

Switchboard

Media Relations 101 *“An art, not a science”*

Lunch & Learn

Thursday, June 13th 12:00 - 2:00 p.m.

Kathleen Reid

Founder & Managing Director

Switchboard Public Relations Limited

Switchboardpr.com | [@Switchboard_PR](https://www.instagram.com/Switchboard_PR)

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About

We help innovators and impact-makers create positive change by driving communication strategies that get results.

Full-service public relations agency:

- Communications strategy
- Media relations
- Crisis management
- Content creation
- Event management



This session will cover

- How to earn and maintain credibility in today's newsrooms
- Why media relationships are essential
- How to better leverage your company spokespeople
- Effective ways to achieve earned media coverage in 2019



Agenda

- 12:00 - 1:00 p.m. - Presentation
- 1:00 - 1:30 p.m. - On the spot media training
- 1:30 - 1:45 p.m - Questions
- 1:45 - 2:00 p.m. - Networking



What is your objective?

- Take a moment
- Write down *why* you are here and *what* you want to get out of this session

Kathleen's objective:

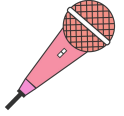
- I am here to give back to the startup community in British Columbia and help Founders grasp media relations at an introductory level





What is public relations?

What is public relations?



The strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest

- Canadian Public Relations Society



A grayscale photograph of a person's hands typing on a laptop keyboard. In the background, there is a large, light-colored bowl-shaped planter containing several small, spiky plants. The laptop screen displays a website with various images and text. The overall scene is dimly lit, creating a soft, professional atmosphere.

What is media relations?

What is media relations?



The strategic management of relationships between an organization and media through communication. The purpose? Inform the public of an organization's mission, policies and practices in a positive, consistent and credible manner.

- Kathleen Reid

And, one of the most important things to have during the startup and growth phase.

- Kathleen Reid

But why?

- *Most startups*



A stack of newspapers is shown, slightly out of focus. The top newspaper has the word 'BUSINESS' printed on it in a bold, sans-serif font. Below it, another page is visible with the text 'countries have' and 'Gen. Tha'. The stack is thick, suggesting many newspapers are piled up.

Why is it important?

Why is it important?



1

Tells a story

2

**Builds
relationships**

3

**Key stakeholders
form opinions
based on media
reports**

4

**Builds & protects
organizational
reputation**

5

**Goodwill helps
when both good &
bad scenarios
arise**

6

**Third party
validates
credibility**

Media landscapes



Media landscapes



- Okanagan Region



- Community newspapers are **very important**



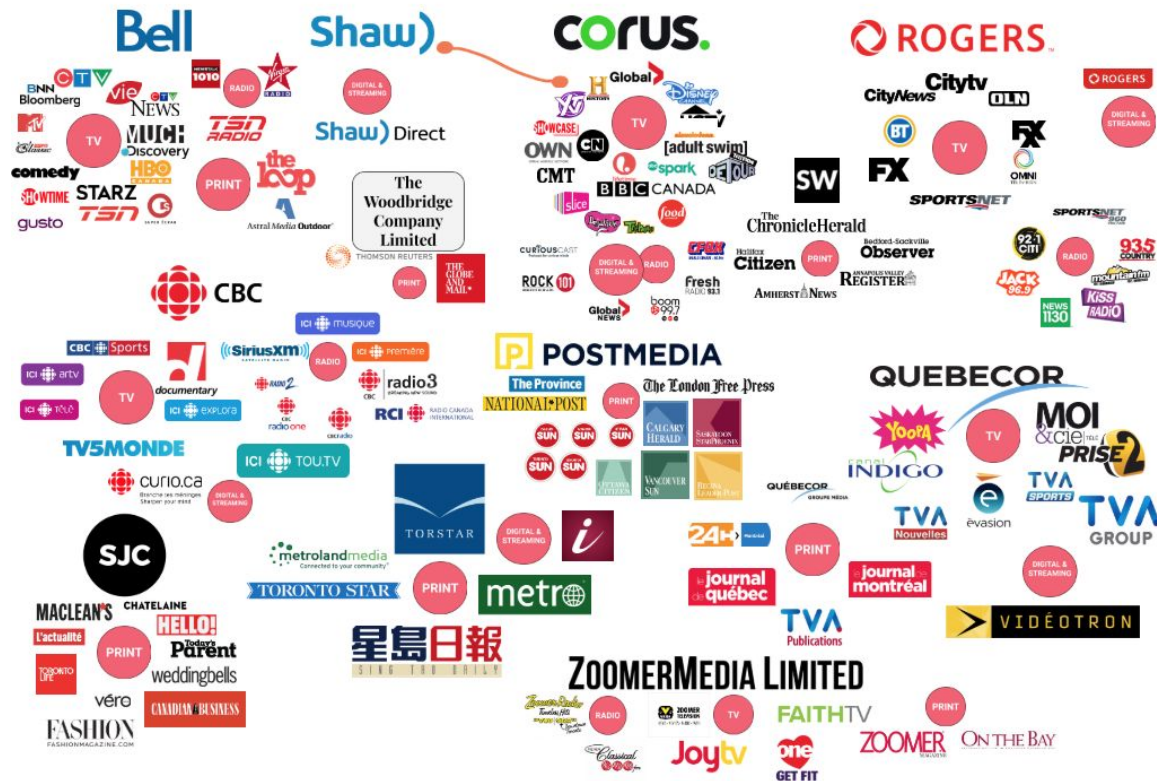
- Province Wide



CBC



National media landscape | Canada





- Reach your target audience through the publications they read
 - Tech
 - Agritech
 - Cleantech
 - The list goes on



The Logic



Techvibes

Media landscapes (con't)



Why does understanding the media landscape matter?

- *Most startups*

Because it is a difficult one, and creativity is important. That being said, there's no cookie cutter approach to media relations, clients have to customize what will work best given their product, service offering, etc.

- Kathleen Reid

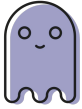
A grayscale photograph of a person sitting at a wooden table in what appears to be a cafe or restaurant. The person is holding a smartphone in their left hand and a silver microphone stand in their right hand. On the table, there is a cup of coffee with a white foam top on a saucer, a small bowl of soup or a drink with a spoon, and a tray with salt and pepper shakers and a small vase of flowers. The text "What media looks for" is overlaid in the center of the image.

What media looks for

What media looks for

1

Unusualness



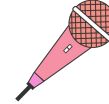
2

Conflict



3

Celebrity connection



4

Human interest



5

Timeliness



6

Newness



Examples

Example | unusualness

Florida Thief Tries To Open ATM With Blowtorch; Seals It Instead



Publication: *HuffPost*

Article

January 16, 2018

Unusualness: Ever been reading the news in the grocery line and laughed out loud? Unusual stories might just make you do just that.

“Authorities say two Florida burglars thought they were clever when they used a blowtorch to break into an ATM machine, but they never hit the jackpot.”

Example | conflict

Training Advanced AIs Is Surprisingly Terrible For The Environment



Publication: *Futurism*

Article

June 6, 2018

Conflict: With sustainability and AI being current topics of great public interest, the outcome of AI training having a negative environmental impact makes for quite a newsworthy story.

“The researchers found that as the AI models grew in size, computational costs increased as well, along with their environmental impact.”

Example | celebrity connection

Accelerate Okanagan Receives \$473,000 From Canadian Government



Publication: **BetaKit**

Article

January 16, 2018

Celebrity connection: Government is certainly a high-profile entity and can be an advantageous connection when it comes to media coverage.

“Tech hub Accelerate Okanagan has received \$473,000 from the federal government to scale up its programming and provide its services to new communities.”

Example | human interest

BC Tech Summit: Future Leaders



Publication: *CTV - Breakfast Television*
Video
March 12, 2019

Human Interest: These young finalists explain their creative inventions, a 100% solar powered vehicle, sustainable 3D printing material, a feedback tool for surgeons, a calming chick transportation device and harvesting renewable energy from bacteria.

“Find out how these future leaders’ innovations will change the world.”

Example | timeliness

Canada's largest food rescue charity launches online platform in BC



Publication: *The Daily Hive*

Article

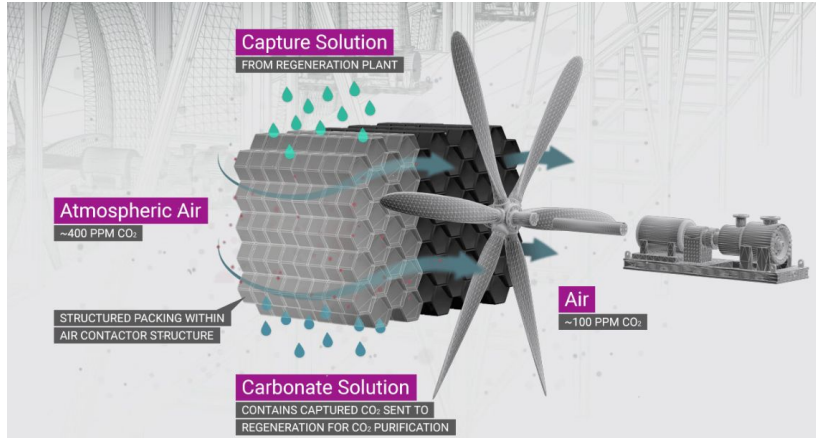
June 11, 2019

Timeliness: Diverting surplus food from the landfill is quite the hot topic these days.

“Loblaw Companies Limited and Second Harvest are continuing to make moves in order to tackle food waste in Canada as an online service to do just that has arrived in BC.”

Example | newness

Rival teams hail shortcut for removing carbon from the atmosphere



Publication: *The Globe and Mail*

Article

May 31, 2019

Newness: Carbon Engineering is turning carbon dioxide directly from the atmosphere into renewable resources.

“The process known as direct air capture, aims to harvest and concentrate atmospheric carbon dioxide so that it can be used to generate renewable fuels, plastics or other products that would otherwise be derived from crude oil.”

A grayscale photograph of a person's hands interacting with a tablet computer on a wooden desk. The tablet screen displays a news or media website with various articles and images. To the right of the tablet, there is a white cup of coffee on a matching saucer. The background is slightly blurred, showing more of the desk and some papers.

Tips and tactics for media relations

Tactical tips for media relations

1

**Which reporters
are writing in your
space?**

2

**Follow on social
media and engage
with content**

3

**Have a strong
b-roll library**

4

**Know when you
have a story, and
when you don't**

5

**You can say you
don't know**

Know your media materials



Know your media materials



- Boilerplate
- Press release
- Media advisory
- Media backgrounder
- B-roll library

TECHSTARS REVEALS RESULTS OF COMMUNITY PILOT IN THE OKANAGAN AND HIGHLIGHTS NEXT STEPS



On Thursday, December 7th, 2017 Chris Heivly, Executive in Residence at [Techstars](#), returned to the Okanagan to share findings from an assessment of the Okanagan startup ecosystem. Results were revealed to members of the startup community, partners and the Accelerate Okanagan team.

Using a model developed by one of the world's top accelerators, Techstars, Heivly assessed and scored the community, then highlighted a roadmap to support its success and enable the next set of leaders to thrive in the community.

“Having Techstars present their assessment of our startup ecosystem to a room full of community leaders will help to empower the community to take action in supporting the entrepreneurs.” —Brea Retzlaff, Operations Manager with Accelerate Okanagan

Examples



About Accelerate Okanagan

Accelerate Okanagan's (AO) mission is to give new and growing technology-driven businesses the mentorship, connections and community they need to thrive. This is accomplished by leading the development and growth of strong entrepreneurs and by helping companies accelerate the commercialization of their technology products and services. The end goal is to help businesses grow and create high paying knowledge-based jobs and positive economic and social benefit to the region.

Know your media materials | press release



● Press release

- Press release title (keep it short, 65 - 80 characters)
- Company logo & colours
- Headline (include keywords)
- Summary paragraph
 - City, month, day, year & distribution
- First paragraph → who, what, why, when, where, how
- Body of the press release
- A compelling last paragraph
- Boilerplate information
- Contact information
- ### or END

BC tech economy takes its place as clear Canadian leader



NEWS PROVIDED BY
BC Tech Association
Nov 22, 2018, 13:00 ET



BC receives an 'A' in the 2018 KPMG Technology Report Card

VANCOUVER, Nov. 22, 2018 /CNW/ - BC's tech economy has once again received a top grade in KPMG's British Columbia Technology Report Card (Tech Report Card). The report rates the tech sector's performance in the provincial and global economies, as well as its potential to grow. While the BC tech sector has enjoyed its overall 'A' status since 2014 when compared to other BC industries, this year's report marks the first time it has earned an 'A' grade when compared to other provinces' tech economies.

BC's tech sector is responsible for 7% of the province's economy and is ranked first amongst the province's various industries in terms of growth. The last two years have seen the BC tech sector's revenue increase by 11.9%. The number of medium- to large-sized companies based in BC has also grown over the last two years.

About BC Tech

Making BC the best place to grow and scale a tech company has been the mission of the BC Tech Association since 1993. While our members focus on growing their businesses, BC Tech has been providing opportunities for our industry members to collaborate, learn, and grow together. We are dedicated to connecting companies, developing talent and advancing solutions so that our industry and our province thrive. To learn more visit www.wearebctech.com.

About KPMG

KPMG LLP, an Audit, Tax and Advisory firm is a limited liability partnership, established under the laws of Ontario, and the Canadian member firm of KPMG International Cooperative ("KPMG International"). KPMG has over 7,000 professionals/employees in 38 locations across Canada serving private and public sector clients. The independent member firms of the KPMG network are affiliated with KPMG International, a Swiss entity. Each KPMG firm is a legally distinct and separate entity, and describes itself as such. To learn more visit kpmg.ca.

SOURCE BC Tech Association

For further information: Kathleen Reid, kreid@switchboardpr.com, 604-724-1242

Know your media materials | media advisory



- Media advisory
 - Advisory title: a captivating headline (keep it short, 65 - 80 characters)
 - Tie it to a trending topic or current event
 - Summary paragraph → what, who, where, when & why
 - Month, day & year
 - Time & time zone
 - Full address
 - Contact information
 - Social contact information
 - ### or END

Media Advisory - Government of Canada to announce historic investments in college-industry research partnerships Français

NEWS PROVIDED BY
NSERC →
Jun 12, 2019, 08:00 ET



BARRIE, ON, June 12, 2019 /CNW/ - The Honourable Kirsty Duncan, Minister of Science and Sport, will make an announcement highlighting research and innovation partnerships between Canadian colleges and local businesses at [Georgian College](#).

The announcement will be preceded by a tour of the Peter B. Moore Advanced Technology Centre. Minister Duncan will be available for questions from the media following the announcement.

Date: June 13, 2019

Time: Tour: 9:30 a.m. (ET)
Announcement: 10:00 a.m. (ET)

Location: Georgian College
1 Georgian Drive
Peter B. Moore, Advanced Technology Centre
ABSC Event Space, Room N302B
Barrie, Ontario

Follow Minister Duncan on social media.
Twitter: [@CDNScience](#)
Instagram: [cdnscience](#)

Follow NSERC on Twitter: [@nserc_crsng](#)

Know your media materials | press release vs. media advisory



A press release should read like an article, with quotes and facts, to stimulate possible pick-up to generate print and broadcast reports.

vs

A media advisory is an invitation to the media. It gives the who, what, when, where and why of upcoming events.

Know your media materials | media backgrounder



- Media backgrounder

- Company logo & colours
- Information on the company
 - Make it compelling
- Boilerplate
- Media toolkit access
- Media kit link
- Contact information
 - Media contact
 - Media accreditation

#BCTECHSummit

MEDIA BACKGROUNDER

The #BCTECHSummit celebrates its fourth year as Western Canada's largest technology conference. Inspiring growth, communication, networking opportunities and education while bringing together business and tech leaders from every corner of BC, this year's theme is "The Reality Revolution". The world is changing at an unprecedented rate, with new realities introduced every day. Come see how these emerging technologies are being put to use, from AI to Robotics, Quantum to Cleantech, Blockchain to AR/VR, aimed at solving the biggest challenges facing BC and the world today.

This year look forward to workshops, master classes, seminars and more. Additionally, there are multiple side events happening at the Summit, including the Investment Showcase, Women in Tech Showcase, and Youth Innovation Day. This year's Summit will feature over 100 speakers from global organizations like Walt Disney, LinkedIn, WeWork, and General Electric.

ABOUT INNOVATE BC

Innovate BC is a one-stop service centre to connect innovators – large and small – with BC government funding, tools, resources and support. Every day, the staff at Innovate BC come to work to serve and celebrate innovation in British Columbia, helping our industries grow, while ensuring the benefits of our thriving technology sector are felt by people in all regions of our province. Innovate BC is a Crown Agency of the Province of B.C.

Access the Media Toolkit [here](#)
Please explore the various media assets. For our electronic media kit, [click here](#).

Contact Us

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Know your media materials | B-roll library



- B-roll library
 - A collection of company logo, photos & video clips to be shared with media
 - Keep it organized

 Logo

 Photos from Event

 Photos from Project Membe...

 Videos from Project Membe...

You've got an interview!
What's next?



You've got an interview!

What's next?

- Gather background on the reporter
- Gather background on the publication
- Have your boilerplate ready
- Write out TOM



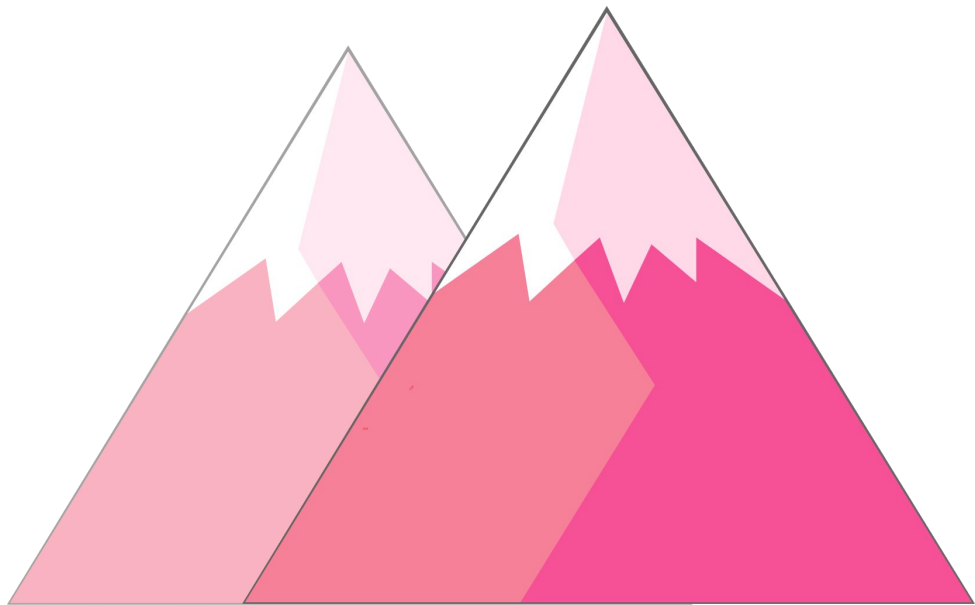
Interviews | Overview

- Preparation is vital (know the interviewer)
 - Interview briefs, name on notes
- Always understand your end audience
- Okay to clarify or ask for questions ahead of interview
- Avoid jargon except in the case of trade media
- Think in sound bites
- There *will* be awkward silence
- Two-way relationship



Interviews | creating impact

- Good answers are organized
- Body language and use of hands
- Clothing, appearance
- Eye contact
- Tone, intonation, timing and pace
- Posture & projection
- Answer length
- Breathe
- Practice, practice, practice



Interviews | radio

- In person or over-the-phone
- Address host, thank them for having you
- Posture, projection, tone, pace
- Sit in a private, quiet space
- Listen carefully
- Prepare notes (clear messaging that is easily legible)
- Breathe!



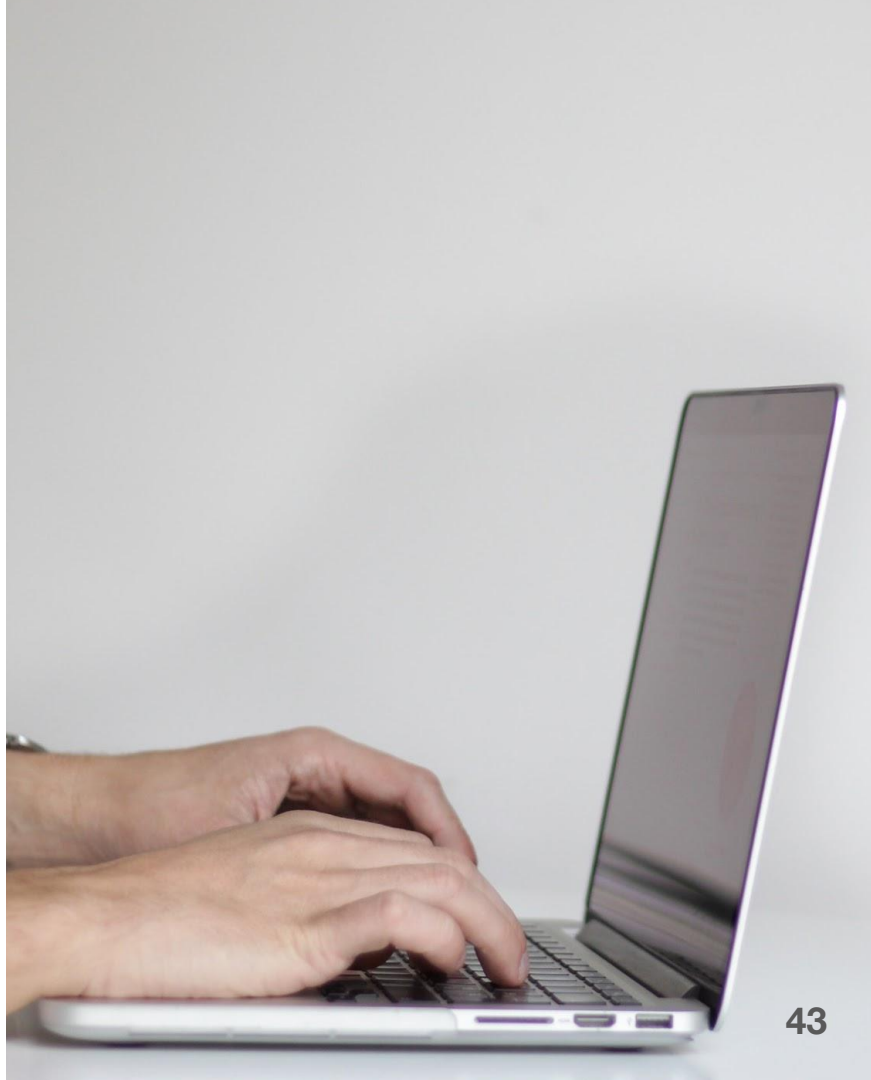
Interviews | phone

- Similar foundation to radio interviews
- Understand what journalist wants, timing, expectations of call
- Nothing is off-the-record, do not be lured by perceived lack of formality
- Okay to prepare and keep notes



Interviews | email

- Increasingly common – especially if time sensitive
- Cascade information to a wide group or potentially contentious legal ramifications
- Work with PR and legal teams to perfect message
- Often reported as: “In an email statement...”
- Can look cold and evasive, too busy/important to pick up phone



Interviews | Skype/Google hangouts

- Test systems, internet connection in advance
- Be mindful of background, noise, distractions
- Know Skype username in advance
- Increasingly common with large outlets

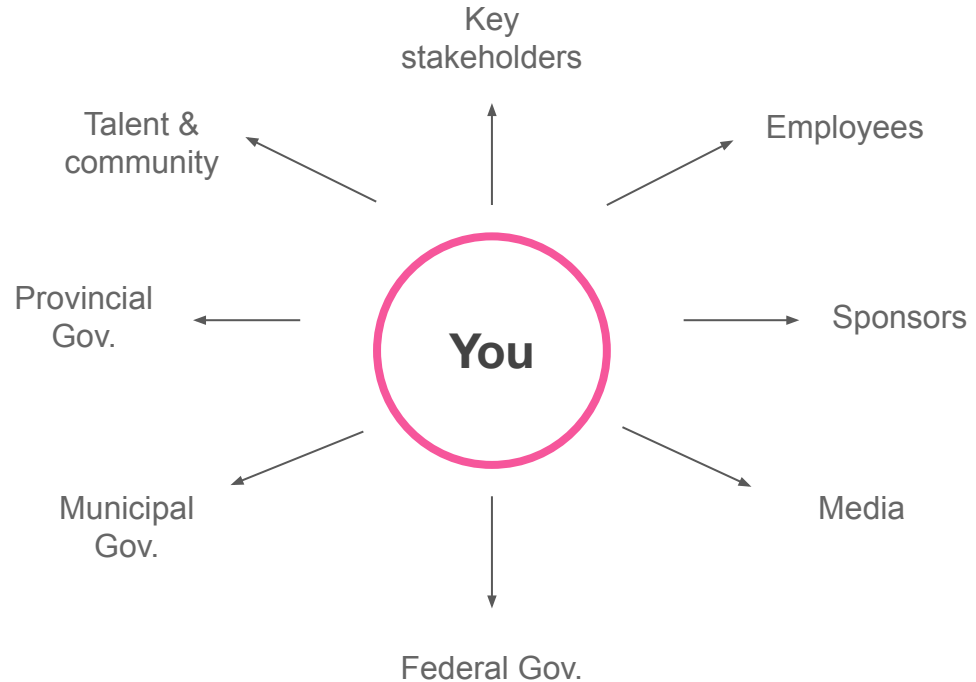


The **TOM** Technique

The TOM Technique

TOM:

1. Target
2. Objective
3. Message



Exercise | the TOM technique

Scenario: You are asked to do a phone interview with Dylan McCullough from *The Kelowna Now* to answer questions about the Wealth Wednesdays Lunch & Learn. Sample questions from an email include:

- What is the goal of the Wealth Wednesday Lunch & Learn?
- Can you explain the two perspectives of working with money?
- Can you explain how these two perspectives can be useful to the Okanagan Region community?

Your task: Draft a TOM to prepare for the interview

T

Target audience

O

Objective

M

Message

The background is a grayscale, out-of-focus photograph of a workspace. It shows a desk with a laptop on the right, several sheets of paper, and two coffee cups. One cup is in the foreground, and another is further back. A person's hand is visible on the left, holding a pen over a document. The overall scene suggests a professional or educational setting.

Let's practice

On the spot **media training**

~ 30 minutes ~

**Media relations (in most cases) is a marathon, not a sprint.
It's an art not a science. Spend time with it and try innovative tactics.**



Questions?



15 mins

**This slide deck will be available on our “Resources” page by
9:00 a.m. on Friday, June 15, 2019**

Switchboard

[Our Services](#)

[Our Work](#)

[About Us](#)

[Contact Us](#)



Resources

Looking for an event recap? Preparing for your next interview? Find awesome tips and tricks as well as the tools of the trade in our resources below.

Switchboard

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