

Getting Your Business In The Media

Moderator:

Alaina Capasso

RI Small Business Development Center

Presentation by:

Julie Loffredi



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.



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Power of Media



Brands lucky enough to be selected to be on the list benefitted from a phenomenon known as “The Oprah Effect.”

In one extreme example, a product called the LightWedge (a book light) saw its sales soar from \$3,700 a day to \$90,000 when Oprah added it to her favorite list in 2007.

Power of Media

SEO juice

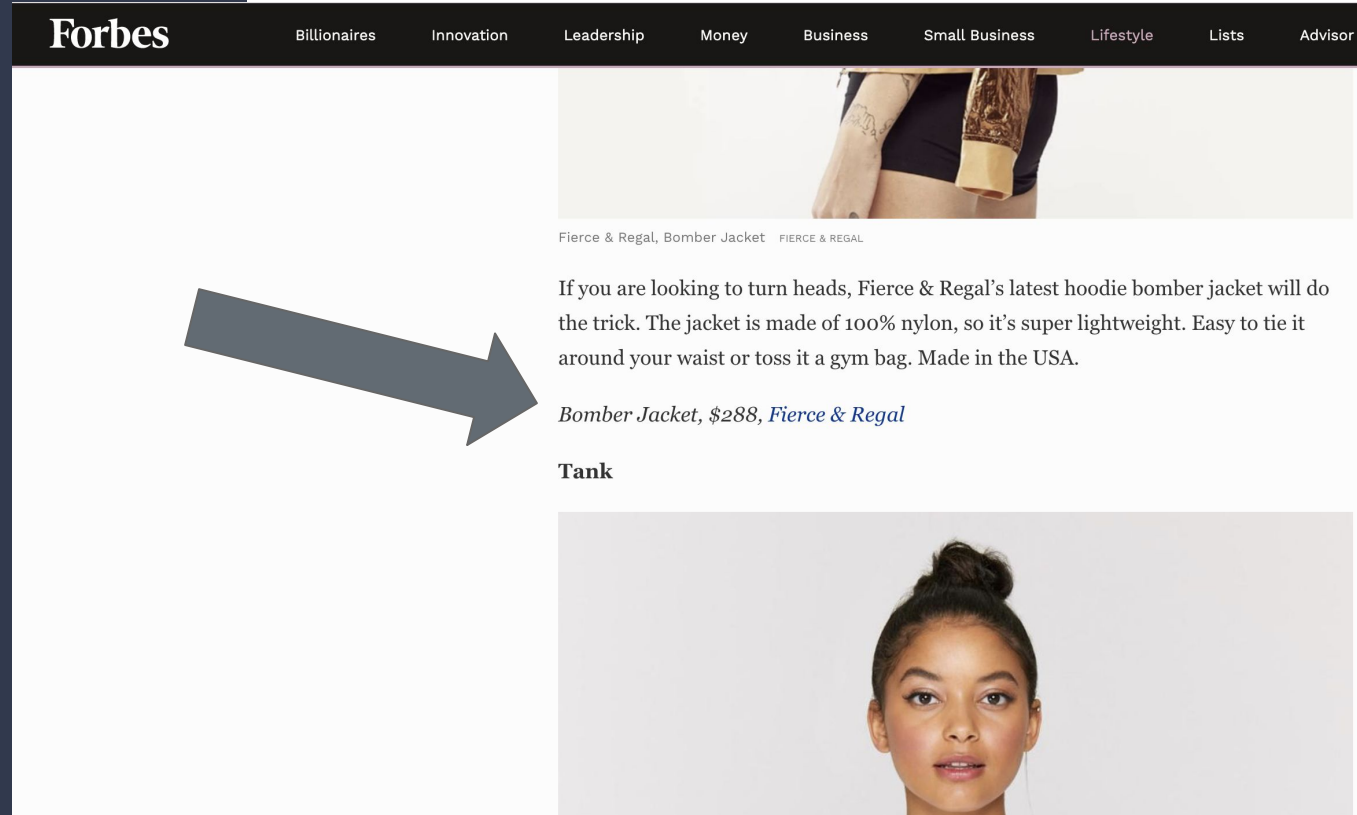
Referral traffic

Bragging rights


Social media content

Beat competitors

Smart Ads



Forbes Billionaires Innovation Leadership Money Business Small Business Lifestyle Lists Advisor




Fierce & Regal, Bomber Jacket FIERCE & REGAL

If you are looking to turn heads, Fierce & Regal's latest hoodie bomber jacket will do the trick. The jacket is made of 100% nylon, so it's super lightweight. Easy to tie it around your waist or toss it a gym bag. Made in the USA.

Bomber Jacket, \$288, Fierce & Regal

Tank



Example: Getting In The News

Problem: Navy Federal Credit Union—the world’s largest credit union—wanted to find a new way to support its audience of active duty service members, veterans and Department of Defense employees.





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For Immediate Release

Navy Federal Releases *Best Cities After Service*

Oklahoma City tops list of best places to live for both servicemembers transitioning from active duty and veterans

VIENNA, Va. (Thursday, November 1) – In advance of [Veteran's Day](#), [Navy Federal Credit Union](#), in partnership with Sperling's BestPlaces, released its [Best Cities After Service](#) list – a unique look at the places best suited for servicemembers to consider living after leaving the military. According to [data from the U.S. Joint Chiefs of Staff](#), more than 250,000 military members transition out of the service each year.

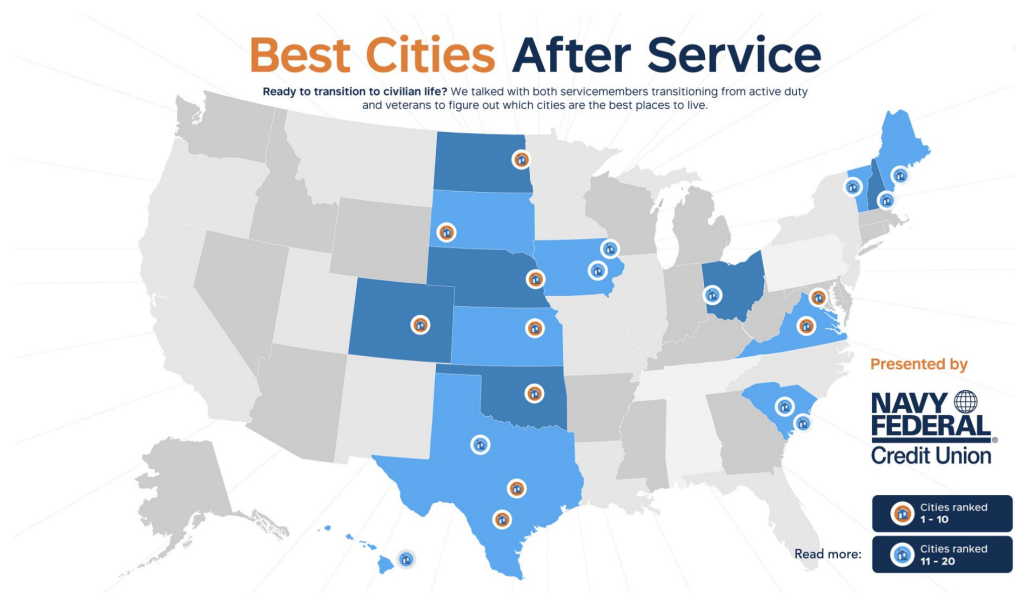
The ranking was made by considering 11 metrics of veteran success and wellness, including veteran's income, unemployment rates, proximity to VA hospitals and military bases, and then coupling it with a suite of quality of life measures, which include factors like affordability, the local economy, access to health resources, colleges and the arts, and more.

The top 10 cities are: (1) Oklahoma City, Okla. (2) Omaha, Neb. (3) Colorado Springs, Colo. (4) Washington, D.C. Metropolitan Area (5) Grand Forks, N.D. (6) Austin, Texas (7) San Antonio, Texas (8) Charlottesville, Va. (9) Rapid City, S.D. (10) Manhattan, Kan.

Navy Federal Credit Union Media Campaign

The team developed an integrated communications strategy using earned, paid and owned media across online publications, local broadcast, social media and other channels.

The list appeared in USA Today, on Military.com, in nearly 100 local markets and a host of military publications. A satellite and radio media tour delivered more than 20 bookings, and social media posts from members of Congress also got the word out.



It Worked!

Bloomberg

Business

Navy Federal Releases Best Cities After Service

November 1, 2018, 12:54 PM EDT

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Navy Federal Releases Best Cities After Service

Oklahoma City tops list of best places to live for both servicemembers transitioning from active duty and veterans

Business Wire

VIENNA, Va. -- November 1, 2018

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Before Starting A Media Relations Campaign

What is the point? What do you hope to achieve?

Who is your audience?

What is your ideal media outlet? How are you going to find and contact reporters?

How are you going to measure it, duplicate it, share it?

What if it backfires?

Start A Press Release Calendar

October: Grand Opening

November: New Product Launch

December: Holiday Event

January: Owner Receives Community Award

February: Business Expansion Announced

Write A Press Release

StarKist® Donates \$150,000 To Feed The Children To Help Fight Hunger English ▾

New StarKist Commercial, Featuring Charlie® the Tuna, Thanks Frontline Workers & Volunteers; Highlights the Company's Partnership with Feed the Children



NEWS PROVIDED BY
StarKist Co. →
Jun 09, 2020, 08:00 ET



PITTSBURGH, June 9, 2020 /PRNewswire/ -- StarKist Co., a food company that provides trusted, healthy, shelf-stable seafood and chicken in the United States, is continuing its partnership with Feed the Children by donating more than \$150,000 in financial support, disaster response and product donations this year. Feed the Children is a nonprofit dedicated to relieving hunger in the United States and around the world.



Throughout the past 11 years, StarKist has contributed nearly 500,000 pounds of tuna and chicken product to help food-insecure children and families across the U.S., and more than \$600,000 to support Feed the Children's disaster and emergency response efforts.

"We're grateful for our partnership with Feed the Children during this unprecedented time," said Andrew Choe, StarKist President and CEO. "No child should go hungry in this country, but we know the need is great. We've all seen the effect COVID-19 has had on communities, and together we hope to help those in need, especially during this pandemic."

Pro Tip: Go to [PRNewswire.com](https://www.prnewswire.com) and read press releases from similar businesses.

Follow the format.

Guidelines for submitting news releases

News releases should be submitted with the following questions answered:

Who (is putting on the event that is coming up or asking for a story about something that has already happened)

What (is going on)

When (did it happen or will it happen)

Where (did it happen or will it happen)

Why (would people be especially interested in this event or situation)

How much (will it cost if there is an admission fee)

And **contact information**: what is an e-mail address or phone number, cell phone or all three, if we have questions.

Photos, if any, should be attached as high-resolution jpegs. They should not be embedded into the news release, or sent in other formats, such as .bmp, .gif or .tif.

StarKist® Donates \$150,000 To Feed The Children To Help Fight Hunger

English ▾



New StarKist Commercial, Featuring Charlie® the Tuna, Thanks Frontline Workers & Volunteers; Highlights the Company's Partnership with Feed the Children

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Jun 09, 2020, 08:00 ET

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(PRNewfoto/StarKist Co.)

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Current News

StarKist® Donates \$150,000 To Feed The Children To Help Fight Hunger

Tuesday, June 9, 2020, 8:00 AM

StarKist Co., a food company that provides trusted, healthy, shelf-stable seafood and chicken in the United States, is continuing its partnership with Feed the Children by donating more than...

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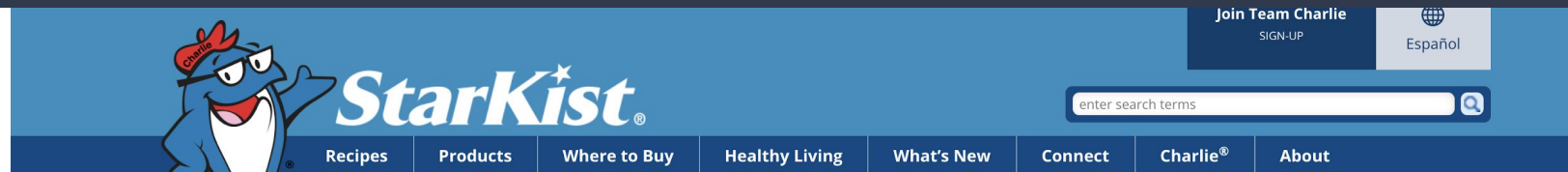
Starkist® 'Heats Up' With New Starkist Creations Microwavables™

Thursday, April 9, 2020, 3:35 PM

PITTSBURGH (April 6, 2020) – StarKist Co. has announced its newest innovation, StarKist Creations Microwavables™, the first shelf-stable seasoned tuna with vegetables and grains in a...

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StarKist in the News

Your source for the latest StarKist news and information.

Media Contacts

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412-323-7457





Our Corporate Headquarters are located at:
225 North Shore Dr.
Suite 400
Pittsburgh, PA 15212
412-323-7400

Our facility locations include:
Pago Pago, American Samoa
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Highlights from press releases posted on June 10, 2020



07:00 ET
Tourism During COVID-19: Tripadvisor Releases Findings of a Staged Recovery

NEEDHAM, Mass., June 10, 2020 /PRNewswire/ -- Tripadvisor®, the world's largest travel platform, today released the findings of a multi-month study that analyzed consumer travel sentiment and first party behavioral data related to the ongoing pandemic. The report outlines a five-stage recovery for...



07:11 ET
Zagat Future of Dining Study Shows Significant Shift in Dining

NEW YORK, June 10, 2020 /PRNewswire/ -- As the United States begins to reopen during the...



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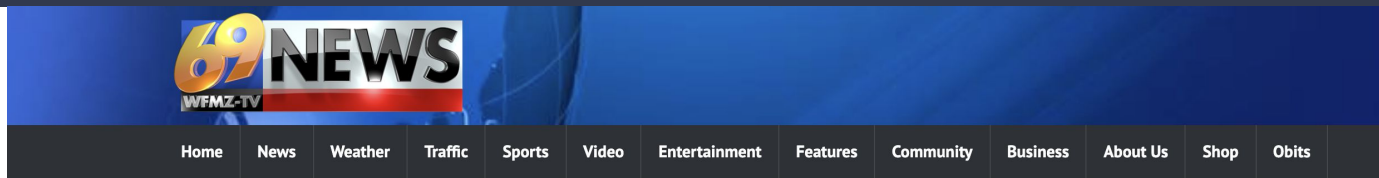
SANTA BARBARA, California, June 10, 2020 /PRNewswire/ -- May rent growth continued its...



08:00 ET
Limited-Edition Pringles® Flavor Packs The Juicy Layers Of A

BATTLE CREEK, Mich., June 10, 2020

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StarKist® Donates \$150,000 To Feed The Children To Help Fight Hunger

PR Newswire 23 hrs ago



PITTSBURGH, June 9, 2020 /PRNewswire/ -- StarKist Co., a food company that provides trusted, healthy, shelf-stable seafood and chicken in the United States, is continuing its partnership with Feed the Children by donating more than \$150,000 in financial support, disaster response and product donations this year. Feed the Children is a nonprofit dedicated to relieving hunger in the United States and around the world.

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ALLEGHENY

StarKist partners with Feed the Children to fill backpacks for Light of Life



JOANNE KLIMOVICH HARROP   | Thursday, August 1, 2019 10:42 a.m.



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Search engines typically display a maximum of 85 characters, so 5-20 words is a good range to shoot for. Use keywords that describe your business in your headline. Include your news - what's new. If it fits, adding your business name is also a good idea. Do not write your summary in all caps.

Full text of your press release *

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Patch Posting Instructions

How to reach your neighbors on Patch

At Patch, we believe that local news and information have the power to unite a community. We also believe in giving neighbors the power to tell their own stories and help keep each other informed about what's happening at the local level.

There are a few different ways to reach out:

- In the **Neighbor Posts** section, you can ask a question, share a news tip, recommend something to your neighbors or start a local discussion. (You can also write a more traditional press release, column, letter to the editor or obituary in the form of an [article](#).)
- On the **Events calendar**, you can add your own events to the local lineup.
- In the **Classifieds marketplace**, you can sell or give away your old stuff; find housing, tenants or roommates; find job candidates or offer your services; and make other local business announcements.

[Log in](#) or [sign up](#) to start posting. Or find out more about Patch's various posting types below.

What to post where

Neighbor Posts

You want to post a:

- **Question** about your community
- **News tip** about something going on in the neighborhood
- **Recommendation** for a local business or service
- **Opinion** about a local issue
- Photo you took in town
- Other quick local updates

[Post a Neighbor Post](#)

The Neighbor Posts section is a community forum and social platform designed to connect you to other neighbors — as well as Patch reporters, local

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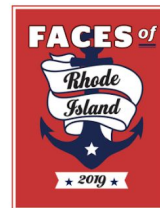
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The banner features the 'THE RHODE SHOW' logo on the left. The main text reads 'Local Business Shout Out' in large white letters on a blue background, with a megaphone icon to the right. Below this, a white box contains the text 'Sponsored by: EAST COMMERCE SOLUTIONS, INC ...credit card processing made simple' next to a globe icon. On the far right is a photograph of a storefront for 'CHOCOLATE'S BAKERY'. At the bottom of the banner, a dark blue bar contains the text 'Is your business doing something extraordinary during this unprecedented time? TELL US & SUBMIT YOUR BUSINESS INFO' with a downward arrow icon.

The Rhode Show Recognizes Area Businesses Doing Good in the Age of Coronavirus

We want to hear what your business is doing to better serve your customers and how you are helping our local community during this time.

Local Business Shout Out

Tell us about your business and how it is doing good to serve customers and helping our local

Is It Working?



Chicago Tribune

TIME

Mashable



The New York Times



WSJ



Take this time to
better
communicate.



“

Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.

MARK CUBAN

Billionaire entrepreneur

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Contact Us:

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