



ATTRACTING MEDIA ATTENTION

MAKING THE MOST OF YOUR 15 MINUTES





Terri Hayes

President & CEO Tri Lakes Chamber



[Visit the Tri Lakes Chamber Website](#)



Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration



D'Andre Johnson

Business Banker, Ent Business Banking

719.314.9556
719.550.6713
DaJohnson@Ent.com

[Visit Ent.Com](http://Ent.Com)





Lauren Ferrara
Founder and Chief Storyteller
Lauren Ferrara Storytelling & Why Wait Stories

The image features two large, thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

ATTRACTING MEDIA ATTENTION

&

MAKING THE MOST OF YOUR 15 MINUTES



FORMER ANCHOR

FEATURE REPORTER

EMMY NOMINEE

BEST FEATURE REPORTING
(COLORADO BROADCASTERS ASSOCIATION)

LAUREN FERRARA STORYTELLING & WHY WAIT
STORIES

YOUR TURN!!!

First things first....

- Reporters need you right now! They have been telling the same stories for months. They need fresh angles, new content!
- There is a huge “support local” push
- Now is your moment!

What is PR and why is it important?

- Free coverage
- An opportunity for people to know, like and trust you
- A chance to give back, inspire, or help others
- An endorsement for your business
- An opportunity to stand out from the competition
- A privilege
- An opportunity to showcase yourself as an expert in your field

PR is not....

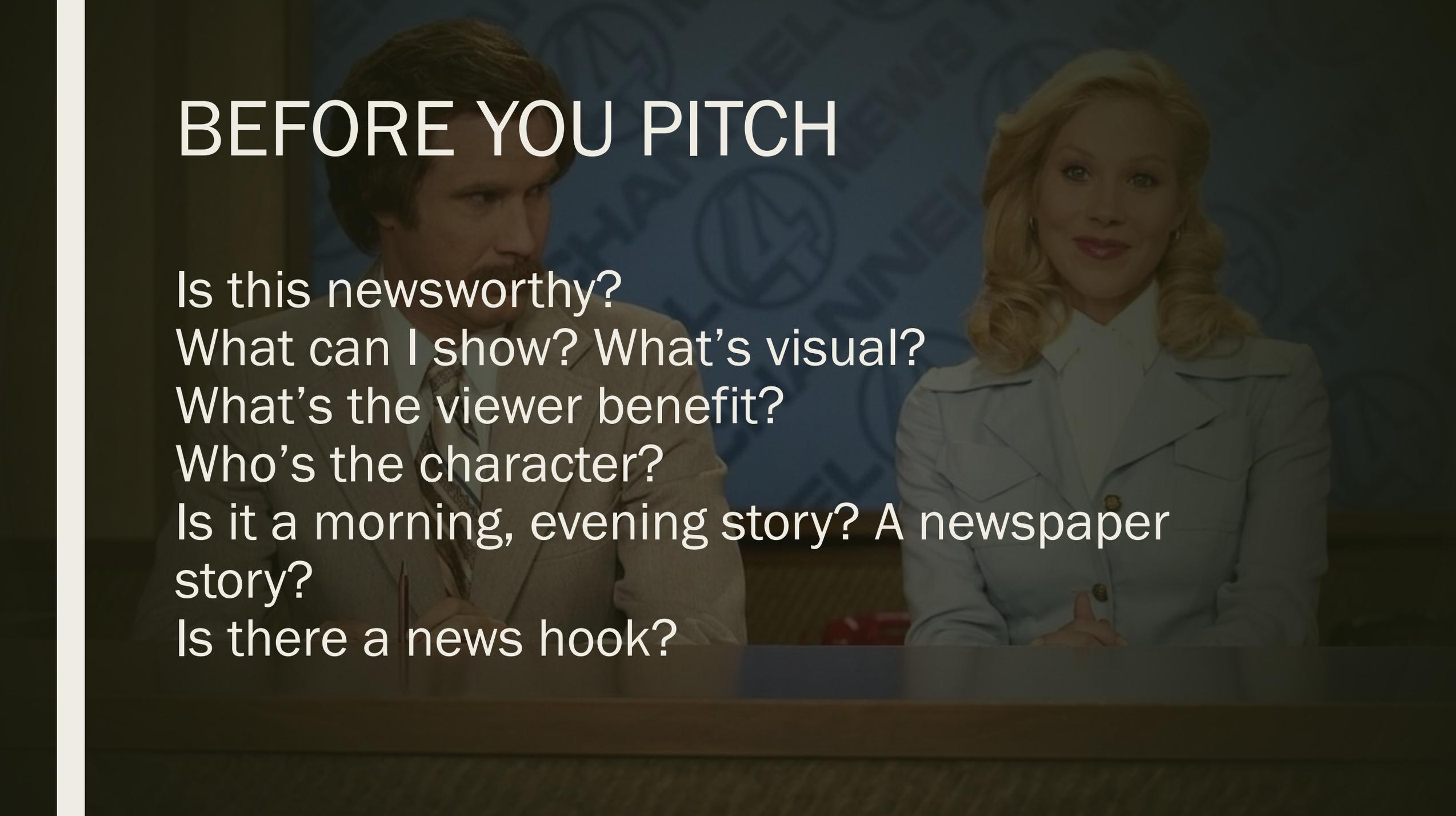
- A sales pitch
- A guarantee
- Something you can demand

A woman in a light blue shirt and dark pants is seated in a wooden chair on the left, facing right. Another woman in a white shirt and dark pants is seated in a wooden chair on the right, facing left. A camera operator in a dark uniform is standing in the background, operating a camera on a tripod. The setting is a living room with a large window, a bookshelf, and a fireplace. The scene is dimly lit, with a soft light source from the camera operator's equipment.

PR IS STORYTELLING

PEOPLE LOVE PEOPLE

TAKE SOME TIME TO DIG DEEP INTO YOUR
“WHY” & CRAFT A STORY THAT TOUCHES OR
INSPIRES PEOPLE

A man with a mustache and a woman with blonde hair are sitting at a news desk. The man is on the left, looking towards the woman on the right. They are both wearing professional attire. The background is a blue wall with a repeating circular logo. The text is overlaid on the left side of the image.

BEFORE YOU PITCH

Is this newsworthy?

What can I show? What's visual?

What's the viewer benefit?

Who's the character?

Is it a morning, evening story? A newspaper story?

Is there a news hook?

NEW APPRECIATION OF OVERLOOKED COMEDY SERIES I was happily surprised to see the NBC comedy, "Community" get up the most-watched list on Netflix when the show became available to stream last month. Join the appreciation of an unlikely crew of past-navigating community college. —Sarah Hooper, The Gazette

GAZETTE.COM/LIFE

EAT WELL



TERESA FARNEY
teresa.farney@gazette.com 970-227

Farmers markets face new guidelines

The great news is, outdoor farmers markets will be starting up soon. But it might be a while before they return to having that festival feel. That's because the markets will look and feel different amid precautions during the COVID-19 pandemic. In years past, for example, vendors at the Colorado Farm and Art Market (CFAM) would set up their tents in a space behind the restaurant, shaded under the trees around the canopy, provided a welcome respite for market shoppers to relax with a bloody mary and enjoy one of the chef's famous... *Live music invited lingering. Friends and neighbors encouraged to get outside to enjoy the view. Some shops had covered from the trees to prevent water damage.*



Lauren Ferrara, a former Colorado Springs Fox 21 news anchor, interviews a subject as part of her new business, Why Wait Stories. PHOTO BY TERESA LEE

WHY WAIT?

Former Springs anchor now chasing stories before they're lost

BY BETH HOOPER
beth.hooper@gazette.com

Colorado Springs got to know Lauren Ferrara as their source of news. She spent five years delivering as an anchor for Fox 21. But what viewers didn't see while watching her toward the end of her tenure was a struggle she kept quiet, buried inside. Ferrara left the station last year, the mother of a newborn girl. Like Ella, her now 4-year-old sister, Claire would never know her grandpa. Ferrara's dad, John Murphy, died in January 2016. Ella was still an infant then. Claire was not yet born. Ferrara couldn't be there at Murphy's side back in Houston; she'd flown back to the Springs for his 21's new 10 p.m. segment. "My mom called the next morning," Ferrara said. "She got me thinking about my priorities, where I wanted to be with my family and I'm not blaming (Fox 21). Nobody said you need to be there. It was me who said that. "I just wanted to be home to tuck my kids into bed. I wanted to go on vacations and not on them short." And perhaps more than anything, she wanted to go back in time and be with her dad.



Lauren Ferrara as a child with her dad, John Murphy. The former Fox 21 newscaster has a new business, Why Wait Stories, which is inspired from her dad's death in 2016. COURTESY OF LAUREN FERRARA

DETAILS
Films by Why Wait Stories range from \$950 to \$1,000. For more information, go to whywaitstories.com/services-1.

SEE MARKETS • PAGE 2



JERILE BENNETT, THE GAZETTE FILE
Outdoor farmers markets will be starting up soon, but they'll look and feel different amid precautions during the COVID-19 pandemic.

Louie V. Larimer Divorce Mediator

A Colorado Springs Attorney Since 1982

The Colorado Springs Divorce Mediation Center
A place where emotional intelligence, reason and legal principles prevail over bitterness, drama, and anger, resulting in fair and equitable divorce settlements.

To Minimize COVID19 Concerns,
Call to Schedule In-depth, Telephone Consultation and Online Mediation

Helping couples create their own divorce settlements through mediation - an amicable, dignified and respectful process of confronting difficult issues through dialogue and mutual exploration of solutions in a safe and empowering environment.



Call to schedule a free no cost initial consultation.
(719) 695-0901

Example: Why Wait feature in the Gazette

- Reached out to one reporter
- News hooks: launching a business in the middle of a lockdown
- Timeliness: April 7 (launch, Dad's birthday)
- Aimed for the heart
- Giving back
- Other dates: Cancer Survivor's Day, Family Caregivers Month, World Cancer Day

TYPES OF TV MEDIA COVERAGE

- PACKAGE
- VOSOT
- LIVE INTERVIEW
 - *IN-STUDIO*
 - *ON SCENE*



WHAT IS A PACKAGE?

ON YOUR TURF

PRE-RECORDED

BEGINNING, MIDDLE AND END... WITH REPORTER TRACK

HAVE AT LEAST 2 SOURCES

EXCLUSIVE FOCUS FROM REPORTER (AND POSSIBLY PHOTOGRAPHER)

COMPARABLE TO THE TOP STORY IN THE NEWSPAPER

WHAT'S A VOSOT?

- VOICE OVER, SOUND ON TAPE
- STORY ISN'T QUITE WORTH A FULL BLOWN PACKAGE
- PERFECT FOR CHARITY EVENTS





WHAT'S A LIVE INTERVIEW?

Q & A FORMAT

LIMITED ATTENTION

3-4 QUESTIONS

NO MULLIGANS

ON THE SCENE OR IN-STUDIO

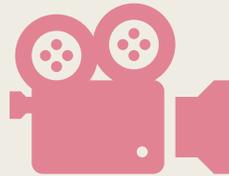
NEWS HOOKS

- National news stories with a local tie/Current Events you can piggyback on
 - *Counseling after a tragedy/during quarantine*
 - *Small business struggles, triumphs during COVID*
 - *BLM*
 - *Back to School*
- Ballot measures and city council initiatives
 - *Conversion Therapy Ban*
 - *AirBnB restrictions*
 - *Mask requirements*
- Special “Awareness” Months
 - *ADHD awareness month*
 - *National Eat Healthy Month*
 - *Back to School*
- Social Media Days
 - *#nationalhotdogday #tapiocapuddinday #ilovehorsesday*
 - *#nationalgivesomethingawayday*

The best stories...



Have a
character



Have compelling
visuals



Aim for your
heart!



YOUR CHARACTER IS....

SOMEONE WHOSE LIFE YOU'VE
IMPACTED

SOMEONE WHO HAS BENEFITTED
FROM YOUR WORK

YOU!

PREPARE YOUR VISUALS



What can the reporter taste, touch, smell, hear, experience?



Email photos, videos



Do NOT send a photos of a bunch of people standing next to each other

THE DO'S

Research the journalist, media outlets, publications

Be brief (yet thorough) in your pitch

Be prepared

Be accommodating

Respect the journalist's job. It's not to give you free advertising!

Send photos/video in advance

Incorporate the reporter/anchor when appropriate

Tag the station & the reporter in your social posts

Write a thank you note

GIVE!

THE MILLIBO ART THEATRE

DON'T...

Use the words "fake news" or "real news"

Say "wouldn't it be nice to share a good story for a change?"

Badger them for an answer

Try to dictate their coverage. Ask to see it in advance

Cry wolf!

Wait! Say yes immediately!



THINGS TO KEEP IN MIND

- MOST PEOPLE WILL SEE YOUR STORY ONLINE
- USE SOCIAL MEDIA
- TAG EVERYONE INVOLVED
- CONNECT WITH THE JOURNALIST

MY “PRE-SHOW” RITUAL



Tongue
twister



Stretch
your
mouth



3 yoga
breaths



Visualize
your
viewer



Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration