

FOUR STEPS TO BUILDING GREAT MEDIA RELATIONS



1. Thought leadership

Being a thought leader in your industry increases your brand's visibility, strengthens media relationships and gives credibility to your ideas. Thought leadership comes from generating original ideas that play toward current public interest. Your stories should have at least one of the elements below:



2. Storytelling

At the heart of every good story is a captivating message. Read on to learn how each storytelling element can be used to create an engaging pitch.



Unusualness

Is your content status quo? Common knowledge? Remarkable media content gets more clicks. Be prepared to think not only about the readers and viewers, but also about the interests of advertisers.



Conflict

Does your story have a problem that the characters had to overcome? If not, it's probably not a story, but rather an advertisement, and it might not be worth pitching to the media.



Celebrity connection

You could pitch a dry article about your business' financial gains, or you could make it a **witty listicle** that references Taylor Swift. Which one do you think has more mass appeal? Including ties to a famous character or personality can help give your story a boost.



Human interest + empathy

We all love content that tugs on the heart strings. While the media loves an unusual story, reporters and editors also fall back on reincarnations of familiar ones. Do the people behind your business fit into any of [these favourite storylines](#)?



Timeliness

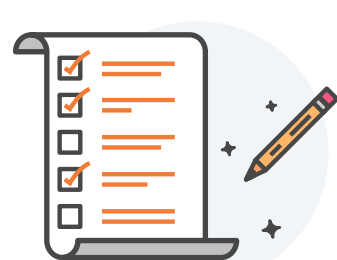
Does your story pertain to a current event that's not so current anymore? Within the media, current events have a shelf life of three days – no more than a week.



Newness

The difference between newness and timeliness is that newness pertains to upcoming trends, while timeliness pertains to passing events. "New" stories propose unique and novel concepts that might challenge a reader's viewpoints on a certain topic.

3. Preparedness



Always prepare your messaging in advance with **proper formatting**. Even more importantly, anticipate curveballs that could be thrown your way. Having a crisis plan in place is the difference between a small headache and the spontaneous combustion of you and your team.

Who is your spokesperson? They should be available and prepared to respond to media inquiries. If they don't feel comfortable speaking to the media (or don't know what to say), it may be time to ask an expert for some help.

4. Credibility

Always respect the media's time and craft. Interacting with journalists through their favourite social platforms can go a long way in helping you build relationships with them and their teams. However, trying to get coverage for the sake of getting coverage can be a quick way to lose credibility with media sources. Make sure that all of your media requests have purpose.



Most importantly, demonstrate integrity. If you screw up when dealing with the media, accept responsibility for the mistake, then get above and beyond to fix it. Never pass the blame.

At the end of the day, building successful media relations takes time and practice. Don't be afraid to ask for help from the experts if you need more resources or aren't sure how to get started.