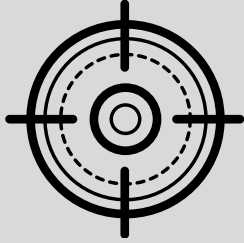
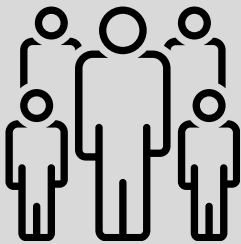


5 TIPS FOR BETTER MEDIA RELATIONS IN 2021



1 VET YOUR TARGETS

A poorly vetted media list with outdated or inappropriate contacts can quickly sink any PR campaign or program. Assessing the media universe requires research, verification and ongoing management. As you move into 2021, invest in developing a precise target database.



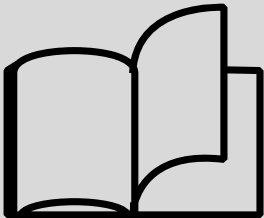
2 UNDERSTAND THE AUDIENCE

It's not enough to understand your audience, you need to also understand the audience of a publication or journalist. Random press releases and generic pitches are useless to media and a waste of your resources (not to mention they annoy journalists and contribute zilch to goals). Be surgical with your targets and your pitches.



3 EMBRACE CONTRIBUTED CONTENT

As the number of journalists shrinks (and as COVID-19 continues), publications are relying more and more on subject matter experts (SMEs) to contribute articles. Work to create a consistent program internally with your SMEs to help bolster thought leadership through your key publications.



4 CREATE A MESSAGING HANDBOOK

Whether proactively reaching out to press or reactively responding to incoming inquiries, being able to streamline the messaging cycle is critical to generating results. Creating and maintaining a messaging handbook for PR and marketing can help accelerate media relations by arming team members with approved materials and language.



5 NURTURE RESEARCH AND DATA

Reporters are hungry for unique data and insights. Whether you create this internally by gathering platform data, polling stakeholders and customers, or work with an external research firm, you should be looking for ways to validate your product value with data (or ways to highlight challenges that your solution addresses).