

Media Pitching Tactics That Work

Raschanda Hall

Director of Global Media Relations

@raschandahall

@businesswire

#prnews



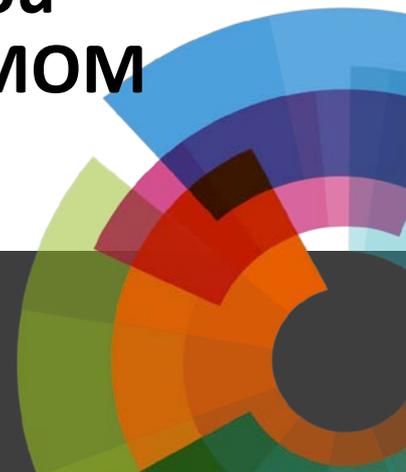


Mommy, why?

@raschandahall @businesswire #prnews

Why You?

- You're a trusted source
- They think you know
- They expect you to know
- They need an answer and they need it now
- You were the first person they could ask
- You were immediately available
- You answer questions in a way they can understand
- You consistently give them good information
- They don't know who else to ask
- Why wouldn't you know- you're a MOM aren't you?



MAXIMIZE

OPPORTUNITIES WITH

MORE

MEDIA

YEAR-ROUND





- 1. Give before you ask**
- 2. Help spread their work**
- 3. Position yourself as an expert**

Media Feedback

Sometimes, I check in with sources just to see how the industry is going around them, or how their particular business or project is coming along. However other times,

sources reach out to me, perhaps **monthly or weekly**, or so, to let me know what they have coming up. As an expert, it may be helpful to subscribe reporters to a weekly or monthly list, giving them the projects you're working on or letting them know you're

available to speak on certain events, seasonal activities, or news topics (either as they happen: **i.e. a national race**

relations activist offering to speak on Ferguson as the court case was beginning, or a national retail analyst offering to speak about the upcoming shopping season—someone who would have reached out in mid-November

OR SO). I'll be honest, most of the time these emails get chucked into a folder, but they're very useful, because I often find other story ideas from them and am able to use that person as a source. [Also] Provide adequate contact information and be available for reporters to ask questions. Most of the time, when I receive a press release from a source, I'm able to follow up almost immediately. However, sometimes I can't follow up, because the person who's listed on the press release as the contact is either not

available themselves, or not able to talk in detail about the event or subject matter. That often holds up when the story could be published. **It would be**

helpful if you had back-up sources who are able to address reporters fairly quickly.

On that note, in general, it would help for **sources to be available all of the time, or at least during business hours**,

however, still checking email/phone messages/text messages in case a reporter needs to get in touch with you for one quick fast fact either before or after hours. If you **have specifications as to how**

reporters should contact you before or after hours (i.e.: please text or email after 5 p.m.) that would be helpful to include. It not only gives us specific information of

how we can plan out our days to finish the story, but establishes firm guidelines for how you'd like people to contact you and when. I think that might be it for now, but if I think of anything else, I'll let you know.

Thanks!

- **Available**
 - Emails, Tweets, Press Releases
 - Define yourself
- **Reliable**
 - Quality sources
 - Quality pitches
- **Engaged**
- **Authoritative**

Have you ever pitched me on Friday?



Experts on Twitter

Results for #journorequest

Madeleine Spencer @madeleine_loves... Grinding teeth - how do you correct the habit? #journorequest #dentists #teeth #beautychat

Kieran McCarthy @kizza1987 · 32m Are you the most unusual #variety act ever? Get in touch #journorequest Please RT

Fiocco Bian... Creating a Ch... #beauty or #t...

Sophia Hust... Looking to sp... wellness and... #journorequest

Shannon Kyle @ShannonDotKyle · 1h Looking for ladies who like a glass of vino (or 2) most nights for a top glossy report on drinking. Free liver test inc. #journorequest

Hannah Baker @HanBaker · 1h "@AndyLynes: anyone know who is handling PR for the UK release of 50 Shades of Grey? #journorequest" anyone know?

Hashtags Matter

Follow the "FP Rule."

Brock University @BrockUniversity

Giving, buying, marketing – Brock experts available to comment on holiday shopping trends

#CyberMonday ow.ly/F9yy6

9:34 AM - 1 Dec 2014

Diana B. Henriques and 5 others follow

Peggy Binette @PeggyBinette · Nov 24

MEDIA: #Ferguson grand jury expected today. @UofSCLaw expert available by phone to discuss #policing dimensions, reaction. #sctweets

Georgia State News @gsu_news · Nov 24

Expert Available To Discuss Psychology Behind Decision-Making In Police-Involved Shootings ow.ly/EOIVx

#prrequest
#journorequest
#prhelp



Business Wire
A Berkshire Hathaway Company

HOME SERVICES NEWS EDUCATION ABOUT US Search

Employee Menu

- Web Admin
- Find Accounts
- Find Points
- Find Users
- Register User

My News

News Interest: Experts Availalbe [Go] [Create New] [Change]

Group by: Date (Most Recent First)

Today is December 02, 2014. All times in Central T

Employee Tools

SEARCH ARCHIVES BY YEAR

BW 2014
Entire Release

Go

NEED A SHORTER URL
» Short URL Generator

KFT
n/a n/a (n/a%)

SLE
n/a n/a (n/a%)

EOP
n/a n/a (n/a%)

FO
n/a n/a (n/a%)

Entersekt Web
Compromised! Entersekt: What For deca, the financial services industry has relied on one-time passwords (OTPs) for authentication. Once considered state-of-the-art securit... More »

St. Baldrick's Foundation Experts Available for Comment on Childhood Cancer Awareness Month
LOS ANGELES--(BUSINESS WIRE)--September is Childhood Cancer Awareness Month and the St. Baldrick's Foundation, the world's largest private funder of childhood cancer research grants, has leading pe... More »

Grant Thornton Tax Experts Available for Pre-Budget Commentary
TORONTO--(BUSINESS WIRE)--Over the last few years, one of the federal government's primary goals has been to balance the budget – first by 2016 and now by 2015. As a result, many measures in the pa... More »

WEBINAR, EXPERTS AVAILABLE: Who, Me? Customer Identification Program (CIP) Best Practices
--(BUSINESS WIRE)--Computer Services, Inc. (CSI): What Financial institutions saw fraud losses grow to nearly \$21 billion last year, averaging one attack every three seconds. Even with the ad1... More »

3,100+ views on average

52% of journalists use press releases for quotable sources

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AUTHORITATIVE



Thought Leadership Through Social Media

Search results for #prrequest 29 results, took 0.18 seconds



David Gilbert

Journalist, technology editor @IBTimesUK, Digital Writer of the Year 2013

📍 London, via Cork
 📄 Technology Editor, UK — [International Business Times](#)
 📄 Technology, World, United Kingdom

✉ Pitch journalist

☰ Add to media list ▼

David Gilbert @daithaigilbert about 5 hours ago
 RT @AlistairJ90: Looking for an analyst to interview on camera about Yotaphone 2 before Tuesday (9 December) #journorequest #prrequest @YotaPhone
 🐦 ↩ Reply ↻ Retweet ☆ Favorite



Lisa Minot

Travel Editor of The Sun - UK's biggest daily national paper - and quite nice, too...

📍 UT: 51.511165,-0.061842
 📄 Travel Editor — [The Sun](#)
 📄 Travel, United Kingdom

✉ Pitch journalist

☰ Add to media list ▼

Lisa Minot @lisaminot about 5 hours ago
 Looking for suggestions for our App of the Week column for Sunday ... #prrequest
 🐦 ↩ Reply ↻ Retweet ☆ Favorite



Sarah Ewing

Freelance journo for the national papers (Times, Tel, Mail+Exp)+glossy mags, started #journorequest hashtag. Avid cook/crafter+owner of Campbell's Country Cabin

📍 Borders, Edinburgh and London
 📄 Freelance Journalist

✉ Pitch journalist



FEEDS

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Questions & Answers

Blog Posts

Newspapers Answer written • 18 Nov

What are some good examples of news companies using social media to gain ROI?

Jon Richardson, Director of Marketing @ Social... (more)

Calculating ROI on marketing is hard to do unless you can specifically track a start and end to your "goal". A simple ROI example is someone who decides to sell a product on their website. They hav... (more)

Upvote

Downvote Comment Share

...

Pek Pongpaet upvoted this • Sat

What are some animals commonly believed to be gentle but are actually quite dangerous/aggressive?

San Bhaskaran, Founder @ UPilot.com - The Sal... (more)

334 upvotes by Pek Pongpaet, William Halmeck, Aurea Martin, (more)



Harmless, sometimes inviting enough to take it in your hands, not aggressive but dangerous: Venomous snails. One slip and you are dead.. absolutely no chance of survival. ... (more)

Upvote

334

Downvote Comments 3 Share

...



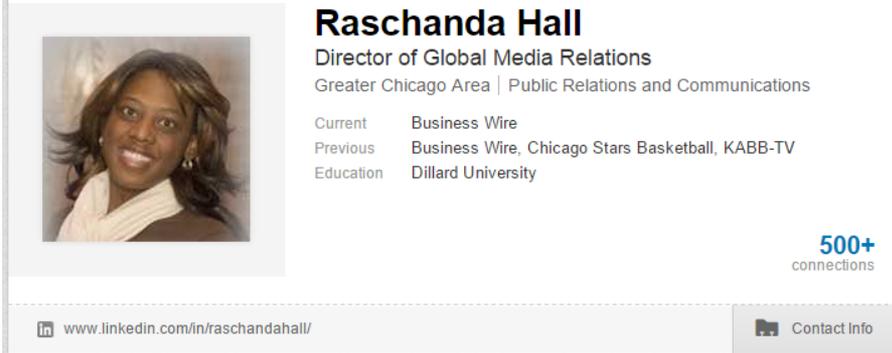
Myron's Minute

Myron Stadnyk, President and Chief Executive Officer, sits down each quarter to discuss ARC's performance, upcoming plans and factors affecting our industry.



ARC Resources, Ltd

LinkedIn for Thought Leadership



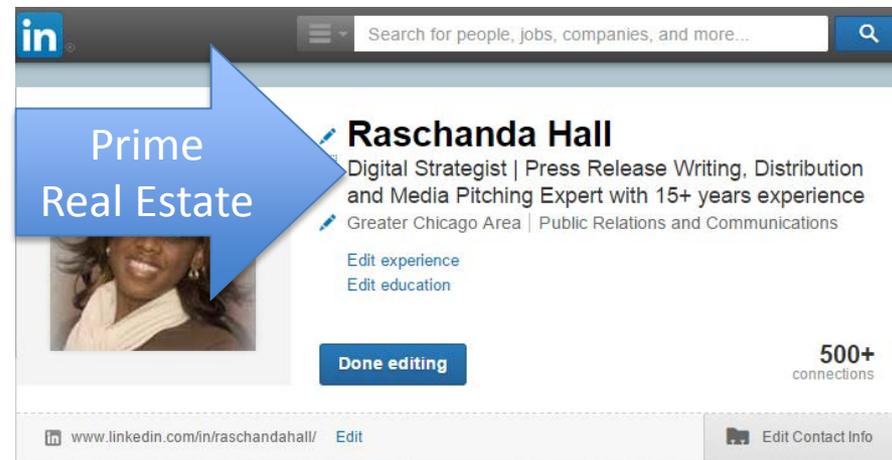
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Greater Chicago Area | Public Relations and Communications

Current Business Wire
Previous Business Wire, Chicago Stars Basketball, KABB-TV
Education Dillard University

500+ connections

www.linkedin.com/in/raschandahall/ [Contact Info](#)

- Max out the groups
- Pump up your profile
- Newsle
- Create platform specific content



Prime Real Estate

Raschanda Hall
Digital Strategist | Press Release Writing, Distribution and Media Pitching Expert with 15+ years experience
Greater Chicago Area | Public Relations and Communications

[Edit experience](#)
[Edit education](#)

Done editing

500+ connections

www.linkedin.com/in/raschandahall/ [Edit Contact Info](#)

Thought Leadership Through Content

With press release editing, catch errors before they happen

December 1, 2014

By Luke O'Neill, Edit

We've heard it many times here at Business Wire: press release, let the client know, then the voice phone stalls, then sighs, "You don't know how this thing, and that wasn't caught."

That exaspated expression is avoided release hits. Mistakes, a important tip before they a press rele promoting i

The editing can be clutter many cook: rewrites, ar can be conf just for the the writer t

At newspap generally re three differ

these yet?

1. Breeze through it initially to get a sense literally sit on your hands during this pr to edit.
2. The heavy lifting: Rewrite, rework and r necessary.
3. Fine-tune: Polish the prose and clean up

The step between 1 and 2 can be tricky - you r needs to be reworked, but that usually comes v experience. This blog, however, is more focusec minute mistakes before they become major mi

Eradicating Errors

So how do you sidestep slip ups while editing pr anticipate problems before they occur. Know

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» Register Today for PR News' Media Relations Conference on December 11 in D.C.

William Mills Increases Awareness with Content Distribution

by Serena Ehrlich | 10/15/2014


42

Many of today's communication firms are moving away from just public relations to include content creation and marketing. But with the huge amount of content flooding the internet, many are realizing that it is the distribution of their content that is driving real results.

I had the opportunity to interview **Jerry Goldstein**, VP of marketing services Atlanta-based **William Mills Agency** about the challenges facing a newer company in gaining visibility and engagement within their highly targeted audience and how the agency utilized traditional PR tactics to achieve, and exceed their visibility and sales goals.

The goal of the **Entersekt** content marketing program was to increase the awareness of Entersekt and drive sales within their core audience. To achieve this, the team from William Mills Agency worked with the client to identify a small, but



Pulse

Write a new



GET PR INDUSTRY ALERTS

Email Address...



Phil Dennison
Senior Marketing Specialist at Business Wire

Following

THINK LIKE A MOVIE PRODUCER: Create Content that Spurs Inspiration

Sep 24 2014 | 864 views | 14 likes | 2 comments | 

THINK LIKE A MOVIE PRODUCER: Create Content that Spurs Inspiration

Professional communicators – whether they're PR practitioners, marketers, journalists or bloggers – are storytellers. The kinds of stories they tell, and the styles in which they tell them, may differ, but the most successful storytellers are the ones that understand **how to trigger their audiences' responses** to achieve the desired effect: Increasing sales, sharing an article, subscribing to a blog, or achieving greater brand penetration.



Business Wire by the Numbers

169

Articles About Us

6 Educational
Webinars

40 Cross-Department
Blog
Contributors

50+
Public Speaking
Events

200
Owned Pieces
of Content

as of

12/1/14


Business Wire
A Berkshire Hathaway Company

Thought leadership through content isn't selling. It's presenting the need for your product in the industry in such a compelling manner that the consumer is compelled to buy.



**“THERE’S NOTHING MORE DANGEROUS THAN A
RESOURCEFUL IDIOT.”**

SCOTT ADAMS

© Lifehack Quotes

Master the Basics



Alison Dunn @alisondunn26 · 30 Jul 2013

Which part of a July 24 deadline is hard to understand? It's July 30 and you're only getting in touch TODAY? #ihatePR

Farhad Manjoo @fmanjoo

8 months ago

"I'm just the **PR** coordinator so I don't have all the details" is not the best way to respond to a question in response to your **PR pitch**.



Alison Dunn @alisondunn26 · 30 Jul 2013

Voicemail: "Call me back so we can set up an interview time." Um, what you're pitching has NOTHING to do with my publication! #IhatePR

Farhad Manjoo @fmanjoo

about a month ago

Pet peeve: **PR** people disguising pitches with subject lines praising my column. ("Really nice piece!" inside: Check out this company!)

Your Key Takeaways/To-do List



- Create Twitter filters for #journorequest, #prrequest, #prhelp, #muckedup
- Download Newsbeat and Newsle
- Template your expert pitch
- Commit to more video in 2015
- Get active with journalism
or

PR conferences are a bunch of PR people talking to other PR folks about connecting with journalists.



@raschandahall @businesswire #PRNEWS



Media Pitching Tactics That Work

Thank You!

