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Overview

- Media Relations
- Storytelling
- Media Preparation
- Tools for Media Strategies
Media Relations

- Use personal and professional networks
- Build relations media
- Connect with the reporters and editors
- Know the style of medium
- Know deadlines
- Reach out, even if not related to topic
Determining Best Media

Desired results:
- Reach the audience
- Increase awareness
- Prompt for action
- Change an attitude
- Relevance
Media Analysis

Demographics of their audience
Reach
Online/offline
Timeframe-deadlines
Getting to know

Reporters
Editors/Publishers
Directors/Producers
Bloggers
Influencers

Audience
Readers
Viewers
Posters
Media Pitching Strategies

- Human interest
- Storytelling, not promotion
- Creative presentation
- Relevance
- Social Media presence-personalization
Traditional Media Tactics

- Media Kit
- Media Advisory/Media Release
- Pitching Stories
- Editorial Boards
- Letter to the Editor Campaign
Digital/Mobile Communications

- Websites, interactive
- Blogs
- Social Media
- Video
- Internal Communication
- newsletters
Advisories

Base information, invitation format

Include any “hooks”, built in reasons for the media to be interested in your offer

Usually meant as a prelude to events or conferences
Messaging

- Concise
- Credible
- Contrasting
- Memorable
- Persuasive
- REPEAT, REPEAT, REPEAT!
Media Release Checklist

Include the organization in headline.

Limit the release to one page (max two).

Cover all the basics: who, what, when, where, why, how and so what.

Use simple sentences, strong verbs, short sentences, and short paragraphs.
Immunize Nevada lauds the recent study by Denmark's Statens Serum Institut, which finds no statistical link whatsoever between the administration of DTaP-IPV/Hib doses and the likelihood of developing autism. It also found no correlation between areas in which vaccines are administered and clusters of autism diagnoses occur. In fact, as the anti-vax movement has grown, so has the incidence of autism, from 1 out of 68 eight-year-olds having it in 2016, to 1 out of 59 in 2018.

“We hope parents will trust verifiable science to vaccinate their children against a disease we once eradicated,” said Heidi Parker.
Fact Sheets

Provide concise expanding on Five-W’s.

Bullet point details

Opportunity to embellish on “hooks”

Vehicle to get detailed information to the media
Distribution

Print, TV, Radio, Influencers, Bloggers, Coalition partners newsletters, staff news, bulletins, Website, social network, blog, phones, emails, online
When to Send

Media Advisory: Send a month before event

Press release and press conference
   Two weeks prior or breaking
   Call two days for confirmation
   Call day of
Letter to the Editor/Comments

Know goal:

Refute/support another letter?
Call to action?
Educate others?

Determine your three messages.

Respond within 6 hours
QUESTIONS?