

Identify Trends to Maximize Media Relations Efforts

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Published by [Rockford Register Star](#)

Monday, July 25, 2005

Pitching a story to the media can either be energizing or exhausting, depending on their response to the idea. We regularly work with clients who want to announce a product or service which they believe is, pardon the expression, 'the best thing since sliced bread,' and should gain significant exposure on a local, regional – and sometimes national – basis.

Our job as an objective, outside consultant is to provide them feedback on whether the announcement is truly newsworthy – and what they should expect for media coverage. In other words, is it 'interview-worthy' or should we expect coverage to be included as a 'brief' (e.g. two-three sentences)?

We often look at trends to help determine when we issue a release or make a specific pitch to the media. For example, with the recent heat surge in our area, we would look at relevant services or products that can be tied into this issue. One of our clients, a basement waterproofer, who usually emphasizes issues regarding rain and wet weather, had a specific story to tell in how the current drought affects a home's structure.

Trends can be seasonal or regular dates that happen every year, for example, can your product or service be tied into the holidays? The spring? Tax day?

Sometimes you may need to quickly develop ideas that relate to current local circumstances, such as a drought or flood; or national topics, such as a Supreme Court nominee's opinion on a specific subject that affects your business or customers.

Look past your own offering and to the issues that are relevant to media based on timing and trends and you're likely to find more doors of opportunity opened to you.