



# WHAT IS MEDIA TRAINING?

### An overview







Media training helps individuals prepare to interact with the press.

It clarifies organizational goals, provides foundational understanding and helps prepare for media inquiries.







# WHO BENEFITS FROM IT?

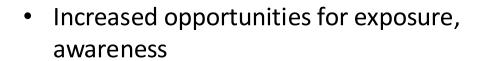
Any member of an organization who will be interacting with the press.

Not everyone in an organization will interact with the press; that's what your Comms person is for!

Still, it's useful for everyone to know the basics when it comes to media training!



# WHY ENGAGE?



Build brand recognition

• Counteract inaccurate information





# **MEDIA BASICS**



# ON THE RECORD... VS OFF

This is a common source of confusion for many.

### ON THE RECORD:

What you are saying can be used for publication.



Assume you are always on the record when dealing with the media.





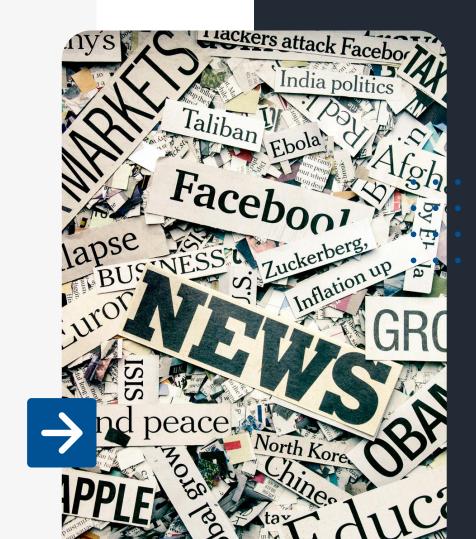
# The importance of being on the record



Being on the record creates credibility

This is especially important when it comes to fighting misinformation

We want you to be the expert!



# **DEADLINES**





In today's break-neck speed news cycle, deadlines are increasingly tight.

Always be aware of deadlines!

When's the deadline?

Respect the Reporter's Deadlines



# DEADLINES CONT.



Reporters hate their deadlines too.

Be as accommodating as you can

Sometimes you'll have to pass.





# **FINDING MEDIA**

- In our internet age, it's easier than ever to find a reporter.
- Check their byline first
- Harness the power of social media!

### FINDING MEDIA

For events (like your walk) make sure you're emailing both the assignment desk and individual reporters.





Assignment desk emails are usually shared on a station's "Contact Us" Page and typically are something like

<u>news@xyx.com</u> or <u>newsdesk@xyz.com</u>

### FINDING MEDIA

Reaching out on social is always a solid alternative when you can't find a person's email.

As long as their DMs are open, you can send them a message.

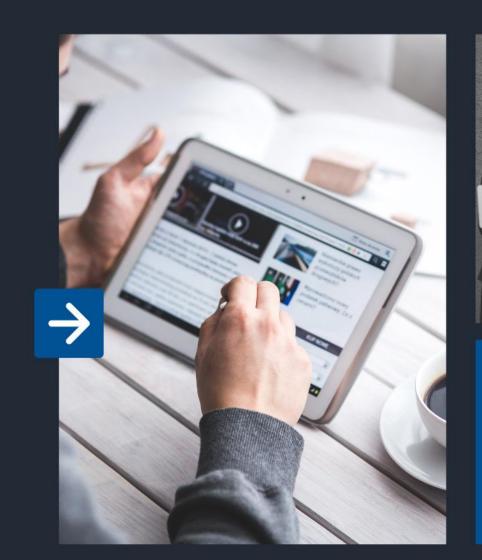






# **PITCHING**

- Make it catchy
- Keep it short
- Do your research!





#### PITCHING cont.



### Make it Catchy

- According to Muck Rack, journalists receive over 300 emails a day
- With this kind of competition, you should be doing everything in your power to make your pitch stand out
- There are a few things you can do to make your pitch memorable



\* Information from Muck Rack

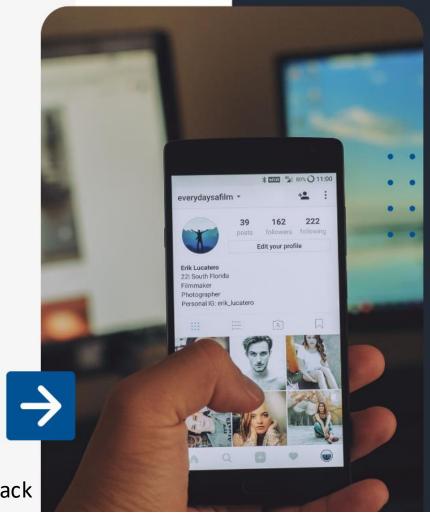
### PITCHING cont.



## **Keeping it short**

- Keeping in mind just how many pitches a journalist gets on a given day, you want to keep your pitches short!
- Think of it like an elevator pitch, you have a limited amount of time to get your point across

- Feel free to use pithy numbers to make your point
  - Up to 240 million people in the world suffer from OCD at some point in their lives



\* Information from Muck Rack



### Do your research

- Do your research before reaching out to reporters
- Make sure you know who you are pitching and why
- Bonus points if you can tell them why you're reaching out to them specifically
  - "Having seen your reporting on XYZ, I think that this will be of interest to you..."





# MESSAGING



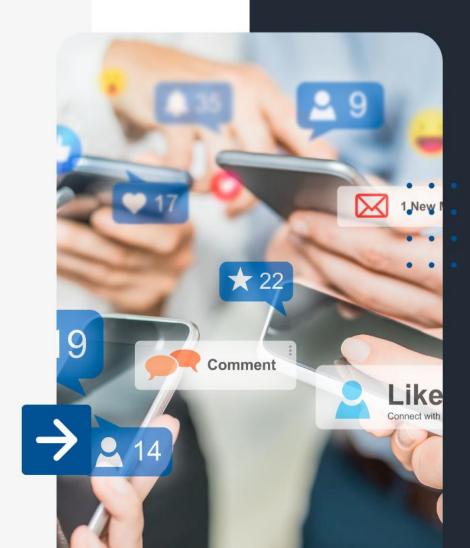
# **MESSAGING**

- Identify your key messages before talking to a reporter

- Come prepared with 2-3 sound-bite sized pieces of your message

 Be consistent, staying on message is key!





### **MESSAGING** cont.

Honing your message:

- Identify key points
- Zero in on talking points
- It's okay to incorporate numbers





### Examples for your Walk:

- Over XYZ walkers expected
- Community building event
- Raise awareness
  on behalf of the up
  to 240 million
  people in the
  world suffering
  from OCD

# ONE MILLION STEPS FOR OCD WALKS



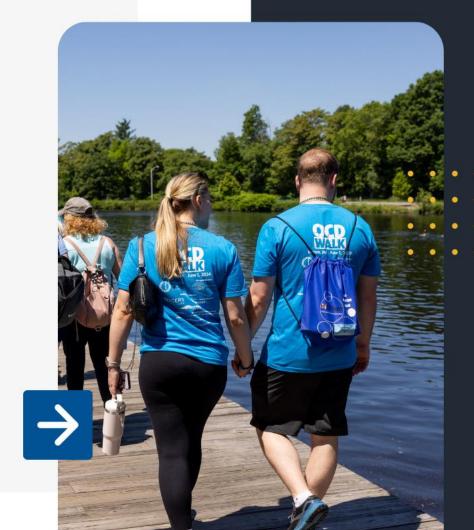
One Million Steps for OCD Walks are an amazing opportunity for affiliates to engage with their local media!

You have the best shot of earning coverage for your walk with these local stations, as the event is happening in their backyard!



#### **Tips for Pitching your walk:**

- Utilize our Affiliate Press Release template and email drafts to simplify the process
- Keep the HUMAN, local, community aspect of the event front and center.
- Pitch early and often! Most times, the reporters and editors who will be planning weekend newscasts won't be working weekdays and haven't seen your previous outreach, so don't be afraid to pitch again!





# **FINAL NOTES**



- DO NOT ask for an advance copy of the piece

- DO Share widely on social!
  - Bonus points if you can tag the reporter in some of your social posts

