Creating a Personal Media Kit and Contacting Media
We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
The Power of Media
Measurable Outcomes from Media Placements

Link Juice
Traffic
Referral Traffic
As seen on
Social Media
Syndication
## Domain Authority

Enter any domain, and we'll show you top competitive SEO metrics like Domain Authority, top pages, ranking keywords, and more.

<table>
<thead>
<tr>
<th>Domain Authority</th>
<th>Linking Root Domains</th>
<th>Ranking Keywords</th>
<th>Spam Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>95</td>
<td>768k</td>
<td>31.3m</td>
<td>1%</td>
</tr>
</tbody>
</table>

[Check your domain authority](#)
Get Media Ready

Where to Start
Media Kit

- Your founder’s story
- Your biography
- A high-quality photo of yourself (or the teammate to be featured)
- Photos of your products or services
- An up-to-date press release
Building Your Media List
Who Goes on Your List

Journalist
Newsletters- industry or location
Local News Contacts
Influencers
Podcasters
Magazines
What to Include

Regardless of your industry, your media lists should at least include:

- The contact’s first and last name
- Their business or professional role
- The name of their publication or news outlet
- A link to their website or social media profiles
- Their beat or specialty and niche
- Their contact information
- And notes on their past works, professional history, or other relevant details
### Miami Media List

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Name</th>
<th>Role</th>
<th>Email</th>
<th>City</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>Phone</th>
<th>Notes</th>
<th>Conversation Starter</th>
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</thead>
<tbody>
<tr>
<td>Jezebel</td>
<td>Stassa Edwards</td>
<td>Features Editor</td>
<td>&lt;hidden&gt;@jezebel.com</td>
<td>Miami</td>
<td><a href="https://twitter.com/adamheima">https://twitter.com/adamheima</a></td>
<td><a href="https://www.linkedin.com/in/stas">https://www.linkedin.com/in/stas</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marijuana Stocks</td>
<td>Adam Heimann</td>
<td>General Manager</td>
<td>&lt;hidden&gt;@marijuanastocks.com</td>
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<td><a href="https://www.linkedin.com/in/adam">https://www.linkedin.com/in/adam</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Glamour Latinoamerica</td>
<td>Marck Gutt</td>
<td>Travel Writer</td>
<td>&lt;hidden&gt;@hotmail.com</td>
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<tr>
<td>MotorSport.com</td>
<td>Joe Jennings</td>
<td>Contributing Writer</td>
<td>&lt;hidden&gt;@motorsportnetwork.com</td>
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<td>Glamour Latinoamerica</td>
<td>Valeria Pérez Fraga</td>
<td>Editorial Director</td>
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<tr>
<td>USA Today</td>
<td>Alan Gomez</td>
<td>National Correspondant &amp; Reporter</td>
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<td>Miami</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Pay to Play

Buying contacts vs paid HARO and QWOTED
Target Audience
Prioritizing Your List

💡 Pro Tip: Creating a new media list isn't just about gathering email addresses.

1. First, you must determine which outlets are relevant and identify your top media (Tier 1) to prioritize personalized pitches.

2. Define what "top" means for your goals: Is it because the CEO wants to be featured in Forbes or reads Business Insider daily, or because it will significantly impact brand awareness among potential clients?
Who, What, Where & How (and beyond)

You must have a clear idea of the audience you’d like to reach. To identify your target audience, ask:

- Who am I trying to reach? Consider age, gender or profession.
- What are they interested in?
- How do they prefer to consume information?
- Where are they hanging out on the internet?
- Which media outlets are most popular, trusted and relevant amongst my audience?
- Which relevant media outlets are most accessible to PR outreach like mine?
- Which journalists at those outlets focus on the topics I’m pitching?
Media Format

- **Behavioral:** Categorize media contacts based on their previous interactions, stories you’ve pitched to them, preferred communication methods, past collaborations, and engagement with your content, including any they might have declined.
- **Geography:** Main geography of a media outlet audience.
- **Media format preferences:** video content, social media images, infographics, or in-depth articles. You can also analyze their primary distribution channels.
- **Expert type:** Differentiate between traditional journalists, industry experts, and modern digital influencers or content creators.
- **Cultural:** Segment contacts based on cultural differences and language preferences
Niche Down

Specific > General

For example, you wouldn’t reach out to all general cosmetic reporters for a story about your organic makeup. Instead, reach out to the specific blogs or trade publications that cover organic makeup or journalists who have the keyword “organic makeup” or “natural makeup” in their bios or content.
Finding Contacts
## Media Database

### Audience Insights

**Age**
- Select the leading age range

- 18-24: 5,541
- 25-34: 13,428
- 35-44: 905
- 45-54: 4,853

**Sex**
- Select the leading sex group

**Income Distribution**
- Select the most popular income group

**Occupation**
- Select the main occupations

**Education Level**
- Select the leading education level

**Household Size**
- Select the primary household size

### Traffic Insights

**Domain Reach**
- Approximate unique visitors per month
  - 150M+ (e.g. CNN, BBC News)
  - 100-150M (e.g. Forbes)
  - 50-100M (e.g. Newsweek, NPR)
  - 20-50M (e.g. Daily Express, Politico)
  - <20M (local outlets)

**Domain Visits**
- Approximate total domain visits per month
  - 500M+ (e.g. CNN, BBC News)
  - 200-500M (e.g. Forbes)
  - 100-200M (e.g. Newsweek, NPR)
  - 50-100M (e.g. Daily Express, Politico)
  - <50M (local outlets)
“[keyword] editor” or “[keyword] journalist”
Reverse Engineer

Identify where your competitors are

SEO Audit (Ubersuggest and Ahrefs are free)

Google news/alerts

Find reporters

Better or new info
Vacation Shake Shake SPF 50 Review With Photos

6 days ago • Aviel Kanter

Are You Screaming for This Whipped Cream Sunscreen?

Jun 28 • Alyson Kruegar

I'm a Redhead and I Love These Sunscreens

7 days ago • Mary Honkus

The best sunscreens in 2024, tested by editors
Media Memory Jogger

Tools for finding media contacts:

- LinkedIn (Free)
- Twitter (Free)

Tools for finding media outlets, publications, and blogs

- Google (Free)
- Google News (Free)

Tools for finding backlinks of your competitor

- UberSuggest (free)
- Ahrefs (free)
Strategy
Press Calendar

Holidays

Launches

Events

Monthly
Haro & Qwoted

Daily
Monitor Their Activity

Joe Bloggs
Innovation Editor/Tech Columnist/Founder/Editorial Director
jbloggs@ft.com
+44 02071231234
London, United Kingdom

Language: English
Address: Bramble House, 1 Wednesday Road, London, EX4 28T, United Kingdom
Outlets: Financial Times, Vizor
Sector: Artificial Intelligence (AI), Cybersecurity, Technology

Check how recently they’ve had articles published

Recent Articles

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babies v AI – it's no contest</td>
<td>12 Feb</td>
<td>75 words</td>
</tr>
<tr>
<td>Babies vs AI - it's no contest</td>
<td>11 Feb</td>
<td>271 words</td>
</tr>
<tr>
<td>Why AI hallucinations can be a good thing</td>
<td>3 Feb</td>
<td>171 words</td>
</tr>
<tr>
<td>Mang, o atrevido grupo que investe em startups de IA</td>
<td>26 Jan</td>
<td>123 words</td>
</tr>
</tbody>
</table>

Source: Cision
Monitor Their Social Media

Alexa Gagosz
31.3K posts

Alexa Gagosz reposted

The Boston Globe @BostonGlobe · Jul 5
Empty for nearly two decades, this building in the heart of Downtown Crossing is back on the market

From bostonglobe.com

Alexa Gagosz @AlexaGagosz · Jul 5
In just about two years, this Providence apartment’s monthly rent has gone up by $425.

I’ve seen this unit’s images before, and it doesn’t look like any new work has been done to it.

7/3/2024
Listed $2,300
for rent +12.7%
$2/10sqft

Source: Zillow Rentals
The Pitch
Your Angle

Be intentional about who you pitch

Be personal

Understand their tone

How does your business benefit their readership?
Warm-up

Cold vs Warm

Targeted Topics

Engage
Subject Line

Give the editor, producer or journalist reasons to read on - but keep your lede brief.

In the body:
Brevity is the way; bullet points and subheadings are definitely helpful
•Include relevant points and enough background
•End with call to action
Come in Service

Journalist are overwhelmed

Benefit readership
Track

Submissions

Quotes

Articles
Follow Up

This is more natural when you have spent time building a relationship with the press.

Do NOT be aggressive or annoying.
Conclusion
Numbers Game

Databox surveyed PR professionals and found that for the majority of PR pros only 10% of their media pitches actually make it to press.
Resources

• **Your Local Resources:**
  • *Center for Women and Enterprise*
    Center for Women & Enterprise | CWE Rhode Island [cweonline.org]
  • *Rhode Island Small Business Development Center*
    Rhode Island Small Business Development Center [uri.edu]
  • *SCORE Rhode Island*
    Rhode Island | SCORE
  • *Veteran Business Outreach Center of New England*
    [http://vbocnewengland.org](http://vbocnewengland.org)

• Find local trainings and workshops: [Rhode Island | U.S. Small Business Administration (sba.gov)](http://sba.gov)
Resources (cont.)

- Domain Authority
- How to Build a Killer Media List
- Prowly’s Media List Template
- Sites like Haro
- Media List Building Strategies
- PR and Comms Calendar
- How to Pitch so Your Stand Out
Questions?

Type your question to the chat box

Contact Us:

401-874-7232


aecapasso@uri.edu