

HOW TO GET MEDIA ATTENTION FOR YOUR BUSINESS

A guide to help you navigate getting
media attention for your business

Presentation Overview

How to get media attention

- Approaches
- Sponsored Articles
- Help a reporter out (HARO)
- Source Bottle
- Matchmaker FM
- Radio Guest List
- Black Guest List

Approaches

Reactive PR is all about responding to journalists' needs. The easiest way to do so is through media coverage services.



How to Get Media Attention



Build rapport with journalists long before you need them.

Tell a good story. Don't just ask for coverage that serves your business.

Tell them how your proximity to their readership is important.

Be specific and use measurable numbers that raise eyebrows.

Be persistent. You may get ignored the first time, but eventually, a story idea will catch an editor's attention.

Be timely. News means it is new, not three weeks old.

Be responsive to media interest and provide correct contact information.

Sponsored Content / Articles

To get media attention when you're not actually doing something newsworthy, the best way is generally to sponsor something else that is getting publicity.

For instance, sponsoring a community event or worldcup team, joining in a fairly high-profile initiative like zero waste or employee-sponsored community volunteering, or otherwise supporting something that will generate or provide publicity for companies that give something in return.

Anything with any of the following words is sponsored content

- Paid Post
- Presented By
- Sponsored By
- Partnered With
- Powered By

Help A Reporter Out

Help a Reporter Out (HARO) connects journalists and bloggers with relevant expert sources to meet journalists' demanding deadlines and enable brands to tell their stories. HARO distributes more than 50,000 journalist queries from highly respected media outlets each year. Its straight-forward pitching process allows sources to find topics related to their expertise, industry or experience, while allowing journalists and bloggers to spend more time writing and less time sourcing. HARO reaches more than 1 million sources and 75,000 journalists and bloggers, making it a vital tool for brands and reporters alike.

How it works for Journalists

- **Tell Us About Yourself**
- **Submit a Free Source Request**
- **Select The Perfect Pitch**

How it works for Sources

- **Register**
- **Monitor Source Requests**
- **Send the Perfect Pitch**

Source Bottle

SourceBottle is a free and easy-to-use connection platform that enables journalists and bloggers to efficiently find knowledgeable sources. Conversely, it provides PR professionals and subject-matter experts with timely insight into publicity opportunities to help them gain brand awareness for their clients' products and services or themselves.



Journalists & Bloggers

- 01** **Post an online call out for sources** for interview subjects or expert commentary. (It's free.)
- 02** Nominate your deadline. (The call out will be removed 24 hours after the deadline expires.)
- 03** Select your topics and source countries and method of distribution.
- 04** Decide on how you wish to be contacted. (We forward any/all responses directly to you.)
- 05** Sit back and wait.



Businesses & PRs

- 01** **Subscribe** to 'Find Giveaways'.
- 02** **Post an online request** for Giveaways.
- 03** Nominate your deadline. (The request will be removed 24 hours after the deadline expires.)
- 04** Select your source countries and method of distribution.
- 05** Decide on how you wish to be contacted. (We forward any/all responses directly to you.)
- 06** Sit back and wait.



Sources

- 01** **Sign up** and select your call out topics and source countries. (It's free.)
- 02** Sit back and wait.
- 03** Start receiving *Drink Up!* email alerts with a summary of all current call outs for sources on your topics of interest.
- 04** Click on the link for the full details of the call out.
- 05** Respond online.

Matchmaker.fm

Connecting Podcasters & Guests Match Maker is the easiest way to discover amazing people who want to be part of your show. It's like Tinder, but for podcasters!

Recommendations

Get matched with potential collaborators based on your language, location and interests.

Pitch your Passions.

Create a profile, showcase your expertise and introduce yourself to podcasts in your niche!

Search and Find

Filter guests and podcasts by your niche (Business, Comedy, News, etc)

Podcast Collaborations

Find other podcast's open to Content Collaborations and Ad-Swaps for mutual growth.

Grow your Reach.

Promote your stories and reach a wider audience with the power of podcasts.

Introductions

Add a video pitch to your profile for a more personal introduction.

Message

Streamline communication via MatchMaker's messaging service.

Cold emails? Get Booked.

No more cold outreach or dreaded email chains. Manage all your communications in-app.

Radio Guest List

Podcast Guest List gets you radio and podcast interviews for free publicity if you are an expert, author, celebrity, or marketer by using their FREE email service. They help radio talk show, podcast, online radio show, satellite radio, and TV program hosts, bookers, and producers to find new talk show guests, authors, and experts to interview "on the air" – easily and for free!

Black Guest List

- Black Guest List adds people to the searchable list of Black people seeking radio, television, print, podcast, digital and live media guest opportunities.
- As a member you have the opportunity to let the media know who you are, what you do and how to contact you.
- This platform is for black guests looking to find podcast interviews, to make radio show appearances or to be television guests another way for media outlets to locate them.



How to Get Started?

For Guests

List Your Profile on Black Guest List

For Featured Guests

List Your Profile on Black Guest List with Website Link, Social Media Links and Access to Media Opportunities

For MEDIA OPTION

Submit Media Opportunities and Search Guests.

For All Access Pass

This grants benefits for all media and featured guests



THANK YOU!