
THE CARLYLE GROUP

GLOBAL ALTERNATIVE ASSET MANAGEMENT

Media Pitches That Worked

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What can **PR people** learn from the art of **dating**?

Imagine asking **10** or **100** or **1000** people
out on a date all at once....

Ullman's Dating Tips



The Scary Similarities Between Dating & PR

Dating

- Exclusivity
- Empathy
- Offer something
- Passion
- Authenticity
- Timing
- Joy

Public Relations

- Target
- Meeting needs/sincerity
- News
- Compelling facts/angle
- Be & share the real you
- Deadlines/trends
- Joy (try to make work fun!)

CASE STUDIES

Case Study #1: New Product Launch

- a. Objective: Public launch of the Acme Partnership
- b. Approach: Offer exclusive to the WSJ
- c. Compelling:
 - i. First of its kind
 - ii. Timely
 - iii. Lots of detail on product
 - iv. Got expert on the phone
- d. Outcome: Positive feature on front of Money & Investing section

Case Study #2: Personnel Announcement

- a. Objective: Low-key announcement of new senior executive
- b. Approach: Offer exclusive to trade publication
- c. Compelling:
 - i. Exclusivity
 - ii. Timely
 - iii. Easy
- d. Outcome: Accurate/positive blurb in daily newsletter

Case Study #3: Value Creation Profile

- a. Objective: Thoughtful story on how PE creates value
- b. Approach: Offer exclusive to PE beat reporter at WaPo
- c. Compelling:
 - i. Exclusivity
 - ii. Tons of detail
 - iii. Great anecdotes
 - iv. Experts on phone
- d. Outcome: P.2 business section profile

Case Study #4: Charitable Gift Announcement

- a. Objective: Secure media coverage of \$5m gift to SOME (homeless shelter)
- b. Approach: Offer exclusive to Metro reporter at WaPo
- c. Compelling:
 - i. Exclusivity
 - ii. Humanity
 - iii. Counter-intuitive (rich guy helps poor)
 - iv. Timely (holiday season)
- d. Outcome: ???

Summary

- Quality over quantity
- Target reporters
- Form relationships/play the long game
- Be authentic
- Have high bar for “news”
- Be creative / make it compelling
- Have fun