

All the ws and an h of media relations




Morwenna Grills APR

About me

- ❖ 10 years in broadcast journalism
- ❖ Moved into public relations in 2012
- ❖ Worked across government including as a Press Secretary for two Education Ministers
- ❖ Passionate about great PR:
 - Chair of PRINZ Central Committee
 - APR top student, 2018

Public
Relations
Institute of
New Zealand
Te Pūtahi Whakakakau
Tūmatanui o Aotearoa





What do you
want to get out
of today?



What is media?



What is media – most popular channels



64%



43%



64%



32%



49%



19%



48%



13%

What is news?



Why the mouse the cat dragged in isn't really a gift

Joe Pinkstone · 18:10, Mar 19 2023



Cats bringing in prey is actually a sign of confidence.

Z3V62077/GETTY IMAGES

ROTORUA DAILY POST

Rotorua breast cancer survivor participates in MonarchE trial to give others hope



By [Maryana Garcia](#)

20 Feb, 2023 06:05 AM · 4 mins to read


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Why engage with the media

- **What do you want to achieve through media coverage?**
 - **Who are you trying to connect with?**
 - **How will you capitalise on what coverage you get?**
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When to engage with media

- This will be driven by your why – will engaging with the media achieve what you're seeking?
- Proactive vs Reactive
- Only when you have something to offer



How to engage

- Multiple ways to engage with journalists
- Key questions to ask:
 - What do you have to offer?
 - Who will be part of the story? Who is it about?
 - Where is the story located?
 - When is the activity happening? Is this story timeless?
 - Why do you want this story covered?



How to engage – The what

- What is the topic? Is it something that is topical and already in the news?
- Can you explain the story in one sentence?
- What do you have to offer? Video and images will make your story more attractive.
- Journos also love surveys!



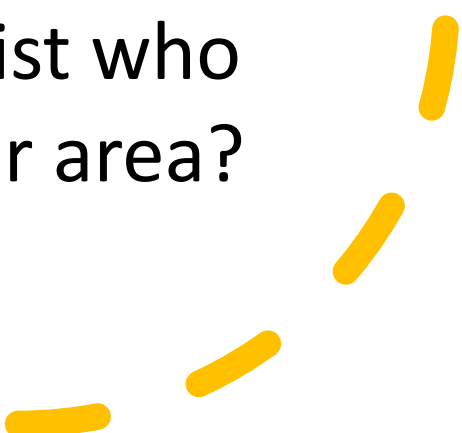
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How to engage – The who

Who is this story about? Have you got a case study that people will relate to?

Who will be interviewed – are they interesting? Dynamic?

Who will you target? Can you engage with a media outlet or journalist who has a particular interest in your area?

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How to engage – The where

- Where is the story / event happening?
- Where do media need to come to cover your story?
- Is it local or national?
- Is your case study in a specific region? Do you have multiple case studies to be able to secure media interest in more than one region?

How to engage – The when

- This makes a big difference in terms of pitching the story.
- What's your lead in time?
- Can you aim for a traditionally quiet period such as the summer or Easter?
- Can you launch your story on a weekend?
- If you're aiming for a specific media outlet then work with them on their logistics to cover the story. It takes a lot longer to get a TV piece together than a radio or print item.



How to engage – The why

How to engage – media release

- Know who you're sending to and why
- Get a snappy headline
- Lead with the most interesting element
- The first paragraph needs to cover who, what, where, when, how
- Use short simple sentences – write it for a close friend or relative to understand
- Keep it to one page, copy and paste into your email
- Include contact details!





How to engage – a bespoke offer

- Can you offer an exclusive to the most relevant journalist / outlet?
- Identify the best outlet / journalist, then phone them followed by an email.
- Have your pitch ready – short sharp sentences. Be concise.
- Don't be nervous they're all lovely people really!

How to engage – capitalising on the news

- If you have a good spokesperson get them to start building their profile.
- Comment and post on channels journalists are on like LinkedIn and Twitter. Consider writing an op-ed.
- Make sure your spokesperson is available when requests come in.
- Make it easy for journalists to find you – is your phone number on your website?



Give it a go!

- Three scenarios, or use your own real life one
- Work with the others on your table to identify how you might engage with the media in this scenario
- We'd like to hear what you would do
- You've got 10 minutes



Further resources

- [Media release tips – Community Comms Collective](#)
- [Media contact list – Community Comms Collective](#)
- [Communicating via the media - CommunityNet Aotearoa](#)
- [Working with media - Science Media Centre](#)
- [New Zealand media guide - BBC News](#)



Good
luck!

A glowing red rectangular sign with the words "ON AIR" in white, bold, sans-serif capital letters. The sign has a 3D effect with a dark red border and a bright red center. It is set against a dark, gradient background that transitions from black at the top to a deep red at the bottom.

ON AIR