

business or its products in a positive manner, more people are going to be interested in those products, which leads to more consumers, and therefore business growth.

Storytelling Moments

Aside from creating a media list and figuring out whether a company needs to get local, national, or global media coverage, it's also important to figure out which moments of the company's story are relevant for their audience.

As Alexei Orlov of MTM says, "What the story is based on is what determines whether the story will be newsworthy. Not only will the story influence the public relations strategy itself, but it's also going to determine which media outlets should receive the pitch. The best way to get the attention from outlets is to pitch to the journalists one story per month. Although that may seem like too much, it's actually even better if the number of stories is *more* than twelve per year."

Those storytelling moments can stem from practically anywhere – for instance the way a company was started, the reason the business owner decided to start the company in the first place, the way that the company is connecting to and helping its community, and more.

Before Pitching

One of the best ways to receive media coverage is to establish strong relationships with journalists or editors before they receive a pitch. That's why it's essential for businesses and business owners to initiate and develop relationships with different people in their industries, whether that's by communicating with them through social media or while attending events.

When the company and outlet already have an established

relationship, it's easier for the former to create a pitch that caters to the outlet's needs. If those needs are met, it's going to be easier for that story to resonate with the audience of the outlet.. And that will make it easier for journalists to talk about the pitched story. Finally, the best way to start those media relationships is through connecting with local journalists and editors on a personal level.



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