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:



Four internal messaging questions to answer before engaging the press.



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



Three types of media outreach.



Five other considerations to keep in mind when engaging media.



Three media outreach styles.

GETTING IN THE PRESS: YOUR MEDIA ENGAGEMENT STRATEGY

INTERNAL CONSIDERATIONS

01

TO WHAT MEDIA OUTLETS ARE TARGET MARKETS PAYING ATTENTION?

WHO ARE THE RIGHT GATEKEEPERS AT THOSE OUTLETS?

02

Reporters write the stories

But editors assign

Hosts conduct interviews

Bookers and producers handle quest 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.

WHAT TOPICS ARE VALUABLE TO THOSE GATEKEEPERS?

04

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.

PROVENMEDIASOLUTIONS.NET

OUTREACH CONSIDERATIONS

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

01

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



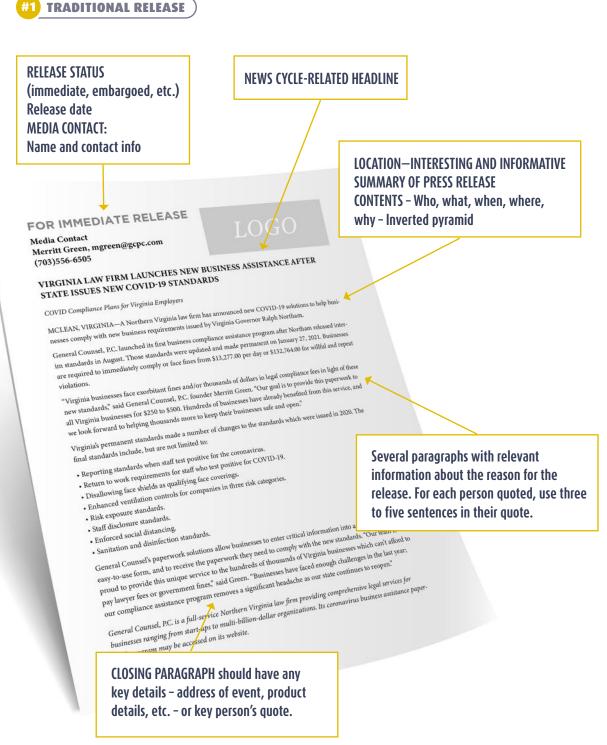
One-on-one outreach to specific gatekeepers for exclusive interviews

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.





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.



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





INFO@PROVENMEDIASOLUTIONS.NET

