

## PREPARING FOR MEDIA RELATIONS

When preparing your media pitch or media event, ask yourself....

1. What is your main goal in achieving print, radio or TV media coverage?
  - \* Boost Book, Product or Service Sales?
  - \* Increase your visibility?
  - \* To gain credibility?
2. What makes you, your product, unique enough to attract the media? Think "Wow" factor.
  - \* Are you the first, the best, most popular, self-help?
3. Consider this; who is your audience? Women, men? What age? Don't forget demographics. What do you want to accomplish as a result of your media interview or public relations event?
4. Focus on your target audience, get specific. Like any good speaker, "speak to your audience." Media relations is an ongoing process. It's very important for you to establish relationships with the media; writers, producers, journalists and editors.
5. How does your media pitch relate to the media you are targeting?
  - \* Are you or your product visual enough for TV?
  - \* Think about geographics - regional/local/national: which area(s) are strongest to boost sales?
6. Brainstorm with yourself, "what action do you want the media to take;" i.e., interview, live coverage, feature story, TV or radio appearance?
7. What is it about your media pitch that makes it a newsworthy story?
  - \* What is your unique angle?
  - \* Does your event benefit your audience, the community?
8. Most important; develop 3-5 key messages you want to convey in the media. Draft a logline, short synopsis and detailed synopsis about your message. [example]

### FOR PUBLIC MEDIA EVENTS, CONSIDER:

1. When planning your event, be aware of other events that may conflict with yours.
2. Develop a visual element to your event to attract your audience and the media.
3. Consider an event close to your targeted media - it makes it convenient for them to attend.
4. If the media can not attend, don't hesitate to request an interview before or after the event.