

# MEDIA RELATIONS

Pro tips for getting your office in the news



# WE'RE ALL COMMUNICATORS WEARING MANY HATS

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Our many hats... A few I've worn

Who do we have in the room?

What drives you?



# WHAT WE WILL COVER TODAY

- Building a solid foundation for media relations
- Strategy
- Media relations tactics that work



# BUILDING A SOLID FOUNDATION FOR MEDIA RELATIONS

- Know your target audience
- What is your secret sauce?
- Building relationships
- Create a customized media list
  - Tools you can use
    - Google
    - Cision, Muck Rack, News Exposure
- See the future? Write a PR plan



# STRATEGY

What is your goal?

- To raise your organization's profile?
- To establish credibility writers?
- To get your boss in the news because they have a big ego?

Your strategy will guide your tactics



# MEDIA RELATIONS TACTICS THAT WORK

## **E-pitch**

- Have a hook – relevant now? Ideas beat relationships
- Keep your e-pitch to three or four short paragraphs
  - Use bullets when possible
- Lead with current statistics and link credible sources
- Customize your pitch
- Be creative with your subject lines and personalize them as appropriate

# MEDIA RELATIONS TACTICS THAT WORK

## E-pitch

- Best days to pitch are Tuesday, Wednesday and Thursday
- For TV, morning meetings at 10, get your pitch in by 9
- Don't randomly blast reporters. It will hurt your credibility
- Plan to follow up in about a week with "follow-up" in the subject line



# PICKLEBALL | REPORTER V. SENIOR CITIZEN

## HOW TO PREVENT INJURIES

Pickleball is all the rage in Tucson, and preventing pickleball injuries is particularly important for older adults playing the sport. According to UBS the number of pickleball players is expected to grow 150% this year to 22.3 million, and 1/3 of those who play at least eight times per week are older adults.

I'd like to connect you with Chloe Conklin, certified personal trainer and manager at the Optum Community Center on Grant and Marvina Tatum, who trains regularly at Optum to stay fit, build strength and agility.

Chloe and Marvina will answer your questions like:

- What exercises are the best when warming up for pickleball?
- How has training at Optum made Marvina feel more confident on the court?
- What safety tips does Chloe have to improve balance, stamina and resiliency on the court?

We'd like to film a segment at the Grant Rd. Optum Community Center's exercise studios with Chloe and Marvina demonstrating exercises then go to a nearby indoor pickleball court so your reporter can play a quick match with Marvina.



# NEWS RELEASE

- For announcements like a restaurant, major sporting event, attraction
- Information presented in story including quotes
- Releases have a style and are not longer than 500 words
- May be used for wire services, but...



# SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

June 29, 2023

Contact: Andrea Katsenes (602) 694-1275, [Andrea.katsenes@cox.com](mailto:Andrea.katsenes@cox.com)

## Cox Increases Fiber-Powered Internet Speeds for Most Arizona Customers

*More than 75% of customers now receive download speeds of a half-gig or greater at no additional cost*

**PHOENIX** – Cox Communications announced today that it has updated its broadband packages, providing faster speeds at no extra cost to the majority of its residential customers. This includes moving everyone on its most popular tier from 250 Mbps to 500 Mbps, which gives **more than three-quarters of all Cox customers download speeds of a half-gig or more.**

**Why it matters:** The need for speed continues to increase – more devices, more connections, more bandwidth. These upgraded speeds will help internet users stay ahead of their home network's demands.

**The big picture:** Cox now offers five speed tiers. In addition to upgrades for 250 Mbps customers, those on the current 150 Mbps package have been upgraded to 250 Mbps.

- Go Fast – 100 Mbps
- Go Faster – 250 Mbps
- Go Even Faster – 500 Mbps (Cox's most popular tier)

# MEDIA ADVISORY



- Only for the media
- Who, what, where, when, why
- Think about your visuals for TV and sound for radio
- Send several days before the event and then day before
- Call downs on morning of the event

# SAMPLE MEDIA ADVISORY

## NEWS

July 27, 2022  
Contact: David Weissman (Courtesy Automotive Group)  
(602) 670-7145  
David.weissman@myprbulldog.com

### Teacher surprise at the Emerson School

*Wish list of critical student supplies fulfilled by Courtesy Automotive Group*

<b>WHAT</b>	Sixteen teachers at the Emerson School (K-8 public) in Phoenix will be surprised when they enter the school's library to find that a wish list of crucial teaching and learning supplies for the 300+ student body has been fulfilled by Courtesy Automotive Group.
<b>WHO</b>	Emerson School Principal Nick <u>Lodato</u> , 16 teachers and representatives from Courtesy Automotive Group
<b>WHEN &amp; WHERE</b>	<b>Friday, July 29 from 1 – 1:30 pm</b> <b>*Media set up at 12:45 pm in the library to capture teacher surprise</b> <b>Interviews in English and Spanish</b> Emerson School 915 E. Palm Lane, Phoenix 85006 On-site contact: David Weissman, 602-670-7145
<b>VISUALS/INTERVIEW OPPORTUNITIES</b>	<b>PHOTO OPPORTUNITIES &amp; INTERVIEWS:</b> <ul style="list-style-type: none"><li>• Smiles on teachers' faces as they realize that a wish list, provided by their principal, of critical student school supplies has been fulfilled by Courtesy Automotive Group so the teachers don't have to struggle to obtain these supplies</li><li>• Supplies for 300+students including dry erase boards, Crayola markers, pencil boxes, dry erase markers and composition notebooks</li><li>• Interview Principal Nick <u>Lodato</u> and teachers</li><li>• Interview Courtesy Automotive Group COO, Jason Church</li></ul>

# GUEST COLUMNS OR OP-EDS

- Can create the biggest bang for the buck
- Don't promise exclusives, except...
- Generally, 450 -750 words
- Authentic and real will win the day
- Dig deep and bring your own experience to the piece

# SAMPLE OP-ED

## Keep your teen safe and alive on Arizona roads this July 4

I have two teen boys and with July 4 just around the corner, it's more important than ever that we educate our teens about safe driving practices, particularly during the 100 Deadliest Days for Teen Drivers. [According to AAA](#), this period spans from Memorial Day through Labor Day.

Arizona is the [15th worst state nationwide for the most dangerous teen drivers](#) based on teens who drink and drive, who rarely wear a seat belt and who die on our roads, at a rate of 12.6 per 100K. [In 2021](#), 33 Arizona teen drivers lost their lives in car crashes and 3,293 others suffered injuries, according to ADOT.

There are some particularly risky behaviors that teens engage in on the roads and talking about them now, will help reduce the likelihood that your teen will engage in them. For example,

- The more teens in the car, the more dangerous. According to the National Highway Traffic Safety Administration, the risk of fatality due to aggressive driving and speeding increases in direct relationship to the number of teens in the car. This is related to peer pressure. Other teens in the car are the biggest distraction for teen drivers.
- Distracted driving is particularly dangerous for teens. Texting and on-board infotainment systems are the second-biggest distraction for teen drivers. Unfortunately, six in ten teen crashes involve distracted driving.
- Speeding and not wearing a seatbelt. If your teen is buckled in, they are more likely to survive a crash and not to be killed. Speeding is a contributing factor in 30 percent fatal wrecks involving teens.

So, what can we do as parents to keep our teens safe on Arizona roads this July 4? We can follow the advice of AAA and use common sense.



# DISCUSSION

- Your media relations challenges
- Current issues
- How an agency maximize what drives your organization!



# THANK YOU



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