6 REASONS WHY A REPORTER WOULD BE INTERESTED IN YOUR STORY

(Long name, useful information)
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Is earned media even still a thing?

Spoiler: Yes.

Earned media has taken different forms over the years now with a focus on digital news vs. traditional newspaper or broadcast news.

BUT.

People still trust the news and they still trust third-party opinions.
Who is in the room?

What kinds of arts organizations are here?
- Museums
- Theatres
- Ballet companies
- ???
Elements of news – what I learned

- B.A. in journalism in 2005 from Texas Southern University
- In journalism school, they teach you what to look for in a news story
- You learn what makes news, news
- I was a reporter for five years and then a blogger for another four before switching completely to PR/marketing
Reason #1 – Your story is unique.

What is different about THIS show, this exhibition, this performance, this artist?
Reason #2 – Your location makes sense.

Pitch where you live – at least, to start. You can also pitch locations that has ties to your story.
Reason #3 – Your story relates to a larger trend.

There is a whole world around you with plenty of things going on. How can you tap into it?
Reason #4 – Your story is timely.

Is it Women’s History Month? Slow Art Day? What makes this a good time of year for this story?

WHY NOW?
Reason #5 – You can show impact.

Is there a measurable impact or are you working on showing an impact? This can be related to trends.

HINT: Reporters love numbers.
Reason #6 – You have a celebrity on board.

It’s time to name drop.

With permission, of course.
Bonus reason: There is conflict.

People love drama. The media LOVES drama.
Let’s recap the six reasons + bonus reason.

1. Your story is unique.
2. Your location makes sense.
3. Your story relates to a larger trend.
4. Your story is timely.
5. You can show impact.
6. You have a celebrity or influencer on board.

7. **BONUS** – There is conflict that involves you or your organization.
THANK YOU!