

Getting in the press:

YOUR MEDIA ENGAGEMENT STRATEGY

GETTING IN THE PRESS HELPS YOU **TELL YOUR STORY** TO YOUR TARGET MARKETS.

This document will teach you how to cut through
the noise of a 24-hour news cycle to:



Identify the media outlets
that influence your target
markets



Identify the gatekeepers –
such as reporters, editors, and
producers – at those outlets



Get through to those
gatekeepers



Show why your news
deserves space in their outlet

THERE ARE FIVE PARTS TO THIS MEDIA ENGAGEMENT STRATEGY DOCUMENT. **THEY ARE:**

01

Four internal messaging questions to answer before engaging the press.

02

Four media questions to answer before putting your message in front of the press.

03

Three types of media outreach.

04

Five other considerations to keep in mind when engaging media.

05

Three media outreach styles.

INTERNAL CONSIDERATIONS

01

TO WHAT MEDIA OUTLETS ARE TARGET MARKETS PAYING ATTENTION?

02

WHO ARE THE RIGHT GATEKEEPERS AT THOSE OUTLETS?

Reporters write the stories

But editors assign stories

Hosts conduct interviews

Bookers and producers handle guest schedules

Some messages are best for text articles; some are better for radio, podcast, or video

Who is the right gatekeeper for the message?

03

HOW DO YOU GET THE ATTENTION OF THOSE GATEKEEPERS?

E-mail, phone, Twitter, and LinkedIn are popular options.

04

WHAT TOPICS ARE VALUABLE TO THOSE GATEKEEPERS?

It's very important to research the gatekeepers' previous reporting to tailor outreach to their specific needs and wants.

Some gatekeepers cover a topic as part of a larger beat.

*An industry reporter with niche coverage.
A mainstream news reporter with an industry focus.*

OUTREACH CONSIDERATIONS

01

WHAT IS THE TIMING OF YOUR MESSAGE? WHAT CALENDAR CONSIDERATIONS SHOULD BE KEPT IN MIND?

Gatekeepers won't care about taxes around Thanksgiving...but they will care in March and April.

Likewise for conferences, school-year dates, etc.

What one-time opportunities like events, endorsements, and product launches exist?

02

IS THE TOPIC ON-POINT TO YOUR MISSION AND GOALS?

The best branding is on-point and on-message.

Don't get distracted by shiny objects in the press.

03

WHAT IS YOUR SPOKESPERSON'S TITLE?

Titles provide clarity and instant verification for gatekeepers.

Spokespeople can be senior executives, partners, board members, and even customers.

04

HOW WILL YOU ESTABLISH CONNECTIONS?

Different gatekeepers have different communication styles success.

Tailor your outreach to maximize the chances of success.

TYPES OF OUTREACH

We recommend three types of gatekeeper outreach



A general message sent to a wide number of gatekeepers, such as a statement which contributes to an issue or debate



An announcement sent to a wide number of gatekeepers, such as a press release about major organizational news



One-on-one outreach to specific gatekeepers for exclusive interviews

UNIVERSAL CONSIDERATIONS

1. With media that is familiar with your organization, it's okay to lead with your name in the headline and in the lead of a press release.
2. With media that doesn't know your organization, lead with the news because your organization's name will use up valuable subject line space and not generate interest.
3. Always frame your headline in ways that are outside the box, shocking, or counter-intuitive
4. Keep headlines and subject lines between 6-8 words, and 47-63 characters.
5. Press release formatting:
 - Press releases summarize the news being announced.
 - The lead summarizes the release.
 - The headline/subject line summarizes the first paragraph.

BELOW ARE THREE EXAMPLES OF PRESS RELEASES THAT CAN BE TAILORED TO YOUR STORY AND YOUR TARGET MARKETS.

Contact us at info@provenmediasolutions.net to turn these samples into your custom press releases.

#1 TRADITIONAL RELEASE

RELEASE STATUS
(immediate, embargoed, etc.)
Release date
MEDIA CONTACT:
Name and contact info

NEWS CYCLE-RELATED HEADLINE

LOCATION—INTERESTING AND INFORMATIVE SUMMARY OF PRESS RELEASE CONTENTS – Who, what, when, where, why – Inverted pyramid

FOR IMMEDIATE RELEASE

Media Contact
Merritt Green, mgreen@gcpc.com
(703)556-6505

LOGO

VIRGINIA LAW FIRM LAUNCHES NEW BUSINESS ASSISTANCE AFTER STATE ISSUES NEW COVID-19 STANDARDS

COVID Compliance Plans for Virginia Employers

MCLEAN, VIRGINIA—A Northern Virginia law firm has announced new COVID-19 solutions to help businesses comply with new business requirements issued by Virginia Governor Ralph Northam. General Counsel, P.C. launched its first business compliance assistance program after Northam released interim standards in August. Those standards were updated and made permanent on January 27, 2021. Businesses are required to immediately comply or face fines from \$13,277.00 per day or \$132,764.00 for willful and repeat violations.

"Virginia businesses face exorbitant fines and/or thousands of dollars in legal compliance fees in light of these new standards," said General Counsel, P.C. founder Merritt Green. "Our goal is to provide this paperwork to all Virginia businesses for \$250 to \$500. Hundreds of businesses have already benefited from this service, and we look forward to helping thousands more to keep their businesses safe and open."

- Virginia's permanent standards made a number of changes to the standards which were issued in 2020. The final standards include, but are not limited to:
- Reporting standards when staff test positive for the coronavirus.
 - Return to work requirements for staff who test positive for COVID-19.
 - Disallowing face shields as qualifying face coverings.
 - Enhanced ventilation controls for companies in three risk categories.
 - Risk exposure standards.
 - Staff disclosure standards.
 - Enforced social distancing.
 - Sanitation and disinfection standards.

General Counsel's paperwork solutions allow businesses to enter critical information into a easy-to-use form, and to receive the paperwork they need to comply with the new standards. "Our team is proud to provide this unique service to the hundreds of thousands of Virginia businesses which can't afford to pay lawyer fees or government fines," said Green. "Businesses have faced enough challenges in the last year; our compliance assistance program removes a significant headache as our state continues to reopen."

General Counsel, P.C. is a full-service Northern Virginia law firm providing comprehensive legal services for businesses ranging from start-ups to multi-billion-dollar organizations. Its coronavirus business assistance program may be accessed on its website.

Several paragraphs with relevant information about the reason for the release. For each person quoted, use three to five sentences in their quote.

CLOSING PARAGRAPH should have any key details – address of event, product details, etc. – or key person's quote.

#2 QUICK-REACTION RELEASE

For quick-reaction release to friendly media with whom you have solid relationships

(Can also send to friendly media without solid relationships, but be wary of overfilling inboxes and annoying reporters)

Casual but informative introduction –

“Friends – I’m sure you’ve seen that XYZ happened. We wanted to get you a quick quote if you’re covering it.”

Next –

Provide a quote about the event from a spokesperson. The quote should be tightly focused on your unique selling point related to the event/goings-on.

Close with a piece of interesting/valuable data which can provide the reporter/ producer/editor with an added value for their report.

Provide media contact information in the closing paragraph and note that the spokesperson is available and ready to speak with interested reporters.

#3 MEDIA ALERT/ADVISORY

Can go to any level of press, and is used to give bare-bones info about an upcoming event, product launch, etc.

Use best judgment on dissemination based upon quality of news-making event – if truly noteworthy, include press which doesn’t know your brand. We suggest sending media alerts to friendly press, plus a select number of outlets which don’t know your brand.

MEDIA ALERT/ADVISORY: XYZ NEWS THING IS HAPPENING

Two to three sentence summary of situation

WHO: Speakers, sponsors, etc.

WHAT: What is the event?

WHEN: Date, day, and time

WHERE: Location or call-in information

WHY: Summary of situation – four to six punchy, informative sentences

Media call-in information: Phone number, instructions, etc.

Closing sentence or two



PROVENMEDIASOLUTIONS.NET



INFO@PROVENMEDIASOLUTIONS.NET



**PROVEN MEDIA
SOLUTIONS**
