

## Media Relations

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### Recognizing News

- Hard News
- Feature (or soft news)

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### Recognizing Hard News

- Of consequence to readers, listeners, viewers?
- Interesting to audience?
- Impact?
- Timely?

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**Reporters...**

- Watchdogs
- "Save the World"
- Charged to cover news accurately and fairly

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**Public Relations Pros...**

- Customer service agent to the media
- Timely relay truthful and accurate information
- Admit problems and mistakes
- Solutions to problems
- Understand how various media operate

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**Expectations of PR Pros**

- Relationships
- What's news?
- Deadlines
- Accuracy
- Timeliness
- Trust and honesty
- Accessibility

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**Pitching Story Ideas**

- Read, watch, listen
- Know current events
- Trends
- Research
- Know the medium
- Facts @ your fingertips
- Craft before calling
- Practice

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**Newsworthy Story Angels**

- Who
  - Celebrity
  - Human Interest
- What
  - Adventure
  - Hot News
  - Bleeds and Leads
  - Mystery
  - New
  - Novel
- When
  - Timely
- Where
  - Proximity
- Why
  - Importance/Impact
  - Consequence, Conflict, Controversy
  - Future

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**Pitching Tips from the Media**

- Know the medium’s audience
- Consider multi-platform approaches
- Always ask, “Do you have a minute?”
- Know the right reporter for the story
- Don’t read from a script
- Be nimble
- Know more than what you wrote
- Ask questions a reporter would ask

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**More Pitching Tips from the Media**

- Don't call at 4 p.m.
- Be straightforward
- Be truthful
- Know why your story idea is interesting
- Answer the phone / return calls
- Create connections
- Don't waste time
- Don't use a fax

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**Chris Blackman's Three C's:**

- Courage
- Curiosity
- Confidence

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**Remember...**

give a reporter one good story  
and he/she will come back for  
more.

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**Questions?**

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