

Dealing With The Media: Handling Queries & Reaching Out to Get Your Story Told





When you have a marketing plan, there are different tactics to reach your audience; examples include your website, social media, direct mail, and media.

This will be an “express session” on how to handle queries and also how to pitch your story.



With media, there are 3 broad types:

- 1. Paid media:** also known as advertising. With ads, nothing appears unless it's paid for by you
- 2. Owned media:** your website, blog, your videos, newsletters, and social media channels
- 3. Earned media:** meaning no money changes hands.
It is people who can help tell others what you are doing:
PR people, members of the media, or brand ambassadors.

Earned media is purely editorial content - public relations pros secure it with members of the media who tell others about you in print, online, or in broadcast: radio/podcasts or TV.



Members of the media can also help you tell your stories for you, but how can you be successful with media?

Be Ready

- Know your elevator pitch – your story and your key messages
- Know your stance and how to deliver it concisely
- Have all your information on hand – bottle shots, tech sheets, good photos
- Then be ready when they call – what is the checklist?



Media Reply Checklist

Get the following essential information from the reporter:

1. Name of reporter, phone number and media outlet
2. Reporter's deadline
3. Focus of requested interview
4. Other interview subjects for the story
5. Amount of time required, location etc

And SO important

- Be responsive - answer that email or phone call
- Follow through - do what you say you were going to do when you said you would do it



That was reactive – but to get the story that you want told, you need to reach out and be proactive.

- Define your story and your key messages
- Know how to deliver it
 - Press release
 - One on one pitch
 - Who do you contact?

*This is where you might need some training,
or to hire a PR person.*



Now you may have the following thoughts:

- How do I get skilled in dealing with the media?
- Do I need a PR person, or can I do it myself?

That's where the next two presenters come in

- There is training – for both key messages how to do and on camera practice
- Skills needed: writing, how to pitch, knowledge of what is newsworthy
- Knowledge of who is in the media and what is relevant to them is very useful
- Most important: reliability

Now we get an insiders look on how it all happens...

