

Knowledge Translation Conference

Effective Media Outreach Strategies

Hosted by SEDL's Center on Knowledge Translation
for Disability and Rehabilitation Research (KTD RR)

Making Connections with Working Reporters

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Making Connections with Working Reporters



Who is Who



Sammis & Ochoa
a public relations agency



Know The “Whos”

- ◆ Communications is Incestuous
 - ◆ Everyone seems to know everyone
 - ◆ Ad Agencies Work with City Officials
 - ◆ Reporters work with both
 - ◆ Everyone works with PR and Marketing
 - ◆ Politicians, Cops and Criminals
 - ◆ Business and Academics
 - ◆ Etc...

Meet the “In-Laws”

- ◆ Everything has changed and is changing.
- ◆ Married to Social Media. It changed Communications forever



The Good, The Bad...And Research

- ◆ Beware: Not everything is True
- ◆ Breaking News: Google doesn't know everything

Google

YAHOO!

bing™



WIKIPEDIA

The Reporter's World

- ◆ Deadlines, Deadlines, Deadlines
 - ◆ On-Air, On-line, On-SM -
 - ◆ Easy Access to Trusted Sources & Reliable Research
 - ◆ Fickle, and Unapologetic - Attribution is their way out
 - ◆ The next big (best) thing



The Pitch

- ◆ Clicks and Sticks
- ◆ “Info-tainment” – Compelling Honest Stories
- ◆ Memorable Moments – Emotion and Information
- ◆ Money, Fear, Teachable, Touching

Reporting the News “Story”

- What I do: The Truth (right now..)

 - #1 Find real people

 - #2 Be Exclusive

Conclusion

Be Fearless. This is not for the faint at heart

Keep it simple. But make it Sexy.

How do you tell your Mom about your work?

Build relationships with trusted reporters...or at least trust that you are...

Give them something they can't live without or that could make their career

In the end, pester, pester, pester...(beg if you have to)

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Disclaimer

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