

BUILDING MEDIA RELATIONSHIPS

Lance Cardoza; President & CEO
Business Street Media Group

Jeff Light; Publisher & Editor
San Diego Union Tribune

Sean Kennedy; Assistant News Director
FOX 5 San Diego

10 TIPS TO CONNECT WITH YOUR LOCAL MEDIA



- ▶ 1. Get your story in front of real journalists
 - ▶ 2. Try to tie in relevant news from the current news cycle
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- ▶ 3. Avoid the “boy who cried wolf” senario
 - ▶ 4. Think small for BIG results
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- ▶ 5. Come up with a compelling story
 - ▶ 6. Make your press release friendly to multiple platforms
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▶ 7. Specifically target journalists that cover your industry

▶ 8. Get to the point!

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- ▶ 9. Become a reliable source to reporters
 - ▶ 10. Build relationships with beat reporters
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LanceCardoza@gmail.com

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Jeff.Light@SDUnionTribune.com

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SKennedy@Fox5SanDiego.com