

# MEDIA TOOL KIT

## FOR DEALERS



Compliments of





Dear 3M Prestige Dealers,

Greetings! On behalf of Accent Distributing, I want to personally thank you for all that you do to promote your businesses and 3M brand window film products.

As part of our ongoing efforts to support your sales and marketing efforts, we have compiled this media kit complete with helpful tips, general guidelines for working with the press and sample Do-it-Yourself press releases to use in promoting your company and 3M products throughout the year.

All are designed to help you take advantage of one of the best and least expensive marketing tools out there: free promotions for your company from stories appearing in the newspaper, on television and in business and other publications.

The sample press releases included in this packet are easy to use. Simply add your company's name, logo and other information in the spaces indicated. Still, we can't predict every scenario, so please don't hesitate to contact us if you have questions or if you have a special release you would like help with.

In the months ahead, we will be producing additional materials to help you build your marketing tool kit, so please keep an eye out for them. And don't forget to let us know how we are doing. We are here to help and to support your business and marketing needs.

Wishing you and your business continued and great success!

Shawn Cabral  
General Manager



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## ABCs OF PRESS COVERAGE

Press releases can be a quick and easy way to get coverage in local newspapers, print publications and even on television for your business. Best of all, any press you generate is free!

Here are some quick ABCs to keep in mind as you prepare to contact the media:

**A is for Audience.** Spending that extra moment to decide who is best to send your release to can mean the difference between success and failure when it comes to media coverage. For example, a release on how films reduce glare in the workplace might get thrown in the trash by a home improvement editor while becoming a front page story in the business section. In other words, think about the best audience for your release before you send it.

**B is for Be Timely.** Ever notice how many ads there are for pizza during the Super Bowl? That's because advertisers learned long ago about the value of timeliness when it comes to buying decisions. The same is true of editors. Matching your news to current events or seasonal coverage (e.g., storm protection during hurricane season) will greatly increase your chances of having it picked up.

**C is for Check the Details.** Just like you wouldn't send a proposal to a customer before verifying the numbers, it is important to check the details when submitting press releases to the media. A release filled with typos and other errors creates a poor impression for your business. Worse still is one where you include a wrong number or forget your contact information altogether. Don't let this be you!

## ESSENTIALS OF A GOOD RELEASE

While the sample releases we have included in this kit are pre-written and formatted for ease of use, there may be times when you choose to write a release or announcement about your business on your own. Here are some things to keep in mind when you do:

**Capture attention with a good lead.** Members of the media receive hundreds of emails each day, which means you have only a few seconds in which to grab their attention. Make sure the lead, or first sentence, in your press release captures their attention and makes them want to read on.

**Remember the 5 Ws.** Once you have captured attention with a good lead, it is important to quickly cover the 5 Ws (Who, What, Where, When, Why) in your release. Editors are likely to only actually read the first 1-2 paragraphs of your release, so make sure this vital information is up front and easy to find.

**Establish you and your company as experts in the field.** Let's face it. Not every press release you write is going to get picked up by the media. However, by establishing you and your company as experts in the field, you become a valuable resource for the editor reading your release. Next time he or she is doing a story on reducing energy costs, security, storm protection and other related topics, they may turn to you for comment.

**Don't forget your contact information.** We mentioned it before, but still it bears repeating. Make sure to include your contact information (i.e., company name, contact person, phone number and email address) in every release you send. Editors will often pass your release on to reporters who may or may not have access to the email address from your original message.



## CONTACTING THE MEDIA

For many businesses, the challenge of knowing whom to contact in the media and how best to reach them can be as intimidating as writing a press release in the first place. But by following a few simple rules, you will be an expert in no time.

**Rule #1: Do your research.** Remember our discussion of audience earlier? This is where it comes into play. Before you send your release, do a little research on the different media outlets in your area and decide which ones are the best fit for your news. This list is likely to include major newspapers and TV stations, but it should also include business periodicals, specialty publications and online media as well.

**Rule #2: Be specific.** Whenever possible, send your release to a specific editor or reporter rather than to a generic “News” email address. And remember to target the person who is most likely to cover your story. Many news outlets have staff directories with contact information on their websites, but it is also helpful to pay attention to reporters’ bylines, or names, as they appear in your local press. This can help pinpoint which reporters have a specific interest in your news.

**Rule #3: Cut and paste your release into an email.** Rather than including it as an attachment, it is better to cut and paste your release directly into the body of an email message you send to each media outlet. This will help avoid having your release either ignored by editors or viewed as SPAM by their newsroom’s email filter.

**Rule #4: Avoid mass email addresses in the To: field.** It is always best to email your release separately to each media outlet, as this helps increase open rates and avoid SPAM filters. But such personalized messaging can be time consuming. If you choose to email multiple members of the media at the same time, do so by including your address in the To: field with additional media addresses in the BCC: field.

### WHEN TO FOLLOW UP?

In most cases, you do not need to follow up on press releases you send to the media. However, there may be times when you have a particularly big story or release that you want to make sure an editor or reporter received. In such instances, it is okay to follow up with a quick email or phone call. **As a general rule of thumb always wait at least 2-3 days before following up.**



## PREPARING FOR A PRESS OR TV INTERVIEW

You've written your release, done your research, and sent your email to exactly the right person. Suddenly the phone rings. It's the local newspaper or TV station. They want to cover your story, and a reporter is on the way.

Now what? First of all, smile and give yourself a pat on the back. This is exactly what you hoped would happen. Then, follow these quick, easy steps to get prepared for the interview.

**Step 1: Pick a good spot for the interview.** Whether your interview is with the newspaper or on TV, you will want to find a good spot where you can talk with the reporter. If the interview is with a newspaper reporter, this might be in your office (as long as it is not too messy) or a conference room. If, on the other hand, the interview is for TV, you may want to shoot it in front of your building with your sign in the background (good product placement!) or with your installers working on a project. The big thing is you want a place that is reasonably quiet and that gives a good impression of you and your business.

**Step 2: Gather photos or materials you will need.** Reporters like visuals, so make sure you gather any photos or other materials that may be helpful in getting your point across.

**Step 3: Take a minute to freshen up.** Need to brush your hair, use the bathroom or wipe that coffee stain from lunch off your shirt or blouse? Now is the time, before the reporter arrives.

**Step 4: Keep your responses informative but short.** Think about the types of questions the reporter is likely to ask and practice keeping your responses short but informative. This is particularly true of TV interviews, where your entire time on camera may be limited to just 15-30 seconds.

### ARE YOU CAMERA READY?

Keep these helpful tips in mind to make sure you are always camera ready for the press:

- ✓ Pay attention to what is happening in the background of a shot.
- ✓ Keep a spare shirt, blouse or change of clothes handy.
- ✓ Solid colors are best.
- ✓ Take off your sunglasses.
- ✓ Have a plan. Make sure employees know who can speak and/or be photographed for official company business.

### QUESTIONS OR COMMENTS?

Generating media coverage can be a cost effective and highly rewarding way to generate sales and increase awareness about your business. If you have questions or comments about any of the resources, advice or other information included in this media tool kit, please contact Accent Distributing by emailing us at [info@accentdistributing.com](mailto:info@accentdistributing.com) or calling (877) 417-3456.





[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**Window Films Can Save Floridians Thousands of Dollars During Summer's Heat**

(Your City, FL) – As temperatures soar throughout the state, it can sometimes be difficult to remember just why we all chose to live here in the first place. Sure, the winters are nice. But, as every home and business owner in Florida knows, the hot and humid summer months can take their toll not only on our productivity but on our wallets as well.

In fact, according to government statistics, air conditioning use accounts for more than 27% of the money Floridians spend each year on energy costs. The majority of those expenses occur during the period stretching from April through October. For the average consumer, that amounts to thousands of dollars spent each year just trying to stay cool. For commercial users, those numbers are much higher.



But there are alternatives besides deciding either to suffer through another sweltering summer or taking out a second mortgage to pay the electrical bill. Thanks to recent advances in nanotechnology, new window films from companies like 3M can reduce heat penetration into a home, business, or even a vehicle, by up to 77% while allowing in 70% of the natural light. In other words, these modern films, which are no thicker than a Post-It note, let in the sunlight while providing a nearly impenetrable barrier to its heat.

"When people hear about window film, they tend to think of those ugly old mirrored or dark-tinted products of the 70s and 80s," says [your name], [owner/president/title] of [your company name], a 3M authorized prestige window film dealer based in [city name]. "But many of today's films are virtually invisible and have a solar heat gain coefficient that is equivalent to or better than modern high-efficiency glass."

-more-



For consumers, the result is a significant reduction in air conditioning costs but at a fraction of the price of replacing the existing windows in a home or office. In fact, these films are so high tech that they have been proven to substantially reduce energy costs and glare even in homes and businesses that already have high-efficiency glass. Since they block up to 99% of the sun's ultraviolet rays, they also help protect from skin cancer risks and keep furniture from fading.

All are qualities designed to keep even the most heat-stricken Floridian cool, even as the mercury rises.

For more information on recent advances in window film technology and how they may be able to save your home or business thousands of dollars annually in energy costs, visit [your web URL] or call [your phone number].

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**Window Films Can Save Southerners Thousands of Dollars Each Year in Energy Costs**

(Your City, ST) – As temperatures soar throughout the state, it can sometimes be difficult to remember just why we all chose to live in the South in the first place. Sure, the winters are pleasant – although they can bring their own challenges. But, it is the hot and humid months of summer that really take their toll on our homes and businesses, both in terms of our productivity and our wallets.



In fact, according to government statistics, air conditioning use accounts for a higher percentage of the money southerners spend on energy costs than it does for residents of almost any other region in the country. For most of us, that means thousands of dollars spent each year just trying to stay cool. And if you own a business, those numbers can be much higher.

But there are alternatives besides deciding either to suffer through another sweltering summer or taking out a second mortgage to pay the electrical bill. Thanks to recent advances in nanotechnology, new window films from companies like 3M can reduce heat penetration into a home, business, or even a vehicle, by up to 77% while allowing in 70% of the natural light.

In other words, these modern films, which are no thicker than a Post-It note, let in the sunlight while providing a nearly impenetrable barrier to its heat. Better still, during the winter months, they do just the opposite, keeping the warm air in and the cold chill out.

-more-



"When people hear about window film, they tend to think of those ugly old mirrored or dark-tinted products of the 70s and 80s," says [your name], [owner/president/title] of [your company name], a 3M authorized prestige window film dealer based in [city name]. "But many of today's films are virtually invisible and have a solar heat gain coefficient that is equivalent to or better than modern high-efficiency glass."

For consumers, the result is a significant reduction in energy costs but at a fraction of the price of replacing the existing windows in a home or office. In fact, these films are so high tech that they have been proven to substantially reduce energy costs and glare even in homes and businesses that already have high-efficiency glass. Since they block up to 99% of the sun's ultraviolet rays, they also help protect employees from skin cancer risks and keep furniture from fading as well.

Keeping cool in the summer and warm in the winter are qualities that any southerner can appreciate. But saving a big chunk of money while doing so, now that really makes sense.

For more information on recent advances in window film technology and how they may be able to save your home or business thousands of dollars annually in energy costs, visit [your web URL] or call [your phone number].

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**A Safe Haven in the Eye of the Storm**

**Advanced Window Films Add Layer of Protection against Severe Weather**

(Your City, ST) – Living and working in the south can be a challenge during the autumn storm season. Severe weather – from tropical storms to floods even to hurricanes—can have a profound effect on our homes and businesses if we don't properly prepare for emergencies. And the quest to stay safe can be costly.

Recent statistics show that natural disasters cause upwards of \$140-billion annually in property damages throughout the U.S., with the south being particularly vulnerable. This is one of the reasons southern homeowners and business owners spend thousands of dollars each year on severe weather protection measures, more than residents of most other parts of the country.



But enduring a stormy autumn in ours or any other region of the country does not have to break the bank. Thanks to recent advances in nanotechnology, new window films from companies like 3M can provide an extra layer of protection and security from high winds, soaking rains and other forms of severe weather. Plus, they offer the additional advantage of helping reduce seasonal energy costs during the summer and winter months by blocking extreme temperatures.

Although they are not hurricane resistant, these films can help reduce wind damage while offering plenty of other advantages as well. The films are designed to make window glass more shatter-resistant so, in the event of a high winds or other forms of severe weather, they protect against flying shards of broken glass, debris and water penetration. It is crucial for homeowners and business owners to limit these types of hazards, both for the safety of their employees and for the life of their property.

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"Investing in storm protection is a critical piece of safeguarding your home or business, especially when you live in a part of the country with unpredictable weather like we do in the south," says [your name], [owner/president/title] of [your company name], a 3M authorized prestige window film dealer based in [city name]. "Today's advanced window films let you have that piece of mind for a lot less money than you might expect." "Many people don't realize that window films do a lot more than keep the heat at bay. They keep severe storm damage at bay as well, so it's a win-win."

According to [your name], high-quality window films like those produced by 3M can offer the additional benefit of reducing energy costs as well. "Increased storm protection and reduced utility bills, all for a fraction of the price of replacing the existing windows in your home or office. That's what makes these products a real win-win," he says.

For more information on recent advances in window film technology and how they may be able to save your home or business from severe weather, visit [your web URL] or call [your phone number].

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**Advanced Window Films Provide Burglary Protection for Homes and Businesses**

(Your City, FL) – Burglaries occur once every 13 seconds in the United States, according to recent FBI statistics. Many of those crimes are smash-and-grab burglaries, with criminals breaking windows to gain easier access to a residence or business. Yet, recent advances in technology are now allowing business and homeowners to turn weak, vulnerable windows into durable, protective shields against break-ins.



“Windows shouldn’t be the weakest link in a building. They should be the first line of defense. Fortunately, modern advances in nanotechnology and high tech polymers today allow us to produce window films that can make windows strong enough to foil even the most determined criminals,” says [your name], [owner/president/title] of [your company name], an authorized window film dealer for 3M, which is one of the company’s leading this industry. “Films alone can’t prevent break-ins, but they do act as a deterrent by slowing down access, which encourages burglars to move on and to choose an easier target.”

While security and safety window films are often overlooked, they can be effective tools in a homeowner or business owner’s safety arsenal. Combined with a high-quality security system, window films provide a proven and cost-effective weapon against burglaries.

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They are aesthetically pleasing as well. Compared to iron bars and other deterrents, safety and security films are essentially invisible, so they help retain the beauty and integrity of a building's exterior. This means they won't violate any zoning or homeowner association codes. 3M window films, which are available in Ultra Prestige, Ultra and Safety options, are also designed to help hold glass fragments together, thus reducing potential injury from flying glass.

Some films even include sun control features, which provide increased energy savings along with enhanced security. 3M's Ultra Prestige Series, for example, has micro-layered, tear-resistant technology, which allows up to 70 percent of visible light through the windows while rejecting up to 60 percent of heat penetration. They reduce hot spots as well by rejecting up to 97 percent of infrared rays.

"It is a smart move for any business owner or homeowner to invest in films like these, and 3M's products are the best ones on the market," [your name] says. "You never know when you'll be the victim of a burglary, and an alarm system simply isn't enough of a shield these days. It is worth the investment in window films just to feel as safe, secure and protected as possible."

For more information on recent advances in window film technology and how they may be able to protect your home or business from crime, visit [your web URL] or call [your phone number].

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**National Window Film Day Shines Light on Home, Office Benefits**

(Your City, ST) – Each year as spring winds down, home and business owners throughout the south are faced with a dilemma. Whether to spend the extra money on heat-beating, energy-saving technologies for the home or office or to suffer through another long, hot summer of misery. The latter can be more detrimental than you think, as it comes with a whole host of consequences, from personal discomfort to decreased business productivity and even significant interior damage to furnishings and floor coverings.



That is why National Window Film Day, which will take place this year on [insert date here], is such an important event. Established by the International Window Film Association in 2014, National Window Film Day was designed to educate the public about the many cost-saving, productivity enhancing and security benefits of modern window films.

For example, new, cutting-edge window films from companies like 3M are designed with micro-layered, tear-resistant technology. These films can help reduce seasonal energy costs while simultaneously lessening potential storm damage and protecting against window-based burglaries. Plus, 3M window films are essentially invisible, so they help retain the beauty and integrity of a building's exterior without violating any zoning or homeowner association codes. Perhaps the greatest perk of all is that consumers can take advantage of all of these benefits for a fraction of the cost of replacing their existing windows.

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"Today's window films can provide business and home owners benefits that simply were not available a decade ago and at a fraction of the cost of replacing the glass you already have in place," says [your name], [owner/president/title] of [your company name], a 3M authorized prestige window film dealer based in [city name]. "National Window Day was designed to help get that message out there and to introduce consumers to the incredible energy savings, security and weather benefits today's window film products offer."

For more information on National Window Film Day, as well as recent advances in window film technology and how they may be able to help your home or business, visit [your web URL] or call [your phone number].

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**[TITLE OF YOUR RELEASE – For Example: JAG WINDOW TINTING & TREATMENTS NAMED 3M NATIONAL NEW DEALER OF THE YEAR]**

(Your City, ST) – [Insert copy about your award or recognition in the first paragraph. For example, JAG Window Tinting & Treatments has been named 3M's National New Dealer of the Year for residential, commercial and automotive window film products. The company, which is headquartered in Cocoa and has additional offices in Orlando and Indianapolis, IN, beat out more than 200 3M Authorized Prestige Dealers from across the United States to earn the prestigious award.]



[Insert a quote from your company owner or president in paragraph 2. For example, "We are honored to be recognized by 3M as a national leader in sales and customer service for superior quality window film products," said JAG president James Gadiant, who along with his wife, Michelle, own and operate the company.]

[Insert information about your company history and areas of special expertise in paragraph 3. Often, you can use information from the About Us section of your website for this. For example, Although originally established in 1993, JAG became an exclusive 3M Authorized Prestige Window Film Dealer in fall 2013 and handles the company's full line of sun control and energy saving films, safety and security films and decorative films for residential and commercial purposes. They also specialize in 3M's sun control, safety & security, and paint protection films for automotive and marine uses.]

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[Optional - Use paragraph 4 for any additional information you want to include about your company and/or your products.]

[End your release with contact information for your company, including your web address and phone number so that editors and readers know how to learn more about your company.]

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[Insert your company logo]

**For Immediate Release – [Put release date here]**

**Media Contact:**

[Name and title of person the press should contact]

[Office telephone and/or cell number]

[Email address]

**[Place Title of Your Release Here - For Example, ABC Window Tinting Completes Installation for Marriott City Center Hotel]**

(Your City, ST) – [Paragraph 1: Insert copy about the completed project in paragraph 1. Make sure you mention why it is important or relevant. For example, ABC Window Tinting of Atlanta recently completed installation of solar and security window film for the Marriott City Center Hotel. The project, which included more than 100,000 s.f. of 3M Ultra Night Vision window film, is expected to reduce the landmark hotel's energy costs by 20% annually while providing enhanced storm and security protection.]



[Optional: Insert a quote from your company owner or president in this paragraph. For example, you might include a comment about a special feature related to the project or a statement about how honored you are that your company was chosen for the project. Don't fret. The quote doesn't have to be anything long or involved, just something that adds a personal touch to the release.]

[This paragraph is a good place to put information about your company that will catch the attention of editors and potential customers. For example, are you an expert in certain types of installations or have you completed other high-profile projects that are worth mentioning? Or maybe you want to mention something about your company's history and various awards you have received? Be creative. This is a paragraph designed to make people want to learn more.]

[End your release with contact information for your company, including your web address and phone number so that editors and readers know how to learn more about your company.]

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