

Making the Most of It: Media Relations Primer

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What we'll talk about...

- Our views on what makes news might be different...
- How to (and not to) pitch your idea
- Preparing for an interview
- Wondering if it's news or not?
Ask – right now.



What makes news?

- **Timely**
- **Different or unique**
- **Has a human element**
- **Impacts a number individuals or groups**
- **For TV – visually appealing**



The Pitch



Do...

- **...think through the basics of what makes news**
- **...write down the three brief things that makes this idea news**
- **...be focused and concise**
- **...research to whom you are pitching**



The Pitch



Don't ...

- ...think that every single detail is important
- ...call too late or too early
- ...expect to be the only voice in the story
- ...forget about visuals for television, and real voices



Preparing for an interview



What the PR counsel will tell you:

- Think about the questions you'll get asked
- Write down your top three things you want to say
- Have some examples ready
- Don't use too many facts and figures
- Remember that NO ONE knows as much about your topic as you
- Simple is better
- Practice. With someone in the room.
- Tips For TV
 - ❖ Sit or stand still and straight but relaxed. Shifty seems shifty.
 - ❖ Don't let wild clothes or hair distract from what you have to say.
 - ❖ Look at the reporter, not the camera.
 - ❖ Take your time. Breathe. Listen. Answer.

Preparing for an interview



What the journalist will tell you:

- Answer our questions or tell us why you can't answer
- Don't just answer with key messages – that gets old, fast
- Please don't be too technical
- Have some examples ready
- Remember that we *don't want to* know everything you know about a subject
- Simple is always better

Is this news or not?

- Are you wondering if your idea, story, research, achievement is worth pitching to the media?
- Is there more you could do to make it newsworthy before you pitch?
- Let's decide!



QUESTIONS??