PROPER PROPAGANDA

A TYPOLOGY OF TECH MEDIA STORIES

The 10 story types tech media write, and the fundamentals that drive success

1. PRODUCT REVIEWS

What: Hands-on product testing + verdict

Why:
- Essential to trust
- Builds awareness
- Feeds AI answers + commerce ecosystems

Key Insight: Reviews are the gateway to all coverage
→ Without them, everything else is harder

2. COMMERCE LISTICLES (AFFILIATE-DRIVEN)

What: "Best X" / gift guides / deal roundups

Why:
- Direct revenue driver
- Dominant in media economics
- Requires affiliate readiness + prior coverage

Key Insight: Generates money, not just awareness

3. DATA-DRIVEN STORIES

What: Data as the story

Why:
- Positions you as a category leader
- Strong for SEO + AI citations
- Fuels trend narratives

Key Insight: Surprising / counterintuitive data wins

4. COMPANY PROFILES

What: Deep dive on business, culture, success

Why:
- Drives recruiting + investor interest
- Major brand equity unlock
- High impact, low frequency

Key Insight: Requires notoriety + traction + prior coverage

5. FOUNDER-AS-HERO STORIES

What: Founder vision + personality + success

Why:
- Builds category authority
- Attracts investors + partnerships
- Humanizes brand

Key Insight: Media favors:
- Mavericks
- Contrarians
- Hot-category founders

6. GENERAL NEWS STORIES

What: Breaking news, regulation, major events

Why:
- Massive visibility
- Rarely about you unless you're huge

Key Insight: Win as an expert commentator, not the headline

7. TREND PIECES

What: "The rise of X", "Why Y is changing"

Why:
- Attach to larger narratives
- Strong for thought leadership + AI inclusion

Key Insight: Trends need a clear hook
Generic commentary gets ignored

8. FUNDING / M&A STORIES

What: Raises, acquisitions, exits

Why:
- Signals validation + momentum
- Strong investor signal

Key Insight: Can be useful for recruiting

9. BYLINES / OP-EDS

What: Contributed articles

Why:
- Controlled narrative
- Builds category ownership

Key Insight: Strong opinions and clear POVs win

10. PERSONNEL STORIES

What: Hires, leadership changes

Why:
- Lowest impact
- Mostly internal signaling

Key Insight: Internal updates rarely become real news

THE 5 FUNDAMENTALS THAT DRIVE TECH COVERAGE

1 News = New + Relevant

If it's not new or audience-relevant → no coverage

"News is information that was not previously known"

2 Differentiation is everything

First question:
"Why is this different?"

No differentiation = no coverage

3 Big outlets drive amplification

Tech media is top-heavy

- Big publications → trigger syndication
- Small ones → follow

4 Coverage ≠ Sales

Some products:
- Get massive press
- Sell nothing

Others:
- Sell huge
- Get ignored

That gap is real.

5 Speed matters (a lot)

What's hot changes fast.

- Timing can kill a story
- 12 months can make a category irrelevant