MEDIA RELATIONS 101

Presented by:

OREGON WINE BOARD
CARRIE HARDISON

Education Manager
Oregon Wine Board
Welcome!

All attendees are on mute

Send in your questions via the question box

Questions will be answered at the end of the webinar

Webinar is being recorded and will be available on industry.oregonwine.org/education
industry.oregonwine.org/education

**Education Resources**

Access education resources including statewide educational offerings, educational media, Spanish language resources and employee training materials.

- Upcoming Industry Workshops
- Education Presentations
- OWA Education Videos
- Oregon Wine History Archive
- Spanish Language Resources-Recursos en Español
- Oregon OSHA Training Resources
PRESENTING TODAY

Michelle Kaufmann
Communications Manager
Oregon Wine Board

Dixie Huey
Proprietor
Trellis Growth Partners

Marilyn Hawkins
President
Hawkins & Company PR
MICHELLE KAUFMANN

Communications Manager
Oregon Wine Board
Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.
<table>
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<th>WHAT’S THE DIFFERENCE?</th>
<th>ADVERTISING</th>
<th>MEDIA RELATIONS</th>
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<tbody>
<tr>
<td></td>
<td>• Branding and sales</td>
<td>• Image</td>
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<tr>
<td></td>
<td>• Paid</td>
<td>• Earned</td>
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<td></td>
<td>• Builds exposure</td>
<td>• Builds trust</td>
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<tr>
<td></td>
<td>• Audience is skeptical</td>
<td>• Media gives third-party validation</td>
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<td></td>
<td>• Guaranteed placement</td>
<td>• No guarantee, must persuade media</td>
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<td></td>
<td>• Complete creative control</td>
<td>• Media controls final version</td>
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<tr>
<td></td>
<td>• Usually uses visuals</td>
<td>• Usually uses language</td>
</tr>
<tr>
<td></td>
<td>• “Buy this product”</td>
<td>• “This is important”</td>
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NEWS: THEN vs. NOW
DIXIE HUEY

Proprietor
Trellis Growth Partners
Gaining Understanding
MEDIA REALITY

There is a huge amount of information and wine samples being sent to media

40% receive shipments at least weekly; 20% of this group receives more than 200 shipments annually.

More than 70% of media are pitched at least weekly; 40% are pitched daily and 20% multiple times per day.
And yet very few media are employed full time

Only 13% work full-time on staff at a publication. 21% are full-time freelancers.

More than 50% are part-time freelancers.
So many media work for more than one outlet
An individual may contribute to 5-10+ outlets.
Today’s blogger with a writing talent is tomorrow’s major trade publication editor or reviewer.
The number of samples, pitches and invitations sent to media far outweighs the number of possibilities and outlets that exist for coverage.
Social media is an important tool, and these are the top three sites used by media covering our industry:

- Facebook: 34%
- Twitter: 33%
- Instagram: 19%
We can all improve our proactive media communication

Only 37% rated communication from Napa Valley wineries strong.

Only 22% rated communication from Willamette Valley wineries strong.

Only 11% rated communication from Walla Walla wineries strong.
There are two simple ways to improve your relationships with the press: share and thank.

90% are interested or very interested in having their work recognized via social media.

Only 21% are frequently thanked for their coverage.
Samples are your #1 tool

90% of media are interested in receiving them; 65% of whom are very interested.

How you do this is important, because 41% want samples sent proactively and 49% want to be pitched first.

Establishing a personal relationship is key to understanding preferences.

“Samples are the best way to evaluate a wine. Tastings and events only give you a snapshot of the wine. I need to taste it over a course of days to really understand a wine.”
Connect in person

83% are interested or very interested in media events.

82% are interested or very interested in individual meetings with owners and winemakers.

“Let me know when prominent wine industry people are coming to my geographical area. I can pitch a story to my editor more effectively if there's a local hook.”
Personalization is key to effective pitching

64% are interested in pitches.

Email is the number one preferred method of communication.

Pitching effectively is key. Avoid blast emails and instead offer individual insights via a personal approach.

Develop a personal approach by research – read her work and visit her social sites and blog, then draw connections.

“I like pitches when the person pitching has read my work and understands what I need.”
“It takes time to get stories placed and I can't use info when it's from a press release and out to the general public.”

Send press releases only when you have true news to share and only to those who want them.

Press releases were the lowest rated tool with 57% being interested or very interested.

They may be efficient, but they aren’t personalized, so only send them to those on your list who have expressed interest.

Good newsworthy examples include a new winemaker or vineyard acquisition.
Press trips are a good tool when conducted effectively

76% of media are interested or very interested in press trips.

5% are not allowed to accept them. This is often due to employer policy.

Collaborate with your industry colleagues to create a more interesting experience. For example, work with a regional organization versus showing an individual winery experience.

“Interest in region/producers... If it is something I know I will likely write about. Am I familiar with the PR company/regions sponsoring the trip? Overall will it be a good fit for me?”
If you could make one change to how wine communications professionals operate...

Personalize pitches  Communicate more  Be more responsive

Be original  Know your place  Give advance event notice

Have good trade page  Make wine pricing clear  Send fewer releases
More effective, personalized communication is the theme of the media wish list

More than 20% said communication should be more personalized.

Nearly 10% said responsiveness was lacking.

While media want fewer blast and follow up emails, 10% would like more frequent personal communication.

Those who have day jobs would like events to be held on evenings and weekends.
4 simple steps for improving your winery’s media relations

1. Focus on building relationships with media on an individual basis. Learn their preferences, interests and policies.

2. Recognize the value of sending samples. They are your best marketing tool.

3. Avoid the no-nos. Sending releases about gold medals. Following up to see if a press release was received.

4. Ensure you have the correct assets. This is a simple trade page with your tech sheets and visual assets – logo, labels, bottle shots and photography.
A FOCUS ON TRADITIONAL MEDIA: PRINT, BROADCAST & ONLINE
WHY PUBLICIZE?
TOOLS OF THE TRADE

• Contacts database: Your media CRM
• One- or two-page fact sheet, constantly updated
• Bios on key people
• Interesting, high-res photography
• Relevant backgrounders (wines, winemaking styles, farming practices, market status, etc.)
• Newsroom or Media Kit section of your website
WORKING WITH REPORTERS & EDITORS

RESPECT IS THE KEY

• Understand their deadlines and daily pressures
• Return their calls!
• Help them find things, quickly
• Compliment their skills; settle any “beefs” directly
• Remember: friends cover friends
WHAT MAKES NEWS ... AND WHAT DOESN'T
DON’T WAIT FOR MEDIA TO FIND YOU

• Stay on top of industry, business and consumer trends
• Be a story snooper in your own business
• Get good at writing story pitches and queries
The Oregon Shakespeare Festival attracts some 150,000 tourists to Ashland each year. Many of them long ago gave up Class 4 river rafting, but they do like to wine tour. And the new Bear Creek Wine Trail came together to welcome them. Would you like to talk with some local winery owners about what they’re doing to roll out the wine-red carpet?
This family has farmed thousands of acres in the Pacific Northwest for 100+ years. Their fruit trees love the valley floors, but their newly planted vineyards love the hillsides. There’s a good “ag transformation” story here and this owner/grower can explain all the working parts.
GIVE A GREAT INTERVIEW

• Don’t try to talk off the cuff; take time to prepare
• Know exactly what you want to talk about, and not talk about
• Rehearse your answers – and get to the point, promptly
• Be able to “bridge”
• Use concrete examples, interesting anecdotes
• Avoid overly self-flattering remarks, or criticisms of others
• Close the interview with a solid recap
HAVE A CRISIS RESPONSE PLAN
KEY TAKEAWAYS

Positive Publicity
• A powerful marketing arrow in your quiver
• It takes time, savvy and perseverance

Help Reporters
• Understand interests and pressures
• Personalize the story: avoid “spray and pray”
• Friends cover friends

Know What Makes News
• What are you doing that’s new and different?
• Don’t forget the visuals

Contact Them Smartly
• Simple, compelling pitches often work best

Give a Great Interview
• Prepare in advance
• Focus on a few important points
• Be able to “bridge”

And If Things Go Sideways...
• Have a crisis response plan
Q & A TIME!
Education Resources

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- Oregon OSHA Training Resources
You will receive a follow up email with links to educational resources and a survey of today’s webinar.

For questions, contact OWB education manager Carrie Hardison
carrie@oregonwine.org
THANK YOU!