

ABOVE

THE FOLD

GUIDE TO MEDIA OUTREACH



PRESS
PR+MARKETING

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The importance of telling your story
and making sure your target hears it

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terms in the communication industry

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TELL YOUR STORY.

THE TREE FALLING IN THE FOREST

Got an idea? That's great. Unfortunately, that's only part of making it a reality. You might have the biggest-selling idea in the entire history of ideas - but hey - if no one knows about it, is it even real? Many business owners are lax in communicating with their target, hindering their growth and relevance. Those that do engage, can stay top-of-mind with the people they're trying to reach, generate buzz and boost their brand.

IF YOU DON'T DEFINE IT, IT WILL DEFINE ITSELF

The whole goal of brand communication, especially through public relations, is to generate positive publicity for a client (like you) and enhance their reputation. This puts the client in the driver's seat on how they'll be perceived. When describing your business, you always want to highlight the positives, and describe how you're a benefit to customers. Without getting your story out there, it is left up to people who might not know you, to assume what you're all about. And that's where things get dangerous. It's always best to make a case for yourself, and this toolkit can give you the basics to properly tell your story.



TERMS OF THE TRADE.

GLOSSARY OF INDUSTRY TERMS

B-ROLL - Background video footage used in TV news broadcasts that cuts away from the main story to show related scenery or action. These secondary images are often presented without sound, or with very low-level sound, as the sound from the primary footage is expected to continue while the other images are shown.

BYLINE - An article written by a subject-matter expert or thought leader at a company that provides a specific point of view, advice or tips about a certain topic.

MEDIA ALERT - A written announcement following a standard format used to announce events to the media including ribbon cuttings, grand openings, concerts, classes, festivals, donation drop-offs or other events.

BOILERPLATE - Used at the end of press releases and media alerts, a boilerplate is a brief and concise description of the company or organization sending out the press release or media alert to the media.

CIRCULATION/UNIQUE VISITORS - Circulation and Unique Visitors refers to the number of printed copies (circulation) or number of people going to a website (unique visitors). The numbers are used as a guesstimate of the number of people who may have seen a piece of media coverage.

COVERAGE - A piece of online, print, podcast, radio or TV mention of a company in the media. A clip refers to the physical copy of the piece of coverage (newspaper, magazine, etc.).

IMPRESSIONS - The number of people who have seen the newspaper or magazine article, heard it on the radio or watched on a TV broadcast mentioning the company or organization.

LEAD TIME - Lead time refers to the amount of time a reporter would need to gather information, interview, write and publish a story. Different news outlets (TV, print, radio) have different lead times needed to publish a story.

PITCH – A pitch is a concise email or phone call sent to a media person to tell them about a story idea and convince the media person to cover the story. A pitch can also include photos, video and other facts to help tell the story.

PRESS KIT – A set of documents that provides background information for the media person. The press kit will include facts, background information, relevant photos, videos and more information about any spokespeople. These are typically provided to media at an event or prior to an interview.


PRESS RELEASE – A written announcement that follows a standard format used to announce information to the media including company mergers, acquisitions, new hires, new products or new services.

PUBLIC RELATIONS – Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

At its core, public relations is about influencing, engaging and building a relationship to shape and frame the public perception of an organization.

ROUND UP – A story about several organizations or companies with a similar theme. An example could be a listing of “The Best New Restaurants in Tampa” or “Organizations Giving Back to the Community in Tampa Bay.”

TRADE PUBLICATION – A trade publication refers to a media outlet that focuses mainly on a specific industry and is not of interest to the general public. An example would be Restaurant Business Magazine who writes solely on news interesting to restaurant owners.



SPREAD THE WORD.

THE INS, OUTS & ALL ABOUTS.

WHY TALK TO THE MEDIA?

- Keep your company/organization relevant
- Position your company/organization as experts
- Increase consumer awareness
- Create a positive perception of your company/organization

WHAT IS NEWSWORTHY?

- Timeliness – Recent or “current”
- Change – New or different
- Impact – Affects many people
- Conflict – Reflects a clash of thinking, policy or people
- Prominence – Involves well-known people or businesses
- Proximity – Occurs near the reporter/reader
- Trends – Predictions on what will happen
- Surprise – Man bites Dog
- Useful – Educational

THE ABC’S – It is difficult for a writer to determine what you are trying to convey when talking in long, adjective-filled sentences. The key is Accuracy, Brevity and Clarity. Speaking with accuracy, brevity and clarity will naturally allow for “quotable content” that is easily incorporated into print/on-line articles and can be used as teasers for TV.

DEADLINES – Media today are understaffed, must follow the 24/7 news cycle and have incredibly tight deadlines. It is imperative that information is provided in a timely manner to ensure you are contacted again when a source is needed for a story.

For example, writers with the Tampa Bay Business Journal must write a minimum of three articles per day. That’s 15 articles per week, every single week.

EXPERTISE – The media is coming to you as an expert source. Most media have a general understanding of your subject matter, but they are looking to you to provide expertise and will look to you for background information, trends and statistics.

OFF THE RECORD – There is no such thing as “off the record.” Treat every conversation as if you could be recorded.

PRESS RELEASE FORMAT + CALLOUTS

A press release is a written announcement that follows a standard format used to announce information to the media including company mergers, acquisitions, new hires, new products, or new services.

Each section serves a certain function called out below:

1. LOGO - the company or organization that the release is written by must be at the top and centered.

2. FOR IMMEDIATE RELEASE - lets the media know that the information included is fit to go to print.

3. CONTACT INFO - this is the person the media needs to contact to set up interviews, or request more information. We suggest using a mobile number in case after hours requests are made.

4. HEADLINE - should sum up the information included in the release. Should be bold and centered.

5. DATELINE - should reference where the story is coming from or the company headquarters, and the date the story is being released.


6. SUMMARY LEAD - topline sentence that should include the who, what, where, when and why of the information below. You should be able to read this sentence and understand the full story.

7. QUOTE - should be pertinent to the story and come from the CEO, owner or spokesperson for the company.

8. BOILERPLATE - a standard company summary used in external communications that provides background information to the media.

9. HASHTAGS - the three hashtags lets the media know this is the end of the release.

A press release should be sent out a minimum of four weeks in advance, sent again two weeks prior to the event and you should also call the media to confirm the information was received.

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2 **FOR IMMEDIATE RELEASE**

3 **For more information, contact:**
Krystin Olinski | PRESS PR + Marketing
E: krystin@thisisPRESS.com
C: 813-205-5572

4 **PRESS PR + Marketing Named Agency of Record for COMPANY**
A Revolutionary Waterfront Destination

5 **Tampa, Fla. (February 14, 2020)** - PRESS PR + Marketing announced as Agency of Record for the revolutionary dining and entertainment destination, COMPANY.

6 Situated on Austin's downtown waterfront, COMPANY features 180,000 square feet of spacious loft-style office space, 65,000 square feet of ground-level retail and a one-acre park. The vibrant park is home to intimate dining vendors, a local craft brewery and recreation lawn that is regularly programmed.

7 PRESS PR + Marketing will handle media relations, influencer outreach and onsite event logistics for COMPANY events and activations for all of 2020.

8 "The PRESS team lives, works and plays in the ever-growing Burgeoning District. We are incredibly excited to work with the COMPANY team to help boost awareness of the fun events COMPANY creates," says Holly Clifford, president and founder, PRESS PR + Marketing

9 In 2019, PRESS PR + Marketing helped a variety of clients achieve marketing, social media and media relations goals including the Company A, Organization B, Non-Profit C and many more.

8 **ABOUT PRESS PR + MARKETING:**
PRESS PR + Marketing was founded in 2007 and became a leading boutique public relations and marketing agency focusing on media relations, community partnerships, influencer marketing, branding and advertising and content creation. PRESS has extensive experience with consumer-facing clients in sports, retail, restaurant, entertainment and hospitality industries. PRESS is passionate about setting goals and achieving results for its clients in innovative ways through an integrated marketing approach. For more information about PRESS PR + Marketing, visit www.thisisPRESS.com, or follow on [Facebook](#), [Instagram](#), [Twitter](#) and/or [LinkedIn](#).

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MEDIA ALERT FORMAT + CALLOUTS


A written announcement following a standard format used to announce events to the media including ribbon cuttings, grand openings, concerts, classes, festivals, donation drop-offs or other events.

1. **LOGO** - the company or organization that the release is written by must be at the top and centered.
2. **CONTACT INFO** - this is the person the media needs to contact to set up interviews, or request more information. We suggest using a mobile number in case after hours requests are made.

3. **HEADLINE** - should sum up the information included in the release. Should be bold and centered.

A media alert should be sent out a minimum of three weeks in advance, and again one week prior to the event. You should also call the media to confirm that is on their calendar the day of the event.

4. **BOILERPLATE** - a standard company summary used in external communications that provides background information to the media.
5. **HASHTAGS** - the three hashtags lets the media know this is the end of the release.



For more information, contact:
Krystin Olinski | PRESS PR + Marketing
E: krystin@thisisPRESS.com
C: 813-205-5572

PRESS PR + Marketing Unveiling New Offices with Kickoff Party

WHAT:

PRESS PR + Marketing is celebrating the opening of its new office with a launch party to thank all of its clients, employees and vendors on its past successes. Guests will enjoy hors d'oeuvres, an open bar, live music and more. Complimentary valet will be provided for all guests

WHO:

List any relevant VIPS, celebrities, government officials participating or in attendance [here](#)

WHEN:

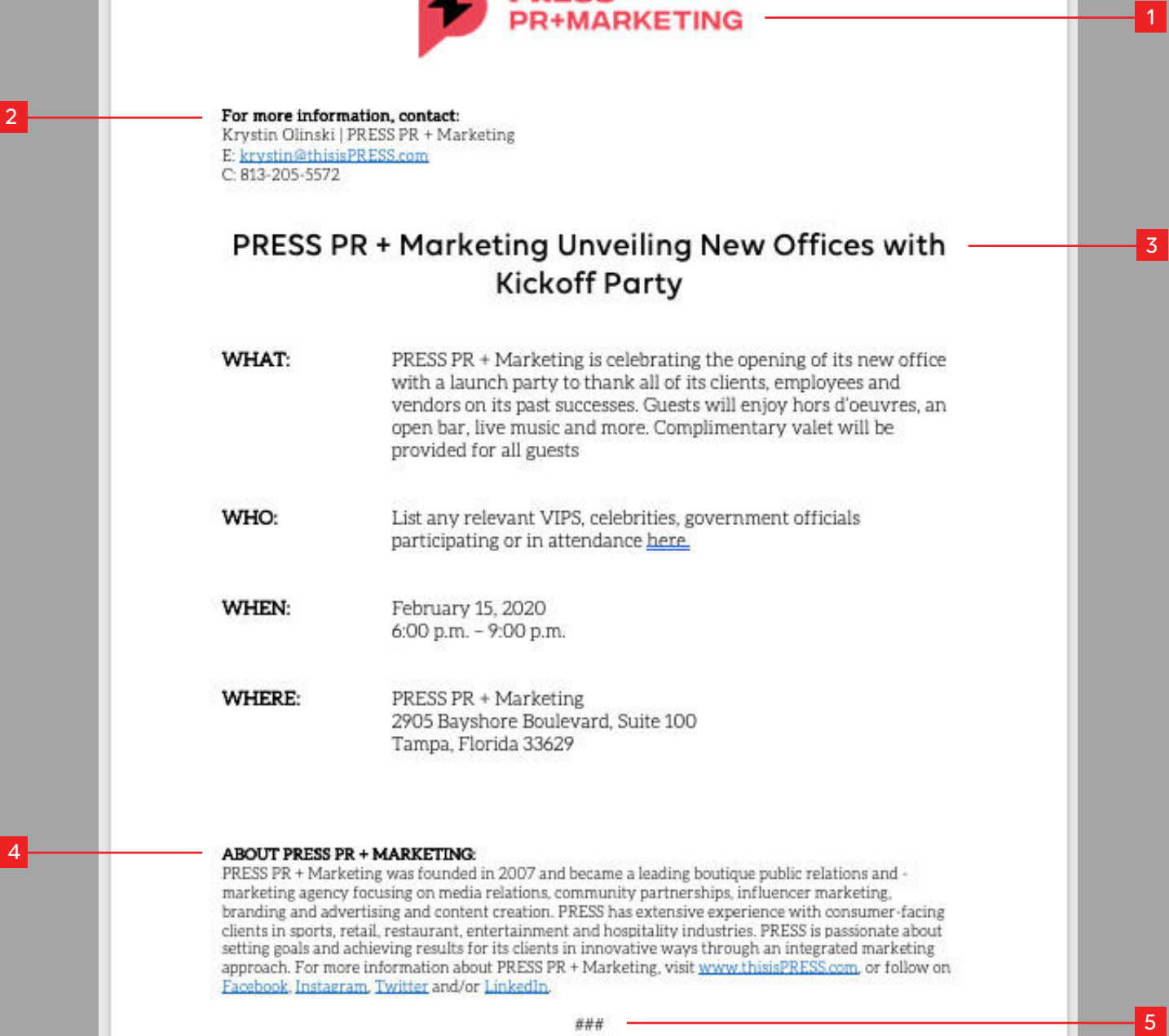
February 15, 2020
6:00 p.m. – 9:00 p.m.

WHERE:

PRESS PR + Marketing
2905 Bayshore Boulevard, Suite 100
Tampa, Florida 33629

ABOUT PRESS PR + MARKETING:
PRESS PR + Marketing was founded in 2007 and became a leading boutique public relations and -marketing agency focusing on media relations, community partnerships, influencer marketing, branding and advertising and content creation. PRESS has extensive experience with consumer-facing clients in sports, retail, restaurant, entertainment and hospitality industries. PRESS is passionate about setting goals and achieving results for its clients in innovative ways through an integrated marketing approach. For more information about PRESS PR + Marketing, visit www.thisisPRESS.com, or follow on [Facebook](#), [Instagram](#), [Twitter](#) and/or [LinkedIn](#).

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THE 'WHO' FOR YOUR WHAT, WHEN, WHERE & WHY.

WTVT-TV FOX News Desk

Email: fox13tampanews@foxtv.com

Phone: 813-876-1313

WFLA-TV NBC News Desk

Email: news@wfla.com

Phone: 813-228-8888

WTSP-TV CBS News Desk

Email: desk@10tampabay.com

Phone: 727-577-1010

WFTS-TV ABC News Desk

Email: newstips@wfts.com

Phone: 813-352-2828

BAY NEWS 9 News Desk

Email: desk@charter.com

Phone: 727-329-2400

TAMPA BAY TIMES News Desk

Email: local@tampabay.com

Phone: 727-893-8111

TAMPA BAY BUSINESS JOURNAL

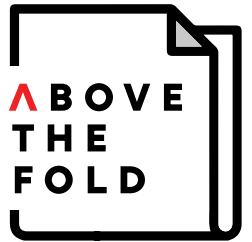
Email: tampabay@bizjournals.com

Phone: 813-876-1827

CREATIVE LOAFING

Phone: 813-739-4800

GO ABOVE & BEYOND.



LET'S GET YOUR STORY SEEN

Would you or a business owner you know benefit from an individual communication strategy meeting with us? Just email us at info@thisispress.com to set up a session and we can personalize a communication strategy to best reach your customers and tell your story.

