

HOW TO CRAFT E-MAILS FOR MEDIA RELATIONS SUCCESS

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what we'll cover

weber shandwick at a glance

the subject line

brevity

the hook

the story

common mistakes &
words to avoid

take home tips & enticing
the media



weber shandwick at a glance

Leading global public relations firm

- ❑ 2,400 professionals
- ❑ 126 offices in 81 markets

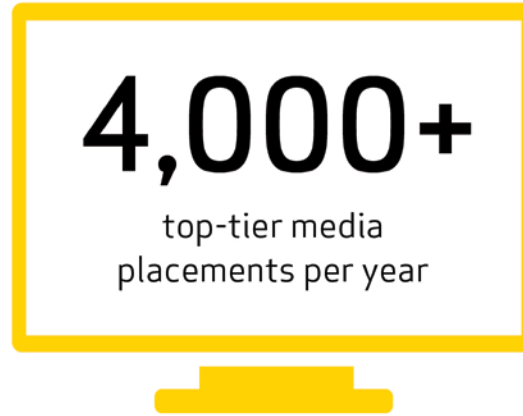
Weber Shandwick North America offices





2 in 3

are former members of the media



4,000+

top-tier media placements per year



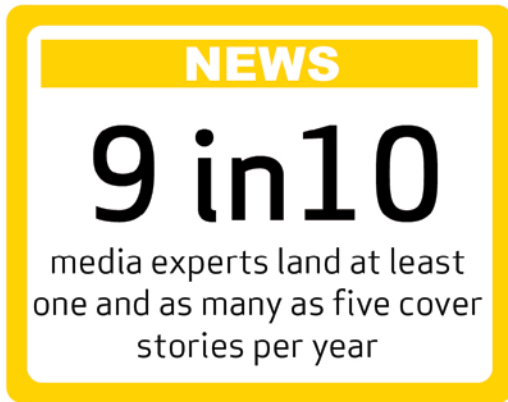
1,000

cups of coffee with the media every year



500
years

of COLLECTIVE media relations experience



NEWS

9 in 10

media experts land at least one and as many as five cover stories per year



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LEAD MEDIA BY THE NUMBERS

the e-mail pitch: why it matters

It's important to make your pitch e-mail stand out.

Here are a few reasons why:

- Hundreds of pitches received by reporters each day
- Reporters on deadline, on location or at show taping
- Pitches often opened on mobile devices
- Name recognition goes a long way

the subject line

You need a subject line and it needs a hook

Skip the fluff and “clever” language and get right to the point.

- Event?
- Interview?
- Exclusive?
- Advance?
- New data?
- Time Sensitive information?

Call it out in the subject line...

Often times, this alone sells the pitch!



the subject line

- ❑ Advance: New study links calcium to back pain relief
- ❑ CEO Interview Opp: [client] under new leadership
- ❑ Exclusive: [client] debuts Olympic marketing campaign
- ❑ New data cites more road rage around holidays
- ❑ 12/8 NYC Photo Opp: Mario Lopez sets Guinness World Record

keeping it brief

Make it as short as you possibly can.
Then make it shorter.

Don't tell your whole story. Just hook them.



keeping it brief

[client] has just released new information regarding cost saving opportunities for Part D enrollees, as well as new survey data that gets to lingering questions and concerns among Medicare beneficiaries.

short

[name], is available for interviews to discuss three easy steps that can help seniors enrolled in Medicare Part D save as much as 75 percent on prescription drug costs or potentially hundreds of dollars each year. He can also address the dangers of skipping doses or not refilling prescriptions –which is a large barrier in treating illness and costs the U.S. healthcare system approximately \$300 billion each year.

The new survey, conducted in April via phone with 1,000 respondents age 65+, speaks to the behaviors and confusion of Medicare Part D enrollees, reinforcing the growing need to help those enrolled better understand their benefits while managing health care costs.

keeping it brief

shorter

I wanted to reach out on the topic of healthcare savings. [client] has just released new information regarding cost saving opportunities for Part D enrollees as well as new survey data that gets to lingering questions and concerns among Medicare beneficiaries.

[name], is available for interviews to discuss steps that can help seniors enrolled in Medicare Part D save hundreds of dollars each year. He can also address the dangers of skipping doses or not refilling prescriptions – which is a large barrier in treating illness and costs the U.S. healthcare system approximately \$300 billion each year.

the hook

Lead with the hook, not with a meandering intro that sets up the hook.

Hook 'em with your first sentence. If a reporter isn't intrigued by the end of your first sentence, you've lost.



the hook

this:

[name], president of [client], is available for interviews and can provide expert insight into the importance of maintaining healthy teeth this Halloween. [name] can separate fact from fiction and list the most harmful sugary candy/foods to avoid.

not this:

Halloween is a fun time of year filled with costumes, parties and sweet treats. But, sometimes parents worry that too many treats can lead to cavities and poor dental hygiene. The good news: it's not what children eat, but how often, and candy can be OK if children are conscientious.

The truth is that food does not cause tooth decay, eating does. In fact, many parents may not realize that children's dental health depends less on what they eat and more on how often they eat it. All types of sugars and the foods that contain them can play a role in tooth decay.

the story

Pitch the story, not the company or brand.

Unless the brand is news in itself



the story

(when the brand is NOT the story)

this:

For the first time in Olympic Winter Games history, women will participate in ski jumping, beginning in Sochi, Russia in 2014. Three of the women's ski jumping hopefuls are available to speak to the challenges they've overcome for a chance to compete on the world's stage as well as the daily life of an elite ski jump athlete, including training and recovery routines.

To salute these incredible athletes, the [client campaign name] will illustrate their talent and drive and showcase how they recover after exercise.

not this:

The [client] campaign is sponsoring three Olympic hopefuls who are competing in a new sport, women's ski jumping. The athletes are featured in the [client] campaign which spotlights how to refuel with [client product name].

the story

(when the brand IS the story)

Next Tuesday, what is arguably Chicago area-based Kraft/Nabisco's most famous brand – Oreo – turns 100. Already one of 12 Kraft brands with more than \$1B in sales, this year the brand expects to surpass \$2B as its global popularity continues to make it the world's favorite cookie. Some Tribune readers may not be aware that although Oreos are now made in multiple locations (21), the world's largest bakery is on the city's South side and produces Oreos.

Some other fun facts :

- The first Oreo cookie was sold in Hoboken, NJ
- The “flavors” go far beyond chocolate or the seasonal colors we see in the US, with a wide variety of tastes which match the palates of local populations worldwide
- Oreo is one of Facebook's most-liked brands, with 25+MM fans

Would you be interested in interviewing senior global brand managers about Oreo, or learning more about the future of the brand and/or future global growth? In the meantime, here is a link to more information about the iconic brand history and a fact sheet on its 100th.

<http://www.kraftfoodscompany.com/brands/oreo/index.aspx>

Thanks for your consideration.

reporter turn-offs

- Using ALL CAPS for brand names/program names
- Using trademark symbols
- Attachments and large files

words to avoid

- Product
- Consumer
- Innovative

top tips often overlooked

- E-mail is only part of a pitch strategy.
- Don't hide behind e-mail.
- You're the expert. Don't be afraid to rewrite a pitch.
- Go easy on the branding. Consider including brand/client in signature.

top tips often overlooked

- Be mindful of reporter schedules, i.e. time zone, when in meetings, show tapings, etc.
- Put ALL your contact information in email.

what entices media?

- Tips
- Stats
- Credible third-party experts
- Expedited interviews
- Responsiveness and knowledge on pitch
- Include resourceful content
- Referencing articles, past relationship
- Referred to by a colleague of theirs

THANK YOU

Questions?



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