

Media 101



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INNOVATE WEST: Media 101

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TALKSHOPMEDIA.COM



What is public relations?

The business of **inducing the public** to have understanding for and **goodwill toward** a person, firm, or **institution**.

Merriam-Webster

Simplified: third-party approval

Earned trust

PR MEDIA FEARS & HESITANCIES

What's your perspective on PR?

What makes you the most nervous about engaging in media interviews?

What's stopping you from doing PR for your personal brand and business?

Media Relations 101

Create Your
Key Messages

Understand
When & How to
Engage Media

Adapt to
Different Media
Formats

Build
Relationships

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Creating Your Key Messages

KEY MESSAGING DNA

Clear:

Succinctly explaining what your company does.

Accessible:

Any audience can understand the language you use.

Unique Selling Point:

Highlights what makes your company unique.

Call to Action:

What are you hoping audiences will do?



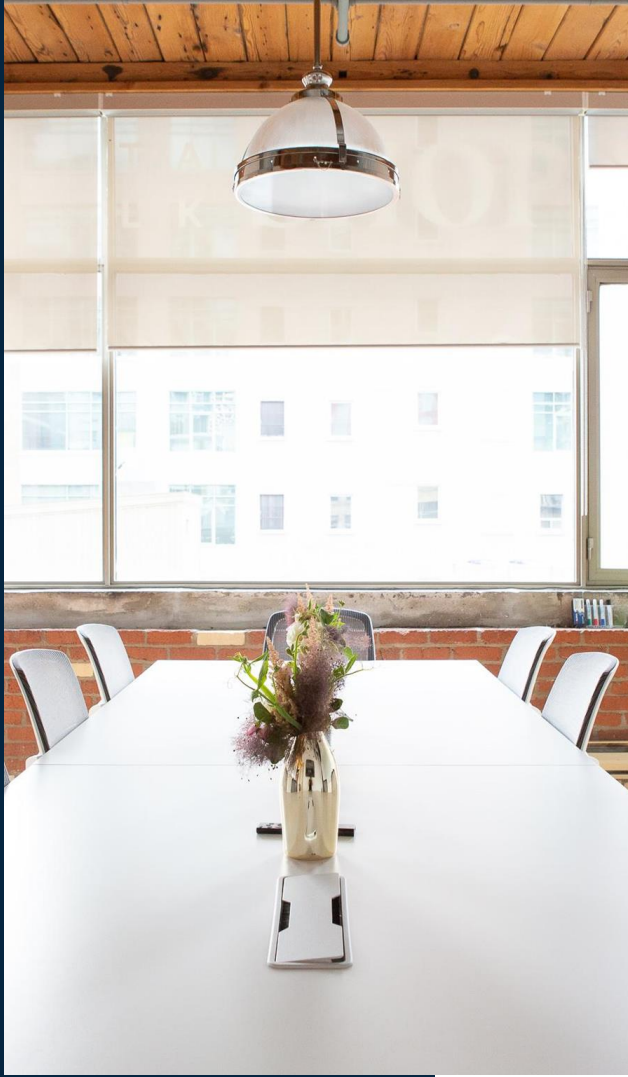
HOW TO DEVELOP KEY MESSAGING

- ✓ Take a step back and assess what **three to five points are critical** that you want audiences to leave knowing.
- ✓ Start with **one liner about the company** - what is the company and how does it benefit its customers?
- ✓ What is the **product or service** you're hoping people engage in? Explain it in simple terms.
- ✓ Is your company **solving for a problem**? Speak to that.
- ✓ Is the **origin story** particularly interesting? Highlight it.
- ✓ Where can Canadians **go to** learn more?



SUPPORTING YOUR STORY

- ✓ How do you fit into the **bigger picture**?
- ✓ Is there **research**, a **study**, or **data** available to support your story?
- ✓ Are there **trends** you can identify that your angle or key messages fit into?
- ✓ What are you doing that is different from the norm? Tell the **outlier** or **disruptor** story.
- ✓ What **supporting information** can you share?
- ✓ Who else can speak to support you? Share **another source**.



THE TALK SHOP APPROACH

- There is **more than one way** to deliver a great interview – your style has to work for you
- Only a few rules count – there are a few polarizing behaviours but other than that, our goal is to **allow your passion and expertise to shine through**
- **Authenticity matters** more than form – in fact, form should be adjusted based on audience
- **You already know how to communicate** – you do it every day with customers and colleagues and have a proven track record. We are just taking that track record to the media
- You are delivering something that people want/need – **you are the expert** and have the ability to lead your audience to new and valuable ideas and context

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Engaging Media

Why

Awareness Driving & Education

SEO & Building an Online Presence

Thought Leadership & Expertise Honing

When

- Product Launch
- Partnership Announcement
- Significant Funding
- Growth Story or Expansion
- Notable Hires
- Employer Branding

How

If you aren't ready for a PR team:

- Identify 2-5 journalists covering related news - follow them on Twitter & watch for story call outs!
- Reach out and introduce yourself and your company
- Develop an outline of what the story is that you're trying to tell and outline WHY readers should care
- Targeted outreach is always best!

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Media Landscape



PRINT – Newspapers + Magazines

- **Daily** pubs have tight deadlines and are under pressure to break news
- **Weekly** pubs include more context and special interest – more loyal readers
- **Monthly** pubs often have a defined audience and cover specific interests and topics. Reporters will be more informed



BROADCAST – TV, Radio + Podcast

- **Radio**
 - Has the tightest deadlines, and quick interviews; require brief, lively quotes
- **Television**
 - Segments tend to be short (usually 90 – 120 seconds), simplistic and focus on visual images
 - If this is virtual, test your audio and video at least 15 minutes prior to your interview
- **Podcast**
 - In-depth interviews that have the time to provide details and insights



ONLINE – Blogs, Social + Vlogs

- **Format**
 - Email and/or video interviews are possible
- **Additional Tips**
 - Supplementary videos and visuals help

Questions?

Feel free to share, ask and discuss.

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THANK YOU

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