

INCREASING AWARENESS IN YOUR COMMUNITY

Media by MaryJane Mudd

Traditional media, creating news, social media/start with traditional media

What's news – Think about what journalists want?

- ❑ What Makes a Story Newsworthy?
 - URL: <http://www.mediacollege.com/journalism/news/newsworthy.html>
- ❑ Eleven Things Journalists Find Newsworthy
 - URL: <http://www.mrmediatraining.com/2012/01/25/the-11-things-that-journalists-consider-newsworthy>
- ❑ Six Questions to Determine if Your Story is Newsworthy
 - URL: <http://www.getinfrontcommunications.com/deciding-whats-news-6-questions-to-determine-if-your-story-is-newsworthy.php>

How to pitch a story - Remember that one size doesn't fit all

- ❖ This is a good one. Regarding #7: Follow-up by phone is VERY important. But know when to stop—this requires judgement.
 - ❑ How to Pitch to the Press
 - URL: <http://www.forbes.com/sites/cherylsnappconner/2013/10/13/how-to-pitch-the-press-the-8-no-fail-strategies/2/>
 - ❑ How to Pitch to TV Media
 - URL: <https://publicrelationssydney.com.au/how-to-pitch-to-the-tv-media/>
 - ❑ How to Pitch to Radio
 - URL: <https://publicrelationssydney.com.au/how-to-pitch-to-radio/>
 - ❑ Media List Building and Media Pitching
 - URL: <http://rockthestatusquo.com/pitching-for-pr-pros-understanding-who-to-pitch-at-media-outlets/>