



Getting Media Attention

Tips on how to get coverage



Take charge! Take the initiative!



Getting Media Coverage from CMU

Contact the media person in your school first.

They may be your biggest advocate

Heinz College:

Caitlin Kizielewicz

Email: ckiz@andrew.cmu.edu

Tepper School of Business:

Mara Falk

Email: marafalk@cmu.edu

Dietrich College:

Shilo Rea

Email: shilo@cmu.edu

Mellon College:

Jocelyn Duffy

Email: jhduffy@cmu.edu

College of Fine Arts:

Pam Wigley

Email: pwigley@andrew.cmu.edu

College of Engineering:

Sherry Stokes

Email: stokes@cmu.edu

School of Computer Science:

Byron Spice

Email: bspice@cs.cmu.edu



Make it easy for them to promote you!

For short announcements: e.g. “just won XXX prize...”

- All schools have Facebook and Twitter Accounts.
- Some have YouTube, Linked In and Instagram accounts and others
 - Produce the news in the appropriate format so that it can be forwarded, cut and pasted, or quickly posted.

For more in-depth stories and/or for greater coverage (e.g. on the school Home page, newsletters etc.)

- Write the article yourself. The media person may edit it but few have time to write a press release unless it is super news.
- Be realistic in your expectations. CMU has lots of good news. Not everyone can get major coverage.

Provide pictures or visuals where possible.

Distribute links to your coverage to your contact lists – good visibility for you and your school



Writing the article

Write a few paragraphs that cover:

- What the company does.
- Who is on the team (include school, major, graduation year if CMU students).
- When it was founded.
- What the news is.

Provide

- Photos or visuals of the product or team
- Link to website
- Logo
- Other?

Getting Coverage from other CMU areas

Go to <http://www.cmu.edu/social-media/> to see what media is used in

- Schools and Colleges
- Centers, Institutes & Research Groups
- Departments
- Campuses and Programs
- Social media by channel

Your school's media manager will forward your information to other appropriate areas or advise you where to send your news



We're here for you too!

Swartz Center Weekly Bulletin and social media

- Contact Sonya Ford (sonyaf@andrew.cmu.edu)

Swartz Center website

- Contact Allyson Hince (ahince@andrew.cmu.edu)

Project Olympus website and social media

- Contact Erin O'Toole (erino@cmu.edu)





Getting outside media coverage

From larger media outlets



Understanding how they prioritize

Priority goes to new news, preferably news that they break themselves.

The news has to be newsworthy – obtaining initial capital funding, landing a major contract, acquisition, etc.

The news has to be of interest to their audience.

- Local publications are interested in local ties to the university, neighborhoods, local government initiatives, and regional interests;
- Business publications are interested in financing, markets, business-to-business services, etc.;
- General publications are more interested in products or services that interest consumers.

Preference is for news that is easy for them to produce (remember their deadlines). Make it easy for them.

- Write the news yourself, either as a formal press release or as a letter/email. The reporter can edit this information into a news brief or, if of particular interest, use it as a basis for a phone call or in-person interview for a longer story.
- Be realistic in your expectations. Not everyone can get major coverage.
- Provide pictures or visuals where possible
- Consider getting a professional to write your press release

They reject 'news' that is simply about your product or service (see #2). Many companies try this as a way of getting free advertising.



How to release BIG news

Since news outlets want to be breaking the new BIG news:

- Tell as few people as possible about the pending BIG news. Leaks start to happen and once one publication prints it, it is no longer new news.
- Send the press release to all media at exactly the same time. Each will think that they are breaking the news and you are more likely to get more coverage.
- If a reporter or publication has published information about you in the past, be sure to reach out to those contacts when you have bigger news.



Try Niche or Alternative Media

Locally

- NextPgh: online e-zine that features Pittsburgh stories www.nextpittsburgh.com
- The Incline: mobile news website focused on Pittsburgh <https://theincline.com>
- Pittsburgh Newswire: Gets your local news to local media including TV, print, radio, web, bloggers, and freelance journalist in Allegheny and surrounding counties. (\$35 per release; Additional \$20 to edit your release and check for spelling and grammatical errors) <http://pittsburghnewswire.com/submit-your-pr/>

Online

- Bloggers that cover your field
- Trade magazines or trade press



How to Write a Press Release

- <http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/>
- <http://pittsburghnewswire.com/press-release-tips/>

Consider spending some extra money to get a reporter or an experienced press media person to write the release.

Helpful Media Contacts

People who cover the national tech scene:

- TechCrunch: John Biggs john@techcrunch.com
- General tech news: Jordan Crook jordan@techcrunch.com
- Robotics: Ned Desmond ned@techcrunch.com
- Hardware specific--Make Magazine: Allison Davis allison@makermedia.com
- PR/Media Relations help locally: Andrea Fitting andrea.fitting@gmail.com

