

Use the News

Understand news values and the news process so you can identify topics for articles, social media content, presentations, content collaborations and angles for media outreach – all of which build awareness, reputation and authority for you and for your books.

- **PESO (Paid, Earned, Sponsored, Owned)**
- **Earned media = Halo effect**

Expertise = Authority = Reputation = Earned

Use *Owned* media to drive SEO, anchor & reinforce media mentions

- Your portfolio (see jycleaver.com)
- LinkedIn profile
- Choose a social channel: Facebook, Twitter, Instagram
- Synch content across all to reinforce keywords

Use Earned and Owned currencies to:

- Identify & win media mentions
- Forge content partnerships
- Gain speaking engagements at conferences

Earn media mentions with two types of ‘currency.’

Currency #1

What You Know

- Build credibility

- Technical expertise
- Audience expertise – whom you serve
- The obvious thing you are promoting (such as, new course)
- The thing that is obviously self-serving (such as, an award you won)
- Data/facts – about the audience; about running a course
- Expert commentary/analysis; technical expertise
- Case studies
- How-to's

Examples

- Tax accountant discusses implications of recently passed legislation on charitable deductions for high-net-worth filers who itemize
- Staff nutritionist discusses the ideal balance of protein, carbs, fats in a school lunch

What professional and technical knowledge, qualifications and experience can support your bid as a quotable expert for media seeking authoritative commentary and analysis for stories?

Currency #2

Who You Are

- Your voice, your image with readers/audiences
- Build empathy & is more memorable than technical comments
- Drives recommendations
- Builds a following
- The less obvious 'sell'
- Supports reporters' needs for 'real people' vs. technical experts
- Show yourself in action
- Explains why and how you do what you do, beyond what you do – example, you founded your course based on your own need to

master the content & put it into action; make yourself your own best case study

Your identities

- Parent
- Spouse/partner
- Child
- Friend
- Political/social engagement
- Community volunteer
- Creative
- And so on

Examples

- Tax accountant tells how he applied his professional experience as a financial advisor when working with his daughter & her fiancé on the budget for their wedding; *Chicago Tribune*, May 15, 2016: “Larry Ginsburg, a partner in the Chicago office for accounting firm Plante Moran, talks with people about money for a living. But he quickly discovered that no spreadsheet could contain the dynamics shaping the wedding of his daughter Samantha in October.” <https://jycleaver.com/wp-content/uploads/2012/05/Chicago-Tribune-5-15-16-Say-yes-to-the-dress-and-no-to-the-debt-Chicago-Tribune.pdf>
- School nutritionist tells how she packs her own kids’ school lunches
- WSJ article cited in deck:
<https://www.wsj.com/articles/coronavirus-lockdowns-spark-boom-in-home-schooling-for-grown-ups-11590053401?mod=searchresults&page=1&pos=5>

What aspects of your identity, relationships and interests could be developed into news hooks?

Services that connect potential sources with news media seeking qualified experts to interview

HelpAReporterOut: Owned by Cision, parent company of PRNewswire, which distributes press releases via wire to news outlets. Free but chaotic and often difficult to deal with. Distributes three news blasts daily of reporters' requests for sources, often on short deadline. Can be hard to sort the genuine from the fishing expeditions. Lead gen for Cision. <https://www.helpareporter.com/>

Qwoted: New for-profit service for experts & PR firms; free version allows you to make three pitches monthly and you can only see media opportunities an hour after the premium service members. Qwoted.com

Women's Media Center SheSource: Database of women experts – mainly business and academic – that reporters turn to, especially now, for expert comment.
<https://www.womensmediacenter.com/index.php?p=shesource>

Joanne Cleaver
980.224.8781

jycleaver@wilson-taylorassoc.com

Author, "The Career Lattice," McGraw Professional, 2012, & soon, The Career Lattice courses at www.thecareerlattice.com

- Media training
- Strategic communication consulting, training & coaching
- Content strategy, development & project management
- Writing, editing & ghostwriting