

## RASD PR & Marketing Committee Minutes

Marketing on a Shoestring II     May 9, 2013

### East Islip Public Library

Jaci Clements, Executive Director of the Fair Media Council spoke about creating the perfect pitch for news coverage. The Fair Media Council helps non-profits and business deal with the media, informing them on how to hold events that bring out the media, how to know your target audience, and how to know the right people in the media. They hold events like; communication plan training, a women's empowerment summit, a social media award program and a social media boot camp. ([fairmediacouncil.org](http://fairmediacouncil.org)).

The following is a brief summary:

#### Seven Steps to Creating the Perfect Pitch for News Coverage

##### 1. Define your Goal

- Why do you want news coverage?
- What do you want people to know?
- What want people to do?
- Who do you want to reach?

##### 1. What is News?

- Something out of the ordinary
- Make your pitch sound newsworthy. Don't say I am having a program or I have a good Long Island story. Try to convey your message as a human interest story or a news event.

##### 1. Do Research

- Is it for print (a longer story) or for broadcast (short and heavy on pictures)?
- What reporters would cover the story? Learn your reports, research and network
- What is the reporters contact preference (time of day, e-mail, call, no attachments)
- Use a good subject line when contacting a reporter by e-mail.
- What is the reporter's deadline?

##### 1. Crafting your Pitch

- Be newsworthy, timely and relevant.
- Will your pitch achieve its goal?
- Think backwards to the heart of the event or story.
- Will your pitch work across multiple platforms (phone, web page, social media, etc.)?
- Be memorable. Is it sexy?

- Make sure to know what else is going on in the world that day. If a big news story is breaking, you don't want to pitch yours at the same time.
- Explain what your library does for the community that is unique.

#### 1. Before you Make Contact

- What's happening in the news?
- Make either a reactive pitch (relating to what is happening in the news and how your library can help) or proactive (a newsworthy event or story).
- Have follow up material ready to go if asked for more information.

#### 1. The Pitch Itself

- Print articles should be about 400 words.
- A TV news story should be less than 2 minutes.
- Radio news should be 35-40 seconds long.
- A newspaper pitch should be 85 words or less.

#### 1. The Challenge Today

- There is just so much news and information that you have to make your pitch memorable and stand out.

Some ideas:

- Put fliers for an event you want to push in books as they are checked out.
- Mention an event on your recorded telephone message.
- If patrons attend an event, encourage them to tweet about it, if they liked it.
- Try to have something on your web page change every day.
- Simplify your web page.
- Ask your patrons what they are interested in and what you can do for them.

**The next meeting of the committee will be on June 13<sup>th</sup> at the East Islip Public library. We will discuss a possible new award for publicity in Suffolk County, LibraryAware, and our most successful PR campaigns.**

Respectfully submitted,

J0-Ann Carhart

5/9/13