Allocating Staff Resources for Media Relations
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- Villanova graduate
- 10+ Years in PR
  - Toys ’R Us
  - Sears/Kmart
  - Target
  - Ford
  - Toyota
- First media relations experience
  - Pitching Dubble Bubble national bubble-blowing contest
- Currently reside at Havas PR
  - CSR projects
  - Buzz/celebrity projects
Allocating Staff—The Do’s and Don’ts

**The Do’s**
- Spend the time to train your team
- Develop a timeline and schedule to break the pitching up
- Make the assignment palatable
  - Don’t expect someone to pitch 200 outlets in one day
- Create a pitching war room
  - Give people a place to concentrate on pitching where they won’t be distracted

**The Don’ts**
- Don’t let title dictate who pitches which outlets
  - Allow junior staffers the opportunity to pitch all types of media
- Don’t rely on your media database to create your media lists
  - Spend time and do the research
- Don’t let your team rely only on email
  - The phone still works
Case Study: Ford Warriors in Pink

The Situation
- Ford Warriors in Pink is the CSR program from Ford Motor Company
  - Developed clothing line that is sold online with proceeds going to the cause

Insight
- “Pink Fatigue”
  - Space is crowded and both consumers and media have grown tired of “pink products”

The Goals
- Highlight Ford’s long-term commitment to the cause (18 years and $115 million)
- Break through the clutter and sell product
Case Study: Ford Warriors in Pink

What We Did

- Mapped out the media opportunities and the targets
- Divided the pitching based on workload and contacts
- Brought pitching team together to educate them on the program and demonstrate what we were pitching
  - Ensured team had all necessary media materials, images, samples, etc.
- Held regular team meetings to discuss pitching results and to redirect what wasn’t working
Case Study: Ford Warriors in Pink

2012 Results

- More than a dozen placements in national magazines
- One owned segment and inclusion in one round-up on “Today”
- Free participation in a co-op SMT garnering more than 8 million media impressions
- 161.9 million media impressions and counting for 2012
Case Study: Ford Warriors in Pink

Key Takeaways

- Do as much prep as possible going into busy times
  - Prepare media lists, pitch materials, gather art assets
- Consider outside team members for help (particularly when you are looking for contacts!)
- Don’t forget to leverage your advertising buy (if you have one)
- Make sure to budget for extra freelance help to get you through particularly rough times