

**For additional details, contact:**

Amy Lewis  
Strategy Communications  
Phone: 619-713-0622  
Email: Amy@scpublicrelations.com

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## **PRESS RELEASE**

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### ***CAN YOU HEAR ME NOW? How to Improve Your Communication With The Media***

**SAN DIEGO, July 10, 2007:** One of the main jobs a public relations practitioner tackles on a daily basis is contacting the media. But there is one catch – if the professional is good at what they do, they know how to contact the media appropriately, not only conveying their message in an effective manner but being understanding and accommodating of the media personalities' deadlines and work demands.

Whether you are calling, emailing, faxing or mailing information to a media contact, it is most important to know what they expect. When you only have one chance to catch the media's attention, it is very important to make the first attempt the best. After years of experience working with the media, the team at **Strategy Communications** and the agency's principal, Amy Lewis, has found there are a few simple guidelines to garnering coverage for clients. Read on for details on how to maximize your client's message, and in turn work hand-in-hand with the media.

#### **Know your Message**

Be sure that you are secure with what it is that you are trying to say. Discuss with your client one message to be present in the materials and explore any and all conversations you could possibly have with media. The more confident and informed you are about your message, the more responsive the media will be. Anticipate questions and be ready with answers that will illustrate your knowledge of key message points.

#### **Know the Journalist**

After finalizing the key message or messages, make sure you are targeting the most appropriate media outlet to receive the information. The first step: compile a targeted media list of media outlets important to your client's industry and whom they intend to target their message. For example, your financial client will most likely not be interested in targeting a publication about the latest trends in fly fishing.

Making sure you are targeting the story to the right media personnel is just as important. For example, the best person to contact at a news studio is going to be a producer; these are the people that make the decision on content, not anchors or writers. Miscommunication or mismanagement of distribution lists can be detrimental to getting your message noticed.

When contacting these media personnel, it is important to maintain a positive working relationship. This can be achieved by knowing the medium in which the journalist prefers to be contacted. Some journalists prefer e-mails to phone calls or vice versa. Respecting this seemingly minor detail can turn into a major deal if dealt with incorrectly. Recognize the journalist can be running on a deadline or unaware of the topic of your message so be remember

to be as organized as possible.

### **Know how to say it**

It is important to pay attention to detail when trying to draw attention to your message from the media. Etiquette and your way of executing your communication with the media can make or break the amount of coverage you receive. For example, when sending e-mails you must make your most important points as early as possible. Be sure to put the “meat” of your message in the first paragraph, or subject line. Sometimes this is the only part of your email they will read. This will help the journalist get what it is you’re trying to say as efficiently as possible.

When calling a journalist be as courteous as possible. Be respectful of the possibility that the journalist could be busy, especially when they are on deadline. Having a secure message you want to send will help you convey that to the reporter. Be honest, polite, and direct to get the best results possible.

### **Know how to follow up**

The saying goes “don’t call me, I’ll call you”. This isn’t the case when it comes to keeping on track with the media. Following up is vital to getting your message covered and recognized. Often, the media will forget about your conversation three weeks ago, and appreciate a phone follow up call to remind them.

Being aggressive without being an annoyance is a fine line, and with practice it comes naturally. It is important to follow-up with compelling information that gives the reporter a reason to cover your story or client, makes you more credible and worthy of coverage. If possible, pitch by phone as much as you can. The results will be more valuable and more promptly received than an e-mail.

### **About Strategy Communications**

*Strategy Communications is a full service public relations, media and marketing agency that is committed to securing their clients the best and most possible coverage through the use of targeted and strategic public relations. Strategy Communications prides itself on possessing the ability to accomplish this, yet at the same time, value and nurture a personal and close relationship with their clients.*

*Strategy Communications has provided clients with public relations representation since 2004. Strategy Communications office is located in La Mesa at 5480 Baltimore Drive, Suite 101, La Mesa, CA 91942. More information is available on the World Wide Web at [www.scpublicrelations.com](http://www.scpublicrelations.com) or by phone at 619-713-0622.*

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