



# MHI Annual Conference

Connect | Learn | Collaborate

**2017** October 2 - 4  
Boca Raton Resort  
Boca Raton, FL

## How to Score Valuable Media Coverage



Collaborate



Learn



Connect



# Welcome Today's Panel

**Moderator:** John Clark, Director of NA Marketing, Dematic Egemin

**Panelists:**

- Dave Blanchard, Editor-in-Chief, *Penton/Materials Handling & Logistics*
- Dan Gilmore, President and Editor-in-Chief, *Supply Chain Digest*
- Mitch MacDonald, President & CEO, Group Editorial Director, *Agile Business Media, DC Velocity*
- Bob Trebilcock, Executive Editor, *Modern Materials Handling*

# Media Relations vs. Public Relations



## Media Relations

- The relationship between you, your company and journalists
- Informs the public about your company in a positive, consistent and credible manner
- The key is to find out where and your customers get their information and engage in relationships with those reporters.

## Public relations

- Extends that relationship beyond the media to the general public and key stakeholders utilizing social media, special events, tailored messaging.

***The key to success in a successful communications strategy is the combination of strong public relations with strong media relations.***

# Understanding the Media

## Purpose of media relations:

- Build awareness through third-party sources
- Create understanding of an issue or position
- Develop public image; foster goodwill toward the organization
- Publicize a new product or service
- Develop a **RELATIONSHIP** with media covering you

## The role of media:

- **To tell THE story, not to tell YOUR story**



# Proactive vs. Reactive Media Relations

**Proactive:** Initiated by the company and/or the agency

- News releases
- Bylined articles
- Case studies
- Expert source pitches
- Story pitches
- Social Media
- Editorial calendar opportunities



**Reactive:** Initiated by the reporter that may not be favorable toward the company or that result from conditions beyond the company's control

# What is News?

Is it:

- New?
- Unique?
- The first?
- Timely?
- The only?
- Relevant?



# How **Not** to Score Media Coverage

## How not to do it

- Irrelevant for journalist that received it
- No personalization
- No clear value prop for the journalist or the reader
- All recipients in CC
- Release includes a heavy attachment
- You don't read the publication/journalist and have no idea what they cover so you send to all contacts – **spray and pray approach**



# How To Score Media Coverage

## 4 step approach to scoring media coverage

1. Get to know your media contacts
  - Follow/stalk them on social media
  - Read their articles so you know what they cover
  - Give them what they need to be successful by understanding how they work
2. Create a visual story
  - Enrich releases with images and video
  - Create a short pitch of less than 500 words





# How To Score Media Coverage

## 4 step approach to scoring media coverage

### 3. Send multimedia pitches

- Include a link to download images and video
- Personalize your message and include a short, clear subject line
- Present a clear next step – offer a follow up conversation

### 4. Measure results

- Learn what content works for which media outlets



# Q&A