STATE OF THE MEDIA
FROM THE STATE OF THE MEDIA REPORT FROM CISI2019

BIGGEST CHALLENGES TODAY

Environment of misinformation
Social networks bypassing traditional media sources
Staffing shortages
TOOLS TO MEET THE CHALLENGE

Investigate the owners & editorial board: what do they care about?

Pitch your story to the right media outlet

Demonstrate relevancy with real world data

Emphasize safe re-opening

Focus on relevant and exciting content

Link to substantiated studies and photos – don’t use attachments!

75% of journalists say fewer than ¼ of the pitches they receive are relevant
I ask for the ‘news peg’ and they say, ‘well our product has been around for 40 years’. That is not a news peg. Is there new packaging, new uses, new formulation? Something new?

–2019 State of the Media Survey respondent
USE SOCIAL MEDIA EFFECTIVELY

Time your pitch carefully - you may only get one chance

Partner with like-minded organizations and businesses

Tie pitch to the news cycle or to related stories in their social media platforms

Social media data is crucial in media's decision-making
I still use social media, but I definitely am not on it all day like I used to be. Journalists still use Twitter a lot. And I do think that we’re getting pretty burned out on it, but it hasn’t really fallen out of favor.

We still follow it for news.

—2019 State of the Media Survey Respondent
STATING YOUR CASE: WHY DOES YOUR STORY MATTER TO THEM?

Write effective press releases

Build trust over time

Have accuracy & stats at the tip of your tongue

Be ready to provide links to substantiated claims

Study their media/advertising kit

Investigate their cultural audience numbers
A. Research both **outlet** and **reporter**
   - Understand lead times of the outlet
   - Target the right person (assignment editor? journalist?)
   - Get the journalist’s back story

B. Include information **relevant to their end consumer** at the top of the pitch

C. Start with a **clear news hook**

D. Include **who**, **what**, **where**, **when** & **why** in first paragraph

E. Create personal or **catchy subject line** – with a news hook, if possible

F. Avoid **too much self-promotion** or industry/marketing jargon
If you haven’t taken a few minutes to understand what our department or publication covers, I’m less likely to open your next email.

—2019 State of the Media Survey Respondent
PITCHING ABCs

PITCHING FOR TV AND RADIO

A. For radio: Call the News Assignment Editor if you have an opening, screening, or virtual event that benefits something in your community.

B. For TV: Call the Assignment Desk early in the day

C. Be concise

D. Speak confidently – but add a little sprinkle of excitement

E. Add a little ‘emergency’ to your message
How do we communicate?

Spoken word: 0%
Tone of voice: 40%
Body language: 60%
BODY LANGUAGE FOR TV INTERVIEWS

Positive Facial Expressions:

- Consistent eye contact
- Raised eyebrows
- Head tilt, nodding in agreement

Negative Facial Expressions:

(convey nervousness, dislike, stress or contempt)

- Furrowed forehead
- Nose crinkle
- Eyelid flutter
- Pursed lips
- Jaw moving to the side
- Repeated touching of nose or eyelid
PREPARING FOR A PITCH OR INTERVIEW

✓ **Research** the publication
✓ **Ask** for details
✓ **Practice** in front of mirror or with a friend
✓ **Stay on message**, memorize your talking points
✓ **Be brief**
✓ **Keep your authenticity** - don’t overcoach
✓ **Be careful** with claims - stay on the right side of data
✓ **Breathe!**