



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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