



ATTRACTING MEDIA ATTENTION

MAKING THE MOST OF YOUR 15 MINUTES





Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org





Lauren Ferrara

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

Former News Anchor FOX21 (Colorado
Springs), News2 (Nashville) & FOX5
(Las Vegas)

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!!!

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 on the left, facing right. Another woman in a white shirt and dark pants is seated on the right, facing left. A camera operator is visible in the background, operating a camera on a tripod. The setting is a living room with a window, a bookshelf, and a fireplace. The text is overlaid in white on a dark background.

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 pattern of a circular logo.

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?

TYPES OF TV MEDIA COVERAGE

A woman with blonde hair, wearing a dark jacket and blue pants, is kneeling on the ground and holding a professional video camera. She is facing a woman with dark hair and glasses, who is sitting on the ground in front of a shelter made of sticks. The shelter has a sign that says "welcome". The background is a wooded area with many trees and branches. The entire scene is overlaid with a semi-transparent white filter.

- 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

PACKAGE



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

LIVE INTERVIEW

FAMILY 411

WOODLAND PARK MONUMENT CAÑON CITY COLORADO SPRINGS MANITOU SPRINGS FOUNTAIN WIDEFIELD COLORADO SPRINGS TRINIDAD LA JUNTA WALDENBURG FLORENCE COLORADO SP

RIGHT NOW FOX21 LOCAL NEWS RIGHT NOW FOX21 LOCAL NEWS R

FOX21 8:28
RIGHT NOW 64°
NEWS

NFL KANSAS CITY 28 OAKLAND 10 F SPORTS

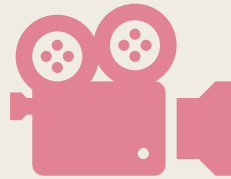
NEWS HOOKS

- National news stories with a local tie
 - *Counseling after a tragedy*
- Current events you can latch onto
 - *Coronavirus*
 - *Low interest rates*
 - *Falling divorce rates*
- Ballot measures and city council initiatives
 - *Conversion Therapy Ban*
 - *AirBnB restrictions*
- Special “Awareness” Months
 - *ADHD awareness month*
 - *National Eat Healthy Month*
 - *Back to School*
- Social Media Days
 - *#loveyourdogday*
 - *#selfcareday*

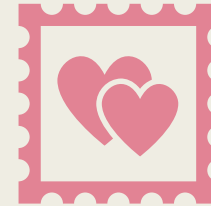
The best stories...



Have a
character



Have compelling
visuals



Aim for your
heart!



YOUR CHARACTER IS....

SOMEONE WHOSE LIFE YOU'VE
IMPACTED

SOMEONE WHOSE 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

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



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