



Pitching to the Media 101

May 9, 2023

Today's Presentation

There are keys to successfully securing nonprofit placements in print, radio, and TV outlets, including:

- leveraging personal relationships with reporters,
- framing stories with strong hooks,
- writing tight subject lines, and
- providing reliable resources.

ON AIR



What is PR?



“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” – PRSA

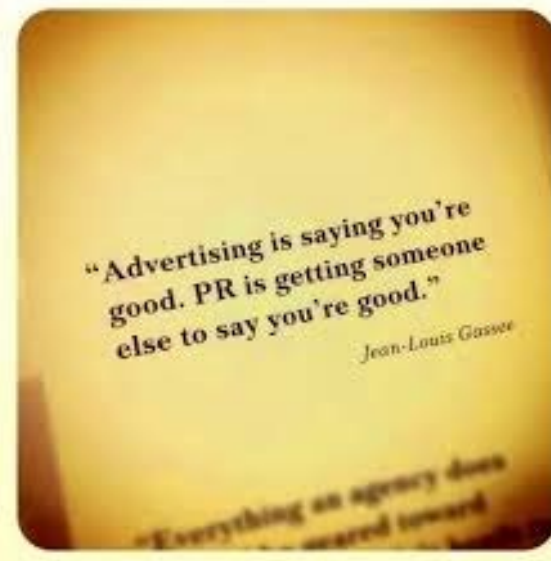
*****Publicity is earned media placements*****



“Publicity is absolutely critical. A good PR story is infinitely more effective than a frontpage ad.”

Richard Branson

Advertising vs. PR



Advertising	Public Relations
Paid	Earned
Builds exposure	Builds trust
Audience is skeptical	Media gives third-party validation
Guaranteed placement	No guarantee, must persuade media
Complete creative control	Media controls final version
Ads are mostly visual	PR uses language
More expensive	Less expensive
"Buy this product"	"This is important"

7 Tips for Working with the Media



Develop Solid Relationships

- Be available when the media calls
- Respond promptly
- Respect deadlines
- Be forthright and honest

Know The Media

Create and Focus on Key Messages

Be a Broken Record

- Don't be afraid to be repetitive
- Talk in soundbites

Maintain Control

- Don't be intimidated
- Never feel pressured to respond

Take Advantage of Live Interviews

- Control of message

Make the Reporter's Job "Easy"

- Supply info upfront/organized
- Provide post info promptly

Tips for Generating Publicity

5 Ways to Get Free Publicity

1. Hold an event
2. Partner with a charity
3. Tie into a holiday/season
4. Invite a reviewer
5. Profile owner, volunteer or customer

What makes a good story?

1. Timing
2. Significance
3. Proximity
4. Novelty or rarity
5. Prominence
6. Conflict
7. Human interest



The Art of Storytelling

- Keep it short
- Don't get hung up on details
- Never wait for a reaction
- Tell your story in one go
- Make sure your story has a good ending
- Watch your listener
- Adjust your story accordingly



General Media Training Tips

- Deliver YOUR messages
 - Transition to your message points.
- Body language says as much or more than words
 - Convey confidence and trustworthiness.
- Say the most important things first
 - A simple concise “soundbite” creates greater impact, better comprehension and increases its likelihood to be used in the news report.
- Tell stories rather than answer questions
 - Paint mental pictures for the audience.
- Clearly and persuasively convey your message without distracting “ums” and “you knows”
- A bottle of water may warm up your media crew

San Diego Gives PR Campaign

Promote Campaign

- Local, earned media placements in high-profile outlets.
 - Digital, print & broadcast coverage.
 - Press release(s)
 - Print & digital outlets
 - Broadcast segments & stories



San Diego Gives Publicity

Broadcast Opportunities

- Feature stories
- Day-of giving profiles
 - Live/on-location
 - In-studio segment
- Category preview events



Publicity by NP Category

Nonprofits team together

- Brainstorm possible campaign preview event(s) by category
- For example
 - Last year's gleaning project
- Benefit = press for all!
 - TV
 - Union-Tribune
 - Community publications



Social Media

@SanDiegoGives

- Facebook
- Instagram
- LinkedIn

Hashtags:

- #sandiegogives
- #givelocal
- #supportcommunity
- #sandiego



**Like & share on all platforms

San Diego Gives PR Goals

Campaign Goals:

- ❖ Increase # of nonprofits - 350
- ❖ Raise \$1.5M for LOCAL nonprofits

Publicity Goals:

- ❖ **50** news interviews across all mediums (print/digital/broadcast) outlets BEFORE Sept. 7
- ❖ Highlight as many of our NPs as possible



PR Interest Form

****JotForm ****

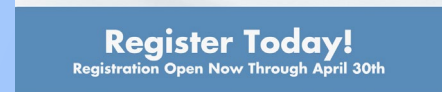
- Organization, spokesperson, contact info
- Area of town
- Short description of organization
- B-roll, still photos (marketing assets)
- Impact from last year, if applicable



Social Media

How YOU can get involved?

- Follow San Diego Gives handle
- Like/comment on San Diego Gives posts (engagement)
- Post pre-packaged content
 - Provided graphics & copy



Next Steps...

- Participate in social media
- Fill out publicity spreadsheet (PR Interest Form)
- Attend Category Brainstorm session
- Next (all) PR session – Aug. 8 at 10am

Thank You!



ANY
QUESTIONS
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