

Marketing Your Story

Now that you have a media outreach strategy in place, your media kit is ready to go, you've built your media contact list, and you've begun to establish relationships, it is time to market, or pitch, your story. Pitching is both a science and an art, and therefore, it is not enough to simply send out your information and hope that someone will find it interesting. To rise above the competition for media coverage, you need to proactively follow up. Again, this is why knowing your contacts and building relationships is very important to media outreach success.

Tips for Marketing Your Story

- Frame your message and describe why your story would be a good fit for this media channel.
- Ensure plenty of lead time so the media outlet can plan to cover your story or event.
- Distribute your materials. In addition to your initial outreach, don't forget that some outlets might want you to follow up with electronic materials. Have that electronic press kit (also known as an EPK), ready!
- Follow up by phone:
 - Keep your media release/advisory and messages handy;
 - Use a script; and
 - Make it easy for media to cover the story and make it their own.
- Respect their deadlines.

Be sure to review the *Media Pitching Dos and Don'ts* included in this section with guidelines on how to pitch your story to the media.

Monitor Your Coverage

It is also recommended that you monitor any media coverage you get. This will help you assess your strategy and analyze what went wrong and right for future media outreach efforts. It also serves as an evaluation tool to help you determine how well you accomplished your goals and whether you need to complement your traditional media outreach with other strategies.

The tracking of your news coverage can be done by collecting video footage, print clips, and/or Web screen shots, as well as getting any verbatim transcripts. This can definitely be time consuming, so if you feel like you do not have the time or the expertise in media outreach or tracking, you can always hire a monitoring service to monitor all coverage for you. Or, as a simpler alternative, set up a Google News Alert to track coverage that is linked to the Internet.