

1 TELL YOUR STORY

Ensure that all your communication tells a story, a story that resonates strongly with news outlets and blog audiences. This gives you a higher chance of getting published and covered in the media. The aim is to share your message in an interesting and engaging manner.

Consider the following points as you tell your story:

- Who is this story about - Who are you?
- Who is your target audience?
- What has your journey been till now?
- Are you adding value to your customers?



2 RELATIONSHIPS

It is essential to cultivate an interactive relationship with journalists from your industry.

- Engage with trade professional on Social Media and interact with them through email communications.
- Use a trusted News and Press Release distribution partner to maximize the number of journalists who see your story. Cultivate the relationship with trade journalists and help them add value to their content.



3 RESEARCH

Once your story is ready, you are left to release your communication. Before that, you need to spend time identifying who is your target audience and how do you want to reach them?

- Look for cost-effective or budget-friendly strategies to release your communication by Guest Blogging on websites, using social media forums such as Quora, Facebook Groups, and LinkedIn groups.
- Research successful strategies of your competitors and look to recreate the process they followed.



4 ELEMENTS OF AN EFFECTIVE MEDIA RELATIONS STRATEGY

For a media relations strategy to be successful, the following four elements must be of the highest priority. The elements ensure that you or your client is constantly visible across all platforms.

4 RESPONSIVE

Always be the one who is visible and who starts the interaction with the media. Keep an open channel of communication by being proactive in your field.

- Take time to understand industry trends and forecasts and provide your point of view on them.
- Encourage others from your organization or your clients, to give a point of view or a commentary on the outlook for the industry and use that information to interact with the media.



New Guide To Effective Media Relations

Laura Carter



New Guide To Effective Media Relations:

The New Guide to Effective Media Relations Laura Carter, 1988 Developing an effective communications program is crucial for the survival of colleges universities and independent schools because they must be well understood and have broad public support This guide to media relations compiles articles from CASE Currents into five sections The Basics of a News Service 17 papers So You Want National Media Coverage 15 papers Building Bridges or Burning Them How To Work With the Media 4 papers The Printed Word 12 papers and Broadcasting Your Message 14 papers Each section provides a wide variety of papers by different authors with advice on running a successful media relations program Some papers and authors include How To Hire a Talented News Bureau Director Richard J Pokrass How To Get Coverage Without Releases George B Eager Using PR Tools to Boost Recruitment Irma L Rabbino The Wizardry of Computer Connections Suzanne R Green Six Steps to More National Coverage Phil Zimmer Tips on National Coverage Nancy Raley Judgment Calls Jane C Lareau Marketing Your Own Iacocca Donald R Perkins Tap Into the Wires Dick Jones Scientific Methods Mary Ruth Yoe Working with Television News Paul D Lowenberg Writing Broadcast News Harry Durham Guidelines for Visiting TV News Directors Arthur V Ciervo Wired for Cable Harry Durham Broadcasting Terms Annette H Lee Effective Public Service Announcements Lee and Why Public Service Advertising Doesn't Work Joe Adams SM **Resources in Education**, 1996

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Power PR: Ethnic Activists Guide to Strategic Communications Ray Hanania, 2015-08-08 Power PR is a simple to follow blueprint for Ethnic and Minority Activists to help them develop strategic communications plans to overcome the bias in the mainstream news media to advance their narrative The mainstream news media is biased especially against minority minorities This book helps you write the message and create the products to help promote the message directly to the target audience It details the 10 Fundamentals of Strategic Communications Power PR is authored by award winning veteran former Chicago City Hall reporter and columnist Ray Hanania an American Arab The book is based on Hanania's nearly 40 years of frontline experience in journalism and strategic communications in overcoming biases in the journalism profession You can get more information and updates at www.UrbanStrategiesGroup.com

Media Relations Allan Bonner, Hal Jones, 2004 A complete guide to effective media relations this reference helps organisations to deliver a message to those that matter at all times and in all circumstances Explained is how organisations can assess news value and decide what messages need to be conveyed Also discussed are how to prepare for various types of media confrontations how to handle tough questions and how to develop and execute a media relations strategy Additionally tips for becoming a polished media performer are included

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