

“Pitching” Today’s Media

PR News Media Relations Conference
Story Pitching Techniques You’ll Need in 2014

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#prconf

“PITCHING” TODAY’S MEDIA

***“Those Who Listen Are
Only Those You Make Pay Attention”***



- BALLGAME begins well before the First Pitch
- Winning Ballgame WON'T happen on paper
- Every Good “Pitcher” cares for their CATCHER
- You’re Pitching MORE than just your story

ART OF THE PITCH

PHILOSOPHY: Treat Media
As Million \$\$\$ Customer

- * They help shape your brand
- * They help build your “following”
- * They **always** get the last word



Relationships
Feedback
Appreciation



EXECUTION OF THE PITCH

- **Our** Pitch Plan Starts with DEFINED Questions
 - * What story can best get us noticed
 - * Who among media can best build brand of our tour and our players with it
 - * How can we grow our connectors/followers through it
 - * Might it be promotable enough to get future results from it



EXECUTION OF THE PITCH

Fastball: (Golf Beat Media)

- * Story Straight Down Middle
- * Basic storylines, day to day news & features
- * Target: Core Golf audience only

Slider: (National Sports Media)

- * Story With a Twist Angle
- * Unique & Tougher sell
- * Target: Mainstream Sports Audience

Curve: (Non- Sports Media – New Demographic)

- * Story Way “Off the Plate”
- * Idea “outside the box” which could lead to more coverage
- * Target: People Unfamiliar with the LPGA



OUR SUCCESSES

"Fastball"



Golf Digest

Stacy Lewis #1 &
America's Darling

OUR SUCCESSES

"Fastball"



Inbee Park
"Look at Me" - GolfWorld

OUR SUCCESSES

"Slider"



The Asian Swing Strategic Press Conference

GOLF.com

2014 ISPS HANDBA World Cup of Golf -
Royal Melbourne GC
Full Leaderboards »

J. DAY	T. BJORN
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M. KUCHAR R. ISHIKAWA

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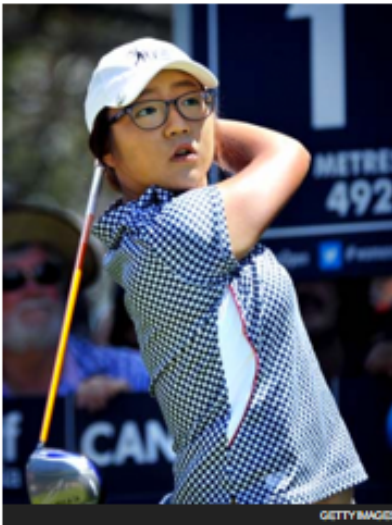
Callaway
XHOT
rangefinder

The case for the LPGA, the most fan-friendly league in sports



By Alan Shipnuck, Senior Writer, Sports Illustrated
Follow Alan on Twitter.
Published: Friday, February 22, 2013 | 11:46:46 AM |

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The LPGA was founded in 1950, 22 years before Title IX. At the nadir of the Great Recession, it looked as if the world's premier women's sports league might go out of business. In 2010 the tour staged only 24 tournaments, down from 34 two years earlier.

Golf is a niche sport, and women's golf is a niche of a niche, but the commissioner who led the tour off a fiscal cliff, Carolyn Bivens, had scared away sponsors with hardball negotiations that were part of an aggressive strategy to make the LPGA too big to fail. Bivens departed in July 2009 after a player revolt, and the LPGA was both lucky and good to have chosen Mike Whan as her successor. A longtime executive in golf and sporting goods, the effervescent Whan has taken the LPGA back to its roots as a tour that offers some of the rarest commodities in professional sports: intimacy, value and player interaction with fans and sponsors. At the same time Whan, 48, has taken what used

OUR SUCCESSES

"Slider"

"The Case For – The LPGA"

Sports Illustrated

LPGA

See Why It's Different Out Here

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"Slider"

Inbee Park's Major Run

The Today Show & ESPN



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LPGA's Momentum
Bloomberg

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"Curve Ball"



Caddy Bibs

LPGA Player's
Twitter Handles

LPGA First



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"Curve Ball"



Danica Patrick



LPGA Salutes
Daytona 500 pole
from Thailand

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"Curve Ball"



Natalie Gulbis
The Weather Channel

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"Curve Ball"



Azahara Munoz
CNN Español

OUR SUCCESSES

“Curve Ball”



The screenshot shows the Teen Vogue website interface. At the top, the logo "teenVOGUE" is displayed in red and black, with a starburst graphic that says "ON TUMBLR". Below the logo are navigation links for "RSS", "ARCHIVE", and "GO TO TEENVOGUE.COM". A search bar is present, along with social media icons for Facebook, Twitter, and Instagram. A section titled "THE LATEST FROM TEENVOGUE.COM" features a magazine cover with a woman's face and the text "PRETTY PARTY STYLE" and "DAZZLING DRESSES + INSPIRED FROM THE BOYS CLUB". Below this is a "TAGS" section with several hashtags: "#In the Magazine", "#TVOOTD", "#Homecoming", "#Street Style", and "#Quotes".

teenVOGUE ON TUMBLR

RSS ARCHIVE GO TO TEENVOGUE.COM

Search

Ask us a question

THE LATEST FROM TEENVOGUE.COM

19-year-old pro golfer Jessica Korda shares about how she first started playing the sport and how she's preparing for the 2012 U.S. Women's Open. [Learn more about the star athlete here »](#)

16 NOTES

Jessica Korda
Teen Vogue

OUR SUCCESSES

"Curve Ball"

The screenshot shows the Prevention magazine website. At the top, there's a navigation bar with the 'Prevention' logo and links for 'HEALTH | WEIGHT LOSS | FITNESS | SEX | MIND-BODY | FOOD | BEAUTY | VIDEO'. Below that, a sub-navigation bar for 'Weight Loss' includes links like 'Belly Melt Diet!', 'Get Sugar Smart', 'Weight Loss Tips', 'Videos', 'Prevent Anything', and 'Flat Belly Diet Online—50% Off!'. The main article is titled 'How A Golf Pro Lost 45 Pounds' and 'How To Lose 45 Pounds'. The byline is 'By Bari Lieberman'. The article text states: 'A life on the road caused golf pro Karen Stupples to pack on the pounds. But a few simple food swaps helped her go from a size 12 to a size 4!'. There are two photos of Karen Stupples on a golf course. The larger one shows her in a pink shirt and white shorts, and the smaller one shows her in a green shirt and white shorts. A caption below the smaller photo reads 'Karen before losing weight'. Below the photos, there's a bio: 'Karen Stupples, 40', 'Hometown: Orlando, FL', 'Height: 5'4"', 'Current weight: 138', 'Heaviest weight: 183', 'Lightbulb moment: I reached my pregnancy weight...when I wasn't pregnant.', and 'Biggest benefit: I have more energy to play with my son and practice golf.' To the right of the article, there's a 'QUICKIE!' section titled 'Two-minute stretches' with a video thumbnail. Below that is a 'See All Videos' link. Further down is an advertisement for 'GET GREAT ABS IN 12 MINUTES' featuring 'PREVENTION'S FLAT-BELLY EXPRESS APP'. The ad lists benefits: '11 exclusive workouts!', '4 core-sculpting sessions', '3 metabolism-boosting routines', and '4 fat-blasting intervals', plus 'nutrition tips, trackers, and more!'. A 'CLICK HERE' button is at the bottom of the ad. At the very bottom of the screenshot, there's a 'WRITE THIS DOWN' section with social media icons for Facebook, Twitter, and Pinterest.

Karen Stupples Prevention Magazine

OUR SUCCESSES

"Curve Ball"



Stacy Lewis Shape Magazine



See Why It's Different Out Here

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“FINAL PITCH”

- PHONE over EMAIL every time
- Unglue Yourself from the Chair
- Use Media as a Tool for Your Success
- Use Key Assets to Help with Pitch
- Allow Media to be Part of Story
- Don't Marry Yourselves to Your Core Media
- Reward Those Who Build Your Brand, promote their stories on Your Brand
- DON'T BE AFRAID TO FAIL



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