

# Knowledge Translation Media Outreach Strategies

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Association of University Technology Managers®



# Media Strategies

1. Broader, Nationwide Audience
2. Local Media Coverage



# Key Requirements

1. *Patience*

2. PERSISTENCE



3. *Perseverance*

# Rules for Connecting with Media

1. You need them. They do not need you.
2. Do your due diligence research. Identify:
  - Relevant media outlets
  - Individuals working in the media you plan to target
  - Track individuals and outlets to ensure relevance of material



# Patience

## Identify Media Target & Cold Call

1. Make convincing pitch
2. Leave message OR hang up after leaving 2 messages
  - Keep trying!
3. Contact administrative assistant
  - Make convincing pitch
    - Schedule a time to call when target is available

# Persistence

Target has heard convincing pitch and is hesitant:

1. Ask: Is there any additional information the target needs that you can provide?
2. Follow-up with target at future point in time
3. Before hanging up, make next callback appointment
  - Always call back at appointed day and time



# Perseverance

- Do not give up!
- Keep trying until you find a mainstream outlet willing to work with you
- Approach media coverage as if your financial livelihood depends on it

*“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”*  
– Steve Jobs



# Broader, Nationwide Audience

Convincing Pitch – Your story will appeal to a vast audience

Must know:

1. What to say
2. How to say it
3. When to say it



# Broader, Nationwide Audience (continued)

Research hot buttons

1. What is the editor seeking?
  - Piece for all adults, aging baby boomer generation, or their children?
2. Tie it to your product and perhaps other breakthrough products that serve the same market.
3. What has been happening in market on national level?
4. Recent articles publication has been running.

# Local Media

## Press or TV Coverage

- Know what type of story reporter likes to do and tailor pitch to it
  - Business-oriented: highlight business aspects of product in pitch
- Story will only be on your product, service or organization
  - Do not have to research what is going on nationally

# Local Media (continued)

## Press Release

- Written by you
- Tailor it to audience
  - Ex: Consumer publication
    - Functions, features, how/why product better for them
  - Ex: Business publication
    - Cost, sales, market broadening, product differentiators

Don't Buy It, Til We Try It!



with Mary Friona



## Products That Can Help the Elderly and People With Disabilities



# BusinessWeek

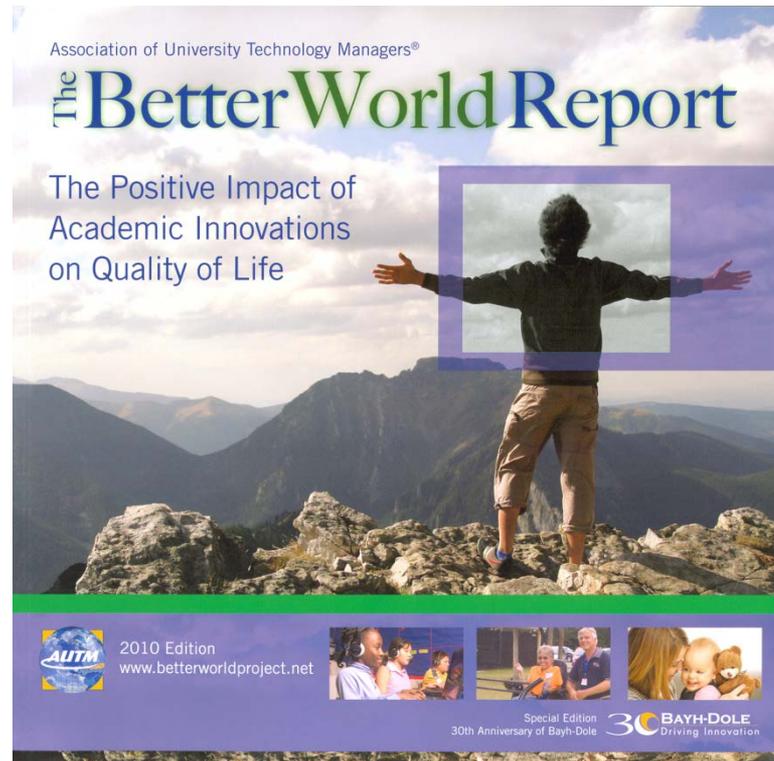
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