JOURNALIST RELATIONSHIPS: HOW TO MAKE THE MOST OF YOUR PR OUTREACH
WILL WALDRON

- 10 years of experience in marketing
- Worked with artists, DJs, labels, festivals, events in music PR
- Worked in traditional and digital PR with Ocado, Loveholidays, Protein Works
WHAT WILL I BE COVERING?

• The pressures journalists are facing
  • Biggest PR mistakes
• As PRs, what can we do to improve our chances of pick up?
• How to maintain a strong relationship
34% of PRs said that finding and interacting with journalists is their biggest challenge.

(Muck Rack)
CURRENT JOURNALIST PRESSURES

38% are under pressure from downsizing

20-30 pitches received every day

20% trust press releases as a source of information

(Cision – State Of Media Report)
• Irrelevancy
• Lazy Pitching
• Chasing Overload

PR: "Hey, could you write about this? Info below x". <-- if that's your pitching skills you need a lot of work, hon.

Molly Priddy: ironically, I WAS doing well, and then your email found me.

Katie Sikes: Of course, with your pregnancy, your style will have to adapt, but that doesn't mean you have to lose...
• DO THEY ACTUALLY COVER THE TOPIC?
  • BE SELECTIVE
  • UPDATE THOSE LISTS
FORMATTING AND CONTENT

• SUBJECT HEADER GAME
• ADDRESS THEM CORRECTLY
  • MASTER YOUR PITCH
  • SPACING
• ALWAYS TEST
WHAT WILL GIVE OUR CONTENT BETTER CHANCE OF PICKUP?
• Trending Terms
• Keyword Inclusion
• Bespoke Data
• Expertise
HOW CAN WE NOW GROW THE RELATIONSHIP?

- DON’T OVERDO IT
- EXCLUSIVITY
- QUICK TURNAROUND
- FACE TO FACE
• Thank them for covering
• Can you support on anything upcoming?
  • Ask for feedback
ALL THE BEST