

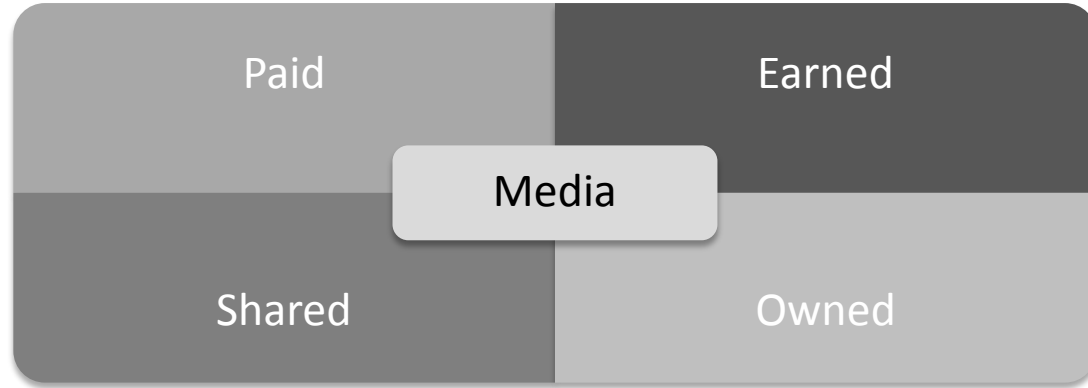
Connecting With Media to Drive Success

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PR News Media Pitching Clinic
#PRNews
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#PRNews

Understanding the Changes...



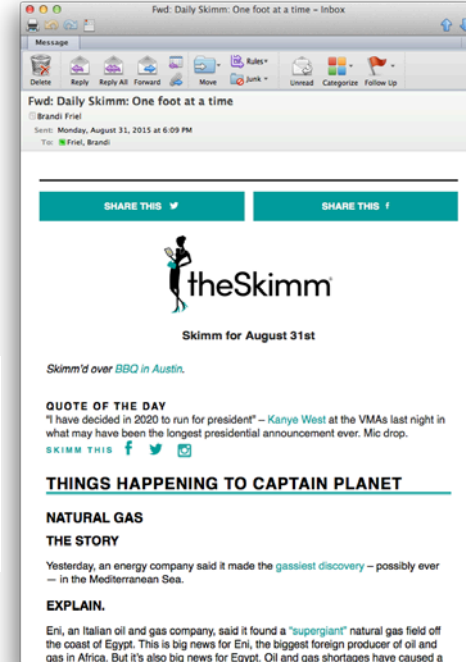
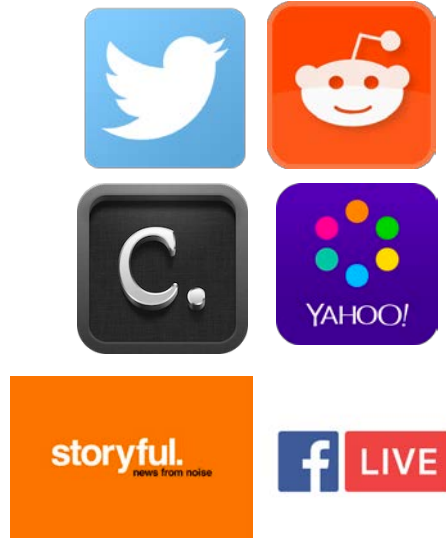
The competition for audience attention is fierce

Information is everywhere

Consumption habits are shifting

News Consumption: Consumer Demands

- Immediate
- Succinct
- Customized
- Centralized
- Organized
- Approachable
- Visual
- Edgy
- Authentic



Some Things Stay the Same

Expectations and KPIs Don't Change

Strong content is still the lynchpin to a placement

Choosing the right targets from the growing number can be daunting

Relationships still matter

Social media is a key tool for building a mutually beneficial relationship

Satellite radio
stations
2

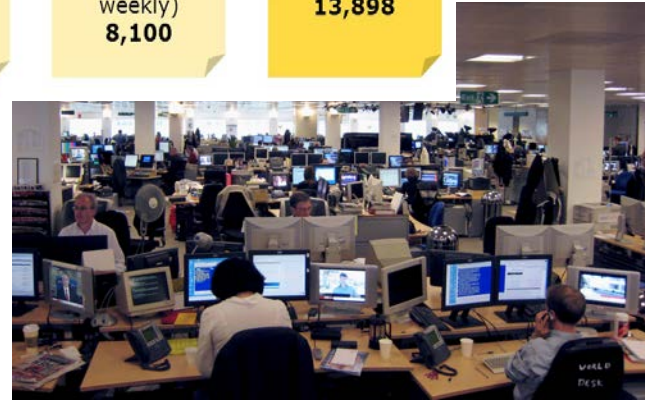
Broadcast
networks (TV
and cable)
100

TV stations
3,510

Consumer
magazines
5,340

Newspapers
(daily and
weekly)
8,100

Radio stations
13,898



Before You Make Contact

- Read and Research
- Get Out and Network
- Host Events



Do This

- Be a resource
 - Not a braggart
- Be persistent
 - But respectful
- Be concise
 - Too much or too little info is useless
- Be flexible
 - Have more than one idea
- Be action-oriented
 - Close with a specific request

Strong Subject Lines

- Why Security and Governance Are Top Concerns for the Fortune 500 [CEO Interview Opp]
- 87 % of City Workers Are Concerned About Proper Water Management [New Research]
- New IRS Laws Will Delay Returns For Millions - Jackson Hewitt CEO Explains How to Survive [Guest Post]
- Mothers' Day Cards Evolve to Embrace the New Normal [Slide Show Available]

Subject: 2017 Food Trends Predicted by Real Foodies (1,700 U.S. Dietitians Surveyed)

Dear XXX,

Next year's major food trends were revealed in a survey of 1,700 registered dietitians (RDs). In ***"What's Trending in Nutrition,"*** Dietitians across the U.S. highlighted the superfoods, shopping insights and food trends for consumers in 2017. Sharon Palmer, Today's Dietitian contributor is available to walk you through the results.

Would you like to see the full results? In short: survey finds that many RDs believe that consumers are choosing clean (59%) and mindful eating (49%) rather than "dieting."

But What Will You Be Eating Next Year?

RDs say that in 2017, consumers will be focused on eating clean, by trying to consume less processed foods and more whole foods such as...

- Veggies & Fruits
- Fermented foods such as yogurt and cheese
- Ancient whole grains and green tea
- Plant-based proteins like nuts and seeds
- And for the first time ever, salmon made the coveted Top 10 Superfoods list (below)

To access additional highlights, please refer to the [***What's Trending in Nutrition*** press release](#).

Please let me know if you'd like to learn more, or interview Sharon, and I'll coordinate.

Best,

XXX

List of the Top 10 Superfoods in 2017:

- | | |
|--|----------------------------|
| 1. Seeds, like chia and hemp | 6. Kale |
| 2. Avocado | 7. Green tea |
| 3. Nuts, like almonds and walnuts | 8. Coconut products |
| 4. Fermented foods like yogurt | 9. Exotic fruits |
| 5. Ancient grains | 10. Salmon |

Subject: Business Users are Consumers Too... So Why Do So Many B2B UI's Suck? (Design Expert Interview)

Hi XXX – Would you use a smartphone if you couldn't customize the homescreen and create better accessibility to the apps you use most often...No. And the User is demanding the same of their business software. Connections to technology are emotional – experiences matter more than style or features – And so, Sam Yen, Chief Design Officer of SAP, has adopted the mantra of *New / Renew / Enable* to help shift the thinking and doing from functional to procedural when designing the companies next gen IT.

He could do a much better job explaining it to you than I – Can we schedule a roundtable in NY on XX/XX for him to do so?

The team is on a mission is to unlock the ease and intuition of consumer software interfaces and apply the Design Doing model to deliver a consistent and delightful UX for all SAP end-users.

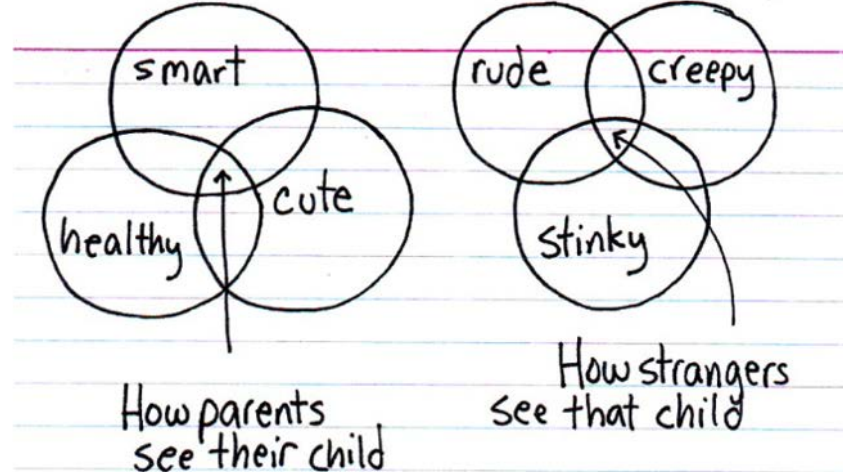
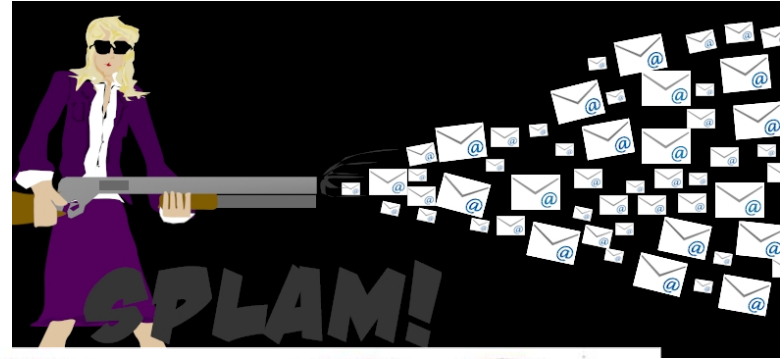
Humanizing IT for users starts by analyzing SAP power users, defining patterns and habits and highlighting key changes Sam's team is taking a new approach to improving access, renewing their focus on the long tail and enable users to modify, simplify and customize their personal experiences. The end goal is to make the UX more task-based.

Please let me know if you are free on XX/XX and I will work with Sam's team to lock in a meeting.

Best,
XXX

Never Do This

- Be too generic
- Send an email blast
- Assume familiarity
- Overpromise
- “Just send it”
- Stalk your target



Weak Subject Lines

- Expert Interview? Sinus Problems, Cancer Stand in the Way of Healthy Valentine Lips - Nation's ENTs Urge Patients to Keep Lips Kissable
- Using Cash Back Card Increases Savings on Organic Foods
- Press Release: Please Consider Including XXX New Phone in Your Next Round-Up
- New Fabrics Keep Your La-Z-Boy Clean and Hygenic

Subject: (Long Time Military Veteran Launches New Mission of Service in Houston)

)

Hi, XXXX**

*

For many of the Service men and women injured in the line of duty defending our country, their desire* to serve others didn't end when they returned home. Houston Veteran Kelly Land can attest to that.*

*

Kelly spent more than a decade in service to this country as a U.S. Navy helicopter pilot and recruiter.*

While his transition from the military to civilian life was ultimately successful, it was not an easy task.*

Symptoms of post-traumatic stress disorder after surviving a helicopter crash were a lingering issue*

combined with struggles to find a sense of purpose in his new identity as a civilian.**

*

That changed after he was introduced to The Mission Continues, a national nonprofit organization that*

has empowered thousands of veterans to serve their country in new ways as a means for a successful*

transition to civilian life. In September 2014, Kelly was selected to establish the [The Mission Continues*](#)

[2nd Service Platoon in Houston](#), a team of local veterans promoting health and wellness in the Acres*
Homes neighborhood*- a classified food desert where roughly one third of residents live below the*

poverty line.**

*

On Saturday, Jan. 24, Kelly will join more than 100 veterans from across the country for a variety of*

renovation projects at Kelso Elementary, a school that serves more than 400 Houston children*- the*

majority of whom come from economically depressed neighborhoods. (See news release below for*

details.)*

Would you like to speak with Kelly Land, who can talk about how he made a successful transition to a)*
civilian life through volunteering despite his struggle with PTSD? (See bio below) He can also elaborate*

on the organization's mission and programs available for veterans in Houston.**

*

800 is available. I'll follow up with you shortly to further discuss this opportunity.*

*

Best regards,*

SIGNATURE*

Kelly Land, U.S. Navy Veteran and The Mission Continues Houston Platoon Leader)

- Served 10 years in the U.S. Navy (from 2000 until 2010); Flew the MH63E Sea Dragon Helicopter* with the Black Stallions of HC-94 while stationed in Italy; Spent subsequent tours as an Officer* Recruiter based out of Austin, Tex., and as a Master Air Attack Planner at Al Udeid Air Base,* Qatar.*
- Separated from Naval Service as a Lieutenant Commander and Naval Aviator; Started a career in* sales and is currently an Oil & Gas Account Manager with a Houston based electrical equipment* manufacturing company.**
- Dealt with PTSD from a helicopter crash and struggled with his new identity as a civilian.*
- Became the leader of The Mission Continues Houston Service Platoon, leading a team of* veterans in Houston, promoting health and wellness in the Acres Homes neighborhood, a* classified food desert where roughly one third of residents live below the poverty line.**

*

*

Subject: How to Stop Sitting at Work So Much – It's Impacting Your Health!

Hi XX –

Research shows that even with appropriate levels of physical activity, sitting for prolonged periods of time is associated with a [significantly higher risk of heart disease](#), and each hour of sitting increases [chances of heart disease by 14%!](#) Based on aggregated and anonymous data from over one million Fitbit users, it was found that on average, users are sedentary for a period of up to 90 minutes at a time* – can you think of the last time you sat at your desk and didn't move for 90 minutes? It was probably more recent than you thought.

When Are We Most Sedentary?*

- The afternoon slump, especially 2-3PM, followed by:
 - The early work period, especially 10-30-11AM
 - After work, especially 7-30-8-30PM

Who Is The Most Sedentary?*

- Total sedentary time increases rapidly between ages 20 and 24, by about an hour during those years – welcome to the world for millennials!
- Total sedentary time continues to increase with age, by about 30 minutes from ages 24 to 30, and another 30 minutes from ages 30 to 55.
- Total sedentary time decreases after 55, most notably between ages 58-66, right when people start to reach the retirement age.

Tips To Decrease Your Sedentary Time

The good news is that even when you're at work, there are ways to decrease how long you're sedentary for. Check out a few of these tips:

- **Challenge Your Coworkers:** Start Workweek Hustle challenges in the Fitbit app with your coworkers, motivating everyone to get up during the day and increase their step count.
- **Get a Punch Card at Your Local Coffee Shop:** Support your local coffee shop and treat yourself to a walking coffee break with coworkers – the points will add up, and so will your steps!
- **Email less, talk more:** There are times when emails are necessary, but oftentimes a quick chat with someone will work just as well – if not better! So next time you're tempted to shoot Jane in accounting a quick email, get up and go ask her in person instead. Your step count will thank you.
- **Enjoy the Sunshine:** If you have willing participants, take things outside by going for a short walk for your meeting – [studies show](#) that walking improves creativity!
- **Stand up during every hour:** Make sure you get up at some point during every hour, even if just to stretch or walk around for a few minutes. Walking to meetings or grabbing another cup of coffee totally counts.
- **Take the Stairs:** Work in a big corporate office building? Take the stairs instead of the elevator.

To help you battle those prolonged periods of being sedentary, we've equipped our latest tracker, [Fitbit Alta™](#) with Reminders to Move – a little buzz on your wrist at the top of every hour when you haven't hit your hourly step goal of 250 steps (roughly 2-3 minutes of walking). Also, beginning on March 30, wrist-based Fitbit device users will be able to see and track their Hourly Activity in the Fitbit app – adding motivation to get up and move during the day. Help us combat long sedentary periods and spread the word on how you can make some quick changes during your workday. Is this something you'd be interested in sharing with your readers?

Thanks,
XX

* Based on aggregated and anonymous data from over one million Fitbit users in 2015.

Nothing is Irreparable



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