

Guidelines for Media Tours

Written by PR Etc., Inc.

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Media tours are among the most efficient manner to build long-term relationships with the media and to become a credible and ongoing source to them on a variety of topics, influence editorial calendars and gain near-term and future coverage. Ideally, a media tour to launch your product to monthly national publications, consumer, business and/or trade publications should be implemented six weeks to three months prior to the official product announcement since their editorial deadlines are that advanced.

Media tours also can be utilized as more informational “get to know you” interviews rather than for product announcements. This allows for more of an informal exchange of information, including background about your business as well as what the publication is looking for and how you can fit into their existing coverage.

Prior to your media visits, confirm that the monthly publications will sign a non-disclosure agreement which means they will not leak any information prior to your official announcement. In some cases they will not. However, most will respect an embargo on releasing any information until a specific date since you are visiting with them several weeks in advance of the announcement. Be aware that if one media outlet discloses the information prior to the embargo date, all media are likely to do the same.

Typically, a media tour will consist of one or two days in a designated city to meet with four to 10 targeted media outlets and should include no more than two executives from your organization. Finally, ensure your executives are media trained prior to the meetings to make the most effective use of your time and the media's for the best results.