

Making the Media Your Megaphone



Today's Agenda

- Why is media relations important?
- What is news?
- How the media operate
- Examples of effective media relations (group discussion)
- How to plan & implement media outreach
- Measuring results
- Q&A



Why Is Media Relations Important?

- The media is a megaphone, reaching thousands - or millions - of people
- Media outlets are powerful influencers
- They have broad or targeted reach to key audiences
- News coverage has third-party credibility

What Is News?

- *News is what the media says is news!*
- What makes a good story
- What makes a good news source



How Do the Media Operate?

- Leverage multiple sources
- Consider news provided to them
- Filter, research, verify, source information
- Operate with 24-hour deadlines
- Keep target audience top of mind



Examples of Effective Media Relations

- Who's generated lots of media coverage?
- Has it been positive? Has it conveyed their messages effectively?
- Do you believe them? Do you trust them?

How to Plan an Effective Media Outreach Campaign

- Develop key messages and supporting points
- Define target audience
- Determine desired outcome
- Write your news “pitch” and background
- Research media outlets and reporters

Implement Your Media Strategy

- Contact reporters on their schedule
- Briefly pitch story idea
- Assess interest (accept “no” as an answer)
- Ask “next steps” and follow-up as required
- Keep in touch over long-term
- Remember...the relationship is worth more than one story

Measuring Results

- Did coverage...
 - Reach your target audience
 - Feature key messages
- Did you...
 - Establish a relationship with a reporter
 - Keep the door open



Questions & Answers

Thank You!