



BUILDING MEDIA BUZZ

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THE MEDIA QUIZ

PG. 1



AGENDA

1. **Understand the media**
2. **Do your research**
3. **Create a media list**
4. **Contact the media**
5. **Prepare for media interviews and a crisis**
6. **Develop dynamic promotional materials**
7. **Organize media events and special events**
8. **Follow up with key media**
9. **Evaluate your campaign**
10. **Build on-going relationships**



The keys to a successful media relations program:

Understand what is “newsworthy”
Build on-going relationships



COMMUNICATE

- **The right message**
- **To the right audience**
- **Through the right media**
- **At the right time**



WIN WITH R.A.C.E.

- **Research**
- **Analyze**
- **Communicate**
- **Evaluate**



R.A.C.E. FORMULA,

PG. 2 AND 3



ANALYZE YOUR ORGANIZATION

_____ IS A _____
THAT OFFERS _____
TO _____.



DEFINE YOUR PUBLICS, HANDOUT, PG. 4



UNDERSTAND YOUR REASONS

- Understand WHY you are contacting specific media
- What's the “hook”?

HANDOUT, PAGE 5



UNDERSTAND THEIR REASONS

- **WHY** should they (and their readers or viewers) be interested in you, your products, and your services?
- **Who wins, who loses, who cares?**



THINK LIKE A REPORTER, PG. 6 and 7



USE DIRECTORIES

- **Media list of print and broadcast media who reach your markets**
- **Learn about their staff, deadlines, and formats**
- **Bowden's Media Directory**
- **CCN Matthews Media Directory**
- **Canadian Advertising Rates and Data**
- **MediaNetCentral.ca**



FOR LARGER CAMPAIGNS

- **Contact Canada Newswire**
- **Goes directly into newsrooms**
- **Posted on their website**



INCLUDE ALL KINDS OF MEDIA

- Newsletters (corporate, association, and government)
- Internet media
- Alternative media (controlled circulation)



HIRE PROFESSIONALS

- **Freelance writers understand the needs and deadlines of media in their industry**
- **Contact The Periodical Writers Association of Canada (www.writers.ca)**



DESIGNATE ONE SPOKESPERSON

- **All requests for interviews, quotes and information should be handled by your media representative**
- **Create a written policy and review it with staff**



WHEN TO CONTACT MEDIA

- To arrange an information session
 - To follow up on a media release
 - To comment on an issue, problem, or trend
- To “pitch” your company or organization



HOW TO CONTACT MEDIA

- **By e-mail**
 - **By mail**
 - **By fax**
- **By telephone**
- **By website**
- **By media drop**



WHY MEDIA CONTACT YOU

- **To get a quote**
- **To comment on an issue**
- **To verify or obtain more information**
- **As a pre-interview**
- **In a crisis**



WHEN MEDIA PHONE

- Ask if the person is “on deadline”
- If not, buy time – ask to call back in 20 minutes with information or contacts
 - You can say no



PREPARE FOR AN INTERVIEW

- What is the goal?
- Who else will be interviewed?
 - Develop 3 key messages



BEFORE THE INTERVIEW

Provide to media:

Information on you

Your company and history

Your goals and objectives



PRACTICE, PRACTICE, PRACTICE

If your spokesperson is not totally comfortable with the media:

- **audio and video tape answers to questions**
- **hire a professional for training**



PREPARE 2 LISTS OF QUESTIONS

- **Topics related to your company or organization**
- **Create questions that you wish the media would ask**
- **Provide interviewer with list**



THE SECOND LIST

- **Questions you wish they would not ask (but they probably will)**



AT THE INTERVIEW

- **Say what you have to, then stop**
 - **Talk in 15-second sound bites**
- **The more you try to clarify, the more indecisive you look**



AFTER THE INTERVIEW

- Always be available
- Arrange to get your own copies of articles or segments directly from media outlets



NOTHING IS “OFF THE RECORD”

- **Anything you say can be used in any way they choose**
- **“No comment” makes them want to know what you are hiding**
- **They will get information from other sources**



PREPARE FOR A CRISIS

- **Create a crisis communication plan**
 - **Be prepared for a crisis**
 - **Designate a crisis “team”:**
 - **Legal, financial, technical, communications, and management staff**



CREATE A WRITTEN PLAN

- **Review your written plan with all staff before a crisis occurs**
 - **Respond in a crisis immediately, truthfully, and completely**



IN A CRISIS

- Respond within 2 hours
- Keep media informed:
 - by e-mail
 - by telephone
 - by media conference
 - by media releases
 - on your website
- Don't avoid the media



MEDIA KIT INSERTS

What to include:

Media releases

Fact sheet

Media alert

Testimonials

Story ideas

Schedule of your event

Backgrounders

Photographs

Awards



THE NEWS RELEASE,

PG. 8



THE FACT SHEET, PG. 9



STORY IDEAS,

PG. 10



THE INTERNET MEDIA ROOM

- **Create a Media Room on your site**
- **Make sure you keep media updated**
- **Promote it in your publicity materials**
- **Collect information**



DESIGN A MEDIA EVENT:

- **A media conference is a tool to deliver major “news”**
- **A media preview**
- **A media drop**



MEDIA SPONSORSHIP

- **Involve media as sponsors or partners in your special event.**
- **What can you offer?**



INVITE MEDIA TO YOUR SPECIAL EVENTS

- **Organize a media sign-in table or room**
 - **Assign one or two people**
- **Supply kits when they arrive – they won't stay**



“MEDIA-FRIENDLY” SPECIAL EVENTS

- **Open house or plant tour**
- **Seminars and workshops**
 - **Community events**
 - **Charity events**



MEDIA FOLLOW-UP

- **Hire a Media Monitoring Service for larger campaigns (Bowden's or J & A Media Monitoring)**
- **On-line and off-line clipping service and broadcast monitoring**



WHEN YOU ARE PRAISED

- **Media representatives appreciate a handwritten thank you note to show to their editor or producer**



WHEN YOU ARE MISQUOTED

- Your goal is to build long-term relationships, not to get even
- Contact the Writer and the Editor
- Write a Letter to the Editor
- Hire a lawyer



USE ADVERTISING TO SUPPLEMENT PUBLICITY:

- For special events
- To reach a very specific market
- Advertorials
- To gain media sponsorship
- For a “commercial message”
- To thank sponsors



THEN, LOOK AT COVERAGE:

- **When, where, how much, tone**
- **Calculate advertising value**
- **The pros and cons**



CREATE A REPORT

Include all kinds of contacts

- **Date**
- **Name**
- **Medium**
- **What they said**
- **Action**



EVALUATE YOUR PROGRAM

- **Use the media report analysis and coverage to update your list, materials and events**
- **Create a Final Report**



RESOURCES:

- **Bowden's Media Directory**
- **Canada NewsWire**
- **Canadian Advertising Rates and Data**
- **Canadian Press and Broadcast News**
- **Matthews Media Directory**
- **Canadian Periodical Writers Association**
- **www.bowdens.com**
- **www.newswire.ca**
- **www.cardmedia.com**
- **www.canpress.ca**
- **www.cdn-news.com**
- **www.web.net/-pwac**