# PUBLIC RELATIONS TEMPLATE GUIDE

# PR 101

## Owned v. Paid v. Earned

It is important to understand the three major types of media coverage and how all channels need to work harmoniously for success!

### Owned Media

Owned media is the content your business controls. It is your first line for any PR campaign. It is arguably your most important type of PR to focus on because you have total control.

Includes:

- Social Media
- Website
- Blog
- Email

It should be your home base for all PR strategies. You should always ensure you are supporting any paid or earned media through your owned media.

### Paid Media

Paid media is not as dirty as it sounds. It is often what many of us are seeking in our PR pitches! Paid media refers to paying to make content visible and is standard practice in promoting owned media or having others create content for you.

Includes:

- Social Media Advertising
- Influencer Marketing
- PPC and more

It can be as easy as boosting a post, or an entire PPC campaign supported with Influencer marketing and paid content. Often many of us are seeking PR knowledge to even become that paid influencer.

### Earned Media

Earned media is what we think of in the sense of traditional "Public Relations," and general PR. It's the hardest type of PR media to obtain and takes a lot of effort and pitching. The very reason it is dubbed "earned," girl you gotta work for this sh*t. includes

- Mentions in industry news
- Reviews on social media
- High rankings on search engines
- Brand endorsement (if not the one paying)

This is where our traditional PR pitch sheets and templates will come into play to help you increase your features and earned media!

# PR Templates

## How to use templates

Linked below are four press release templates to be utilized for the outlined application, they vary from events to general influencer pitches. It is important to utilize the minimum of features we outline for you to "pitch" in the applicable press release, more is better, but less will not get you the media. Remember these press releases do not guarantee earned media for your brand, and it's important to ensure whatever you are pitching is supported across your owned media or with any paid media you are using.

1. New Product or Service Launch
2. Event based
3. Winning an Award or Reaching a Milestone
4. General Brand Awareness

General Key pitch and press release best practices:
- Get straight to the point, this isn't copywriting, it is your elevator pitch.
- Break up key points and takeaways with a bulleted list.
- If pitching for media to come on site, paint the picture and make it very clear almost like an invitation with the date, time, address.
- Keep the press release brief, for additional information link to your company website or a blog post expanding on your subject.
- Include a quote, whether from yourself, an executive from your team, a satisfied customer, just have one.
- Whenever possible send the "complete package" including a photo of the product, service, etc. If you have something that can be printed as is for print media and websites this is gold.

Sending best practices:
- Always send through BCC of a distribution list
- Subject lines: see each template for suggested opening, and make it short and to the point
- For event base sends begin with your first MEDIA ALERT early in the week with a follow up on resend on Thursday or a few days before your event.
- For all other pitches send early in the week, and be sure to follow up with specific outlets you think your content is a good fit with.
- Tailor or your press releases by media outlet, TV v. print v. online media.

# What to Pitch?

Define each circle. This is meant to be printed to help you define and brainstorm your pitch!

**Your Mission**

**Audience**

**Community Impact**

By defining where your business or product adds value for media to feature your content:

Your Mission: this should be for your organization if pitching in general, or specific to a program or event.
ex. New Program XXX launched to fight poverty in ABCcounty.

Your Audience: identify specifically who this is targeted to, either your organization on a whole or who you think the audience for a program or attendee for an event.
ex. Audience: Homowners in ABC county may benefit from new program XXX.

Community impact: this is very important to show so it shows the media it the impact by association of your business product, event. It serves as the "what's in it for me" for the media.
ex. New program XXX will create new jobs in the area and help families work toward self sufficiency.