HOW TO REMAIN NEWSWORTHY
Media Planning and Outreach in a COVID-19 News World

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OVERVIEW

• Understand the Media Planning and Outreach Process
• Deliver a Relevant News Message
• Proactively Modify Your Outreach Process
• Respond to News Impacts from COVID-19
MEDIA PLANNING AND OUTREACH

• Targeted Media Research
• Topic Development Aligned with Company Goals
• Message Distribution
• Update Return Emails and Redistribute
• Follow-up on Placements
• Stay in Touch and Build Relationships
RELEVANT NEWS MESSAGE

• Make Your Content Matter
  • Align with What Readers Want to Know

• Choose the Right Time
  • Review Existing Editorial Plans at Publications

• Customize Content Based on Publication’s Needs
  • Examine Print vs. Digital Publication
  • Follow Word Count and Deliver According to Publication’s Needs
  • Make an Impact with Images
MODIFY THE PROCESS

• Create a “Pitch” that will Gain Initial Interest
• Be Proactive and Reach Out Early to Top Publications
• Follow Through and Deliver On Time
• Keep Your Media Relationship Going
NEWS IMPACTS FROM COVID-19

• What We’ve Learned
  • Increased Online Demand, but Print will Remain
  • Special Sections or Editions

• What Types of Content Should We Provide
  • Operating at the “New Normal”
  • Leadership Response to COVID-19
  • Successes Despite the Setbacks

• How to Contact the Media
  • Email, Phone
  • Multiple Contacts at One Publication
THANK YOU!

Let’s Connect

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