

Stop, Open, Read: The Secrets to Crafting Emails for Media Relations Success

Presented By:

Angie Larsen

Senior Manager Corporate Relations

USANA Health Sciences



@AngieLarsen1

PR News Writing Boot Camp

#prnews



Today's Class Brought to You By the Number 5



You have about 5 seconds to grab a journalist's attention with your email pitch.

The 5 Second Rule

Actual News



Existing News Angles

Create News

Before HOW... WHAT to Pitch



- ◆ Save it for Company Newsletter
- ◆ Pitching Real News Earns Respect and Builds Credible Relationships



SUCCESS IN 5 SECONDS

Starts with the construction of the
SUBJECT LINE and PARAGRAPH PITCH

Do's

- ✓ **Informative**
- ✓ **Concise** (4-7 Words)
- ✓ **Unique**
- ✓ **Relevant**
- ✓ **Clever** – if message remains clear

Don'ts

- Gimmicks, fluff, hype, buzzwords – generally
- Tease what you can't back up



Subject Line

Example A

- Broadway Theatre
Premieres Dracula vs.
Frankenstein

Example B

- Local Theatre
Haunted by King
Kong Actress Fay
Wray

Which Subject Head is
More Effective?

Example C

- Local School Demonstrates Engineering Experiment

Example D

- Student Duct Tape Boat Experiment – Will You Sink or Float?

Which Subject Head is More Effective?

Example Subject Head: **Utah Jazz Signs 5-Year-Old Free Agent**

SALT LAKE CITY (Oct. 6, 2014) – The Utah Jazz announced today that the team has signed five-year-old free agent guard JP Gibson to a one-day contract. Per team policy, financial terms were not released.

Gibson, who was diagnosed with acute lymphoblastic leukemia in 2012, will be in uniform and join the Jazz on the bench for tonight’s open scrimmage at 6:30 p.m. at EnergySolutions Arena. He will sign his contract with Jazz President Randy Rigby at 5:30 p.m. in the Jazz interview room (Room 145), adjacent to the locker room. JP will be joined by his parents, Josh and Megan, and his two-year-old sister Elsie. The family resides in Layton.

“JP loves most sports, but basketball is definitely his favorite,” said Megan Gibson. “When he was just over a year old, he would sit with my husband Josh watching games. He started insisting on shooting hoops for an hour each night before bedtime when he was just 15 months old. He knows he has to be six before he can play Junior Jazz, and he reminds us all the time that he can't wait until he's six.”

The Gibson family is being hosted by the Utah Jazz and the “Anything Can Be” project, which is a part of the Millie’s Princess Foundation, dedicated to providing financial support and hope to families affected by childhood cancer. Photographer Jon Diaz, who is chronicling Gibson’s Jazz experience, asks children with cancer what their dream is, and he creates it in a storybook with the click of a camera and the magic of technology.

<http://www.nba.com/jazz/news/jazz-sign-five-year-old-jp-gibson-scrimmage>

5-Year-Old Utah Jazz Player – ABC News Story

#prnews

@AngieLarsen1

YAHOO! SPORTS

Local Teams: Sign in to save teams

Search Sports Search Web

7:30 PM 8:00 PM 8:30 PM 9:30 PM 10:00 PM 10:30 PM

NBA TOR DCL DND LAL SAC DLA SA View All

NBA TOR DCL DND LAL SAC DLA SA

View All


Buzzing on Yahoo Sports: 49ers' Patrick Willis to undergo season-ending surgery

Ball Don't Lie

Jazz sign 5-year-old with leukemia for team scrimmage, and he throws down dunk (with some help)

By Dan Devine
October 7, 2014 5:07 PM

Ball Don't Lie



People

Like 4.9m Follow 5.8M

HOME NEWS PHOTOS STYLE RED CARPET VIDEO ROYALS COUNTRY TV BABIES FOC

GET 4 FREE ISSUES OF PEOPLE

NEWS MAIN HEROES AMONG US MOST VOTED BODYWATCH TRU

Glenn Beck: 1 Have Felt Crazy Because of Health Issues

Jennifer Aniston: My 40s Have Been 'More Fun Than I Can Remember'

Leonardo DiCaprio is 40 See His Changing Looks

iPad Air 2 available at Target. Buy Now

The Utah Jazz 'Sign' 5-Year-Old with Leukemia, Make a Dream Come True (VIDEO)

NBC NEWS HOME TOP VIDEOS ONGOING: BUSINESS OF THE HO

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIO

Utah Jazz Sign 5-Year-Old Boy With Leukemia

NOVEMBER 11, 2014

HUFF POST SPORTS

Edition: U.S.

Follow

Newsletters

FRONT PAGE POLITICS BUSINESS ENTERTAINMENT MEDIA COMEDY TECH CRIM

ESPN NBA

my ESPN NFL MLB NBA NHL NCAAF NCAA MASCAR SOCCER MORE SPORTS WATCH FANTASY ESPW RADIO

NBA Home Scores Schedule Stats Standings Players Teams The Top TrustHub Team Blogs Rumors More Odds Tickets

Shop the J Wall 1 Collection #Approved

Jazz sign 5-year-old JP Gibson

ESPN.com news services Updated: October 7, 2014, 3:39 AM ET

SALT LAKE CITY -- The Utah Jazz signed a 5-year-old, free-agent guard to a one-day contract for a special scrimmage Monday night.

JP Gibson, who was diagnosed with acute lymphoblastic leukemia, signed his contract with Jazz president Randy Rigby before joining the team in uniform for the annual preseason intrasquad scrimmage at EnergySolutions Arena.

JP was joined by his parents, Josh and Megan, and his 2-year-old sister, Glas. The family was hosted by the Jazz and photographer Jon Diaz's "Anything Can Be" project, which creates storybooks for children with cancer about their dreams and wishes.

JP, wearing a No. 1 jersey, even got to play in the scrimmage. He was passed the ball and dribbled into the lane, where center Rudy Gobert lifted him up so he could dunk and slap hands with some players as fans roared.

The Jazz tweeted a photo of JP holding up his new Jazz jersey with his family.



NBA Power Rankings Pelton: 'Brew' becoming a 'King'

Holmes: Any Lakers win worth savoring

MacMahon: Carlsbad rips Nevs' 'competitiveness'

Maceo: Holles' decision to sit Lopez pays off

The Top: Week's top stories

adidas Foot Locker APPROVED

Shop the J Wall 1 Collection #Approved

EDITORS' PICKS

Cavs Getting 'D' For Defense Cleveland's early defensive scores are raising red flags. #NBAPressOffice

#prnews

@AngieLarsen1

- ❑ “10 Steps to Successfully Outsourcing Your Online Business”
- ❑ “Gene Breakthrough Restores The Sight Of People With Inherited Eye Disease and Could Save Thousands From Blindness”
- ❑ “Which One Deserves to Die?”
- ❑ “10 Reasons Civilization May Collapse Because of Organic Foods”
- ❑ “Rob Banks Legally”
- ❑ “Fat Makes You Thin”
- ❑ “Want to Immediately Reverse All Your Health Issues?”
- ❑ “New Shampoo Leaves Your Hair Smoother – Easier to Manage”
- ❑ “Wall Street Getting Kicked in the Face By Asian Techs!”
- ❑ “Every Internet Entrepreneur Regrets Not Doing This Sooner”

***Income Diary – “10 Article Headline Examples That Got Us 10 Million Readers**

Read Headlines = Write Better Subject Lines



- One Paragraph (2-3 Sentence Intro of Story)
- First Sentence Most Crucial
- Relevant Story Basics
- Why You're Contacting Them
- Your Contact Info
- Attached/Pasted Press Release
- Hyperlinks
- Free of Errors

The Pitch

Example Pitch

Subject Head:

Jaguar Land Rover and Children's Health Fund announce partnership for healthier schools

Email Pitch:

Hi, Sophia – How are you? Looks like we've both moved around quite a bit since the last time we

Example Pitch

Subject Head:

Fun Live Shot – Sumo Wrestle With World Champion Boxer


Email Pitch:

Hi Casey,

We have a great early morning live shot lined up for you. USANA Health Sciences is holding its annual International Convention August 14-17 at the Salt Palace. We're bringing in World Welterweight Boxing Champion Timothy Bradley and several Olympic Medalists. Friday morning they are all yours to interview and have some fun with during your live broadcast. We will have all sorts of mini Olympic games ready for you and the athletes to compete in including: Sumo Wrestling, Tortilla Flip and Nordic Shoebox Shuffle.

Call me and let's get all the details hammered out for your live shot.

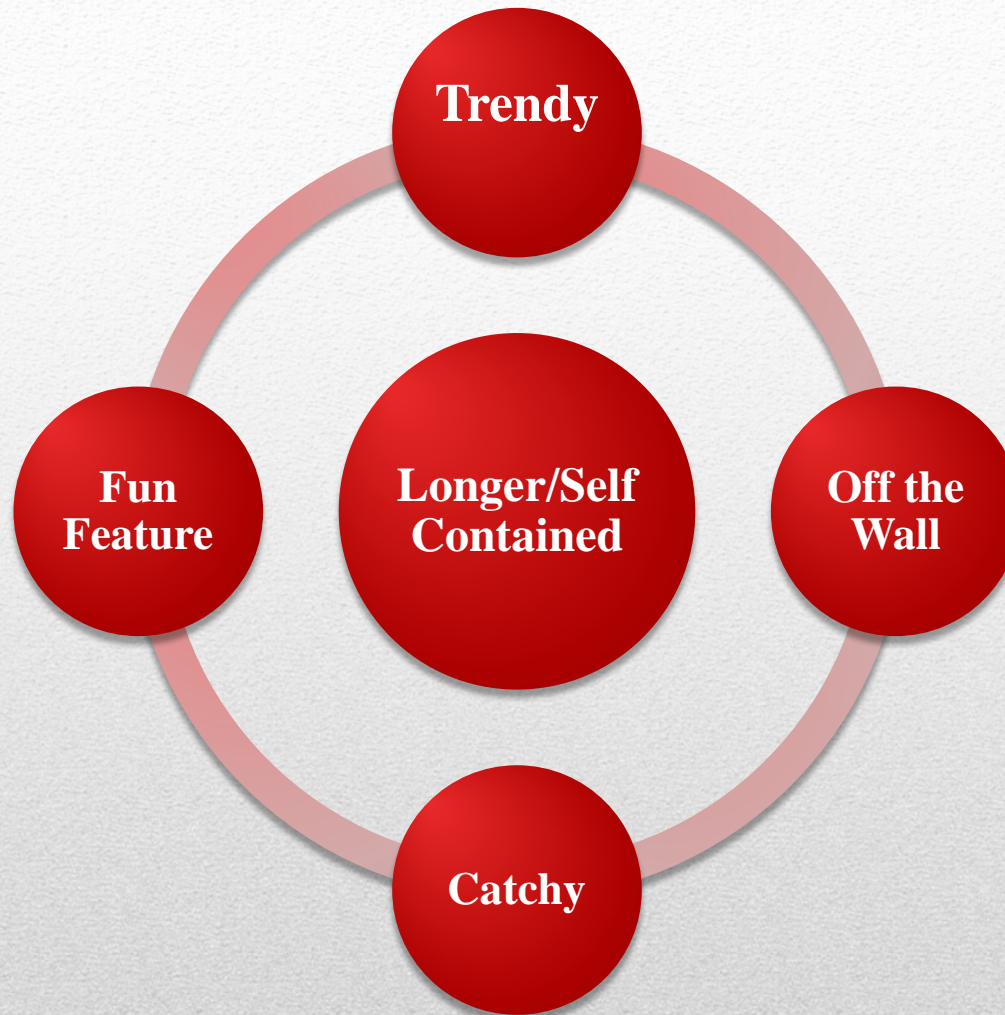
Angie Larsen
Senior Manager Corporate Relations, USANA Health Sciences
(801) xxx-xxxx
xxxx@us.usana.com



USANA Brand Ambassador World
Welterweight Boxing Champion Timothy
Bradley on 2 News This Morning (CBS- SLC)

#prnews

@AngieLarsen1



Pitch Exceptions

Example Exception Pitch

Subject Head: USANA “Gobbles” Up Hunger

Self Contained Email Pitch:

USANA Health Sciences is eager to fight the hunger epidemic. Through its True Health Foundation, millions of dollars in aid and vitamin supplements are provided to the Children's Hunger Fund each year to help fight hunger worldwide. However, USANA understands hunger is a problem here at home as well. According to the Utah Food Bank, 1 in 5 Utah kids are unsure where their next meal will come. 1 in 6 Utahns are at risk of missing a meal today. And 444,000 people are food insecure —16% of Utah's population.

With the holidays upon us, the Utah Food Bank is in need of even more food, so USANA Health Sciences is gearing up early and setting a goal to collect **300 pounds of food** at the company's annual **Turkey Trot 5k on November 6, 2014 at noon**. Additionally, the company is asking for the public's help to increase its goal to 500 pounds! We invite the media to attend this event and encourage the community's support in bringing cans of food and running/walking in the 5k!

What: USANA's Turkey Trot 5k

When: November 6, 2014

Time: Noon

Location: 3838 W. Parkway Blvd, Salt Lake City, UT 84120 (front parking lot)

Why: To collect cans of food for the Utah Food Bank

For questions regarding the Turkey Trot or to set up print and broadcast coverage, including live shots for the noon show, please contact me.

Misty XXXX

Public Relations Specialist

XXX-XXX-XXXX

Improve Your Running Form with Real-Time Feedback
Click here for \$30 off your smart sportswear.

Advertise with us

USANA Turkey Trot collects food for needy

Deseret News

Published: Thursday, Nov. 6 2014 4:06 p.m. MST

Updated: Thursday, Nov. 6 2014 4:06 p.m. MST

Print | Font [+][-] | [Leave a comment »](#)

[Share](#) 425 [Share](#) 422 [Tweet](#) 2 [Pin it](#) 0 [G+](#) 1 [L](#) [in](#) [o](#) [v](#) [t](#) [w](#) [d](#)



[View 10 photos »](#)

Runners start the USANA Turkey Trot 5K in Salt Lake City, Thursday, Nov. 6, 2014. At front center is Aaron Williams, the eventual winner, and Nick Peterson, aka The Gobbler, who placed second. USANA employees donated more than 800 pounds of food to the Utah Food Bank.

Ravell Call, Deseret News

Turkey Trot Helps Utah Food Bank

[Like](#) 0 [Tweet](#) 0 [Pin it](#) [Share](#)

11/06/2014 06:03 AM 11/06/2014 06:33 AM



Turkey Trot Media Coverage

#prnews

@AngieLarsen1



HIT THE BULL'S-EYE

Zero in on who you want to target and narrow your media list for each specific pitch

RESEARCH REPORTERS:

- Learn Their Beats
- Pitch to the Right Journalist
- Plug a Previous Story



Know Your Target

Example Pitch

Subject Head: Follow up to ‘Olympians in the Off-Season’ story

Email Pitch:

Hi XX,

I hope all is well! I wanted to follow up on the below as well as share with you some images of **USANA Ambassador Billy Demong** finishing the NYC Marathon. Billy finished in 2:33:05 and finished 52nd male overall, 15th American male.

Please let me know if you would like any additional information and/or have any questions. Please use the following photo credit: Courtesy of NYRR for the image below. I am looking forward to hearing from you.

Best,

Rachel XXX

XXX Public Relations, Marketing & Government Affairs

T: (xxx) xxx-xxxx

[Xxx-xxx@xxxnews.com](mailto:xxx-xxx@xxxnews.com)



THIS IS NORDIC
WHISTLER STYLE
DISCOVER IT NOW



Demong Braves Wind, Crowd to place 51st in NYC Marathon

November 4, 2014 By Lander Karath - 2 Comments



Billy Demong (US Nordic Combined) and friend Sam Krieg (r) pose after finishing the 2014 NYC Marathon. Demong placed 51st with a time of 2:33:05. (Photo: Drea Braxmeier, NYRR)

Nordic-combined Olympic gold medalist Billy Demong ran like a champion in the 2014 New York City Marathon. Demong hasn't never



HOME SPORTS U.S. PARALYMPICS NEWS ATHLETES

Sochi 2014 Video About the USOC For Athletes Media Sponsors Donate

HOME > NEWS > BILLY DEMONG'S MARATHON YEAR

Billy Demong's Marathon Year



SWIM AT HOME WITH ENDLESS POOLS
YEAR-ROUND, INDOORS OR OUT, AT YOUR OWN PACE



Like 17 Tweet 9 Email

Print

BY PEGGY SHINN | NOV. 05, 2014, 1:11 PM (ET)



Billy Demong and friend Sam Krieg pose for a photo after finishing the 2014 New York City Marathon.

On a windy day in New York — when the pro marathoners ran three to five minutes off their best times — Billy Demong made his marathon debut. And he crushed it, finishing the New York City Marathon in 2:33:05.

USANA Ambassador Olympian Billy Demong New York Marathon Media Coverage

#prnews

@AngieLarsen1



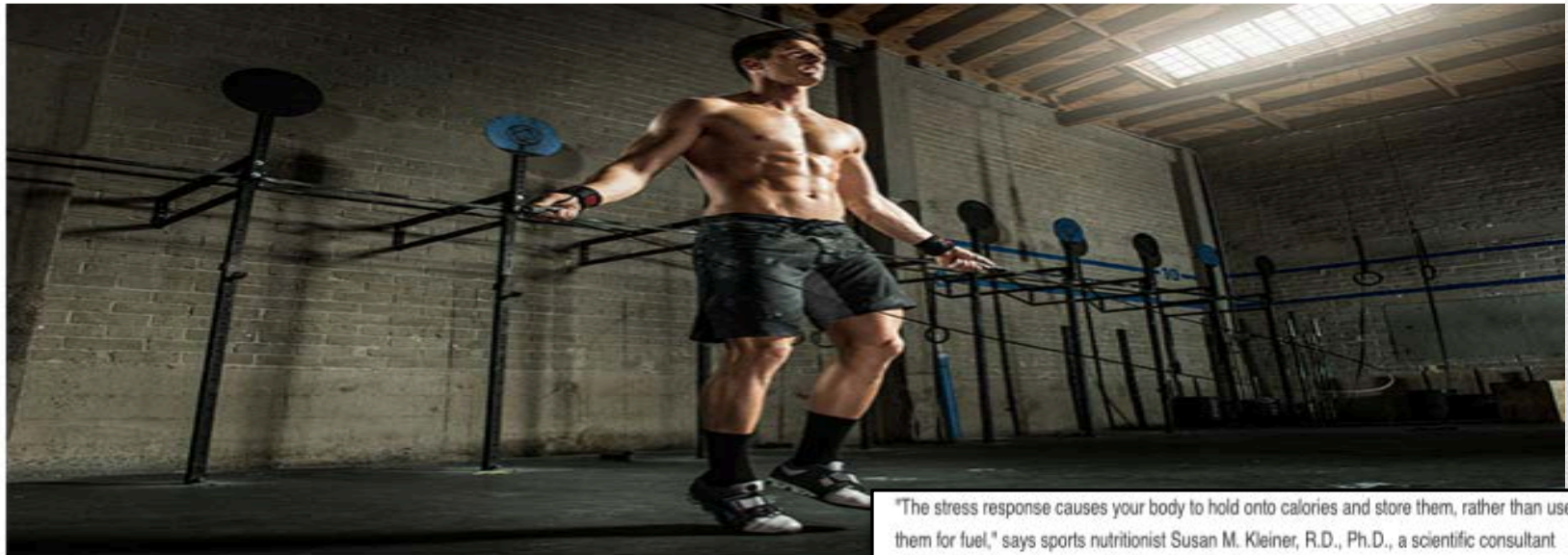
Provide valuable insight to a journalist – a tool for them - and earn the right to be used as an expert source.

Become a Go-To Expert

Can You Out-Exercise Bad Eating Habits?

It turns out that the answer isn't so simple.

BY K. ALEISHA FETTERS



"I work out so I can eat whatever I want."

Consider those the famous last words uttered by for

"The stress response causes your body to hold onto calories and store them, rather than use them for fuel," says sports nutritionist Susan M. Kleiner, R.D., Ph.D., a scientific consultant with USANA Health Sciences. "Plus, with the inflammation, you are getting more sore from your workouts and you don't really want to train hard." So even if you feel like you're hitting the gym hard, you probably aren't burning as much fat as you'd need to counteract the effects of a junky diet.

The bottom line: "When it comes to sculpting your body and enhancing your performance, without a diet to support your training you are wasting your time in the gym," Kleiner says.

Trusted Source

What They Don't Want

- A PR Buddy
- To Shoot the Breeze
- You to Bug
- Someone Who Hovers
- Someone Who Tries to Control the Story

What They Want

- Cool Professional
- Someone they can rely on for accurate, interesting stories
- Preparation/Research

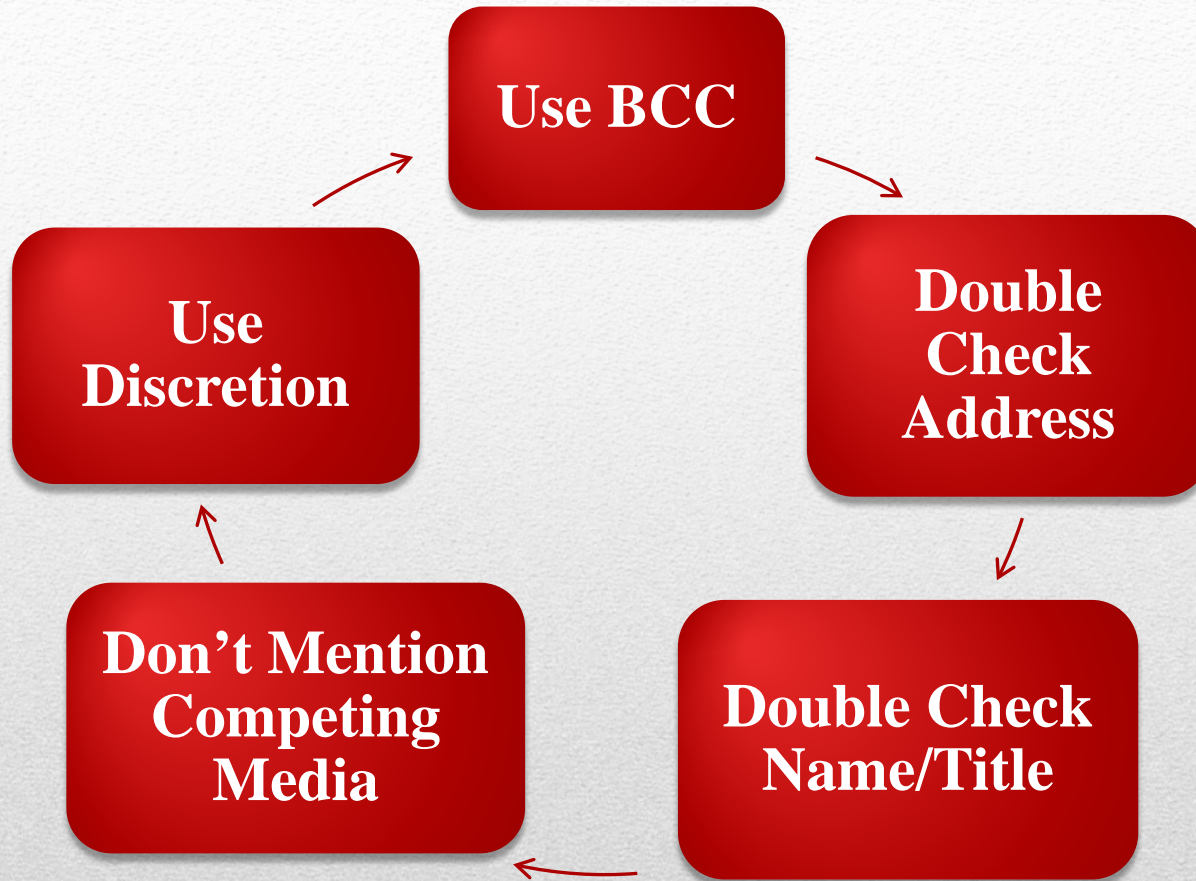
Don't Be Their Friend



Provide specific information and insights to journalists pressed for time and resources.

Think Like a Journalist

#prnews



Understand Ego



- ◆ Broadcast – Before 9:00am & Before 2:00pm
- ◆ Print/Online – Early Morning
- ◆ Weekdays
- ◆ Weekends before 9:00am
- ◆ Tuesdays
- ◆ Far enough out to secure coverage
- ◆ Breaking News or Timely Content – Anytime

The Best Time to Pitch

EXAMPLE

Subject Head: Real hero Dr. Oz - in Superman cape - comes to the rescue of collapsed runner

Hi Glen,

Thanks for coming out to cover USANA's Champions for Change 5K today. After you left, we had some extra excitement. One of our runners collapsed at the finish line and a world renowned cardiologist and real life hero happened to be right there to come to his rescue. The runner, Ken Roosa is doing well. Dr. Oz even went to visit his patient at the hospital. We have video and photos for your use.

[\[video link\]](#)

[\[photo link\]](#)

Give me a call and I can help you gather any additional materials or interviews you need.

Angie Larsen

Senior Manager Corporate Relations

(xxx) xxx-xxxx

Timely News

#prnews



You can lead a horse to water, but you can't make him drink.

Entice and prepare, but allow journalists to take the creative direction and call the shots.

Lead Not Force

- Slow News Day
- Piggy Back on Other News
- Subjective Journalists



Why Some Pitches Fly and Others Don't

- ① 5 seconds to capture a journalist's attention
- ② Construct informative, relevant, powerful subject head
- ③ Generally keep pitch to one paragraph
- ④ Know your target – Know your place
- ⑤ Provide specific insights that will make you a trusted source

Top 5 TAKEAWAYS
