

Expert advice and guidance from the  
**Communications Sector**

# MEDIA RELATIONS

## MEET OUR EXPERT

**Alison Taylor**  
Managing Director, Conscious Communications



Alison Taylor is Managing Director of Conscious Communications - a public relations and marketing agency, with a conscience.

Founded on the principles of a conscious business, the company's open and transparent approach ensures it makes clear and conscious decisions for its clients that are proven to achieve positive results and help drive business.

The team provides strategic development, external communication and reputation management, internal communication, crisis and issues management support. They work with clients in many sectors including education, professional services, leisure and tourism, property and construction, sustainability, not for profit, food and nutrition and retail.

Get in touch at [www.consciouscomms.com](http://www.consciouscomms.com)

Would you like to get involved with our Communications Sector? Do you have ideas for future events or expertise to share in a guide like this?

Please get in touch with Helen Bosett, Sector Co-ordinator at Cambridgeshire Chambers of Commerce on 01733 370809 or email [h.bosett@cambscci.co.uk](mailto:h.bosett@cambscci.co.uk)

### Cambridge Office

Cambridgeshire Chambers of Commerce  
Enterprise House, Vision Park,  
Histon, Cambridge, CB24 9ZR  
Tel: 01223 237414  
Fax: 01223 237405  
email: [enquiries@cambscci.co.uk](mailto:enquiries@cambscci.co.uk)

### Peterborough Office

Cambridgeshire Chambers of Commerce  
6 The Forum, Minerva Business Park,  
Lynch Wood, Peterborough, PE2 6FT  
Tel: 01733 370809  
Fax: 01733 237437  
email: [enquiries@cambscci.co.uk](mailto:enquiries@cambscci.co.uk)

[www.cambridgeshirechamber.co.uk](http://www.cambridgeshirechamber.co.uk)  
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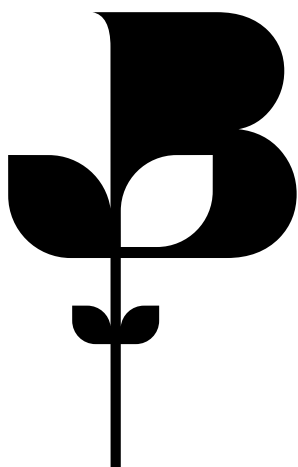
## The why and how of media relations

Communication is about getting a message from one mind into the mind or minds of others. If we can achieve this on a mass scale, rather than just on a one-to-one basis, we have the benefit of major efficiencies, and this is why the use of the media for channelling our messages to target audiences holds so many advantages for businesses.

The multitude of media channels consumed by potential target audiences is immense and each publication, whether a piece of physical print, broadcast or digital, offers an opportunity to talk directly to people we may never otherwise be able to reach.

The advantage of securing editorial coverage in these channels is the implied endorsement of the editor and publication that your messages will then carry. It is a fact that your customers will believe and trust something they perceive to be editorial far more than an advertisement. And, in this digital age, the term editorial also encompasses everything from on-line reviews and recommendations to social media shares.

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To achieve effective media coverage, it's important that you know enough about your target publications; what their readers are interested in and, therefore, the type of content the editor is looking for.

The public relations industry has always relied on strong relationships with editors and journalists to leverage coverage for clients - they have the power to spread positive messages about your company far and wide.

### Top tips for effective media relations

- 1 Research target media thoroughly and make sure they reach your audiences
- 2 Invest time in getting to know individual journalists – what they write about and how they write about it
- 3 Tailor your copy to each publication – don't be tempted to scatter-gun your press releases
- 4 Make journalists' jobs as easy as possible by checking that the tone, style and length of your news piece is in line with the stories they use
- 5 Remember that other stories are competing for the same editorial space and your story needs to stand out, so ask yourself: is my news relevant and, immediate, and will it have impact on the readers, listeners, viewers?
- 6 Keep press releases short and punchy – one page is ideal. Include background information as a note to editors if you need to
- 7 Include statistics and facts wherever possible

8 Consider your 'call to action' – what you want readers to do and make sure this is clear within your release

9 Add quotes from senior spokespeople but make sure written quotes actually sound like something they would have said

10 Provide high quality images

11 Be mindful of deadlines – journalists are very busy people and if they're expecting a story they will need it delivered on time

12 Don't forget to include contact details at the end of your release

