.

One person who read the article contacted him, was impressed with the concept and the product and became an investor in the product.

Recently, the United Inventors Association of the United States of America sent out press releases with information about the second edition of its "Inventors Resource Guide." The story was printed by several publications and several hundred people contacted the office requesting more information.

The cost: the time writing the press release and developing the media list plus the cost of paper, envelopes and postage.

Whether you are seeking product sales or investors to expand your market, there is no better way to get the word out than by FREE publicity! Join the thousands of others who have gotten "something for nothing"! FREE publicity -- it's the greatest bargain around!

[End of document, Annex follows]

Sample Press Release

Grannie's Helping Hand Company

123 Main St., Burbank, CA 92277

FOR IMMEDIATE RELEASE
Wednesday, September 18, 1996

Contact: Mary Jones
(555) 555-1212

California Grandma Invents New Bike

"Pedal Helper" on sale October 1 at all Toys-R-Us stores nationwide!

BURBANK, CA (September 18, 1996). When Mary Jones, 64, saw her eight-year-old granddaughter struggling to ride her bike, she thought, "There's got to be an easier way!" There was an easier way and Mary found it!

"My granddaughter, Karen, was born with a birth defect that makes it difficult for her to ride a regular two-wheeled bicycle," says the retired teacher. "She tried to keep up with the other children and just couldn't. It would break my heart watching her as she had to sit on the sidelines and watch the other children bike up and down the street." Determined to find a way Karen could keep up, Mary started from scratch to understand how bicycles were made and how they were put together. "I about drove my husband crazy," she laughs. "We took Karen's bike apart and soon learned it wasn't so easy to put it back together again!"

After many trial and error attempts, Mary was able to develop a bike accessory that helped Karen ride her bike like the other kids. She called the new product "The Pedal Helper." "It took some minor adjustments," the inventor says, "but the finished product was safe and easy for her to ride. I knew Karen wasn't the only one who would benefit from 'The Pedal Helper' so I talked with toy stores to see if they had any interest."

One major distributor, Toys-R-Us, was interested and put Mary in touch with a national bicycle manufacturer. The national company liked the idea and licensed the rights to Mary's patented invention. Production began this fall. "We are so delighted that 'The Pedal Helper' will be available for kids like Karen," says the creative grandmother. On October 1, 1996, Toys-R-Us toy stores will begin selling "The Pedal Helper" nationwide. Retail price: \$29.95.

Mary Jones retired last year after 35 years at Winona Middle School in Burbank. She is a graduate of California State University, San Francisco, and a past president of the Southern California chapter of Mensa, a national organization for those with superior intelligence.

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