

MEDIA RELATIONS 101

Presented by:



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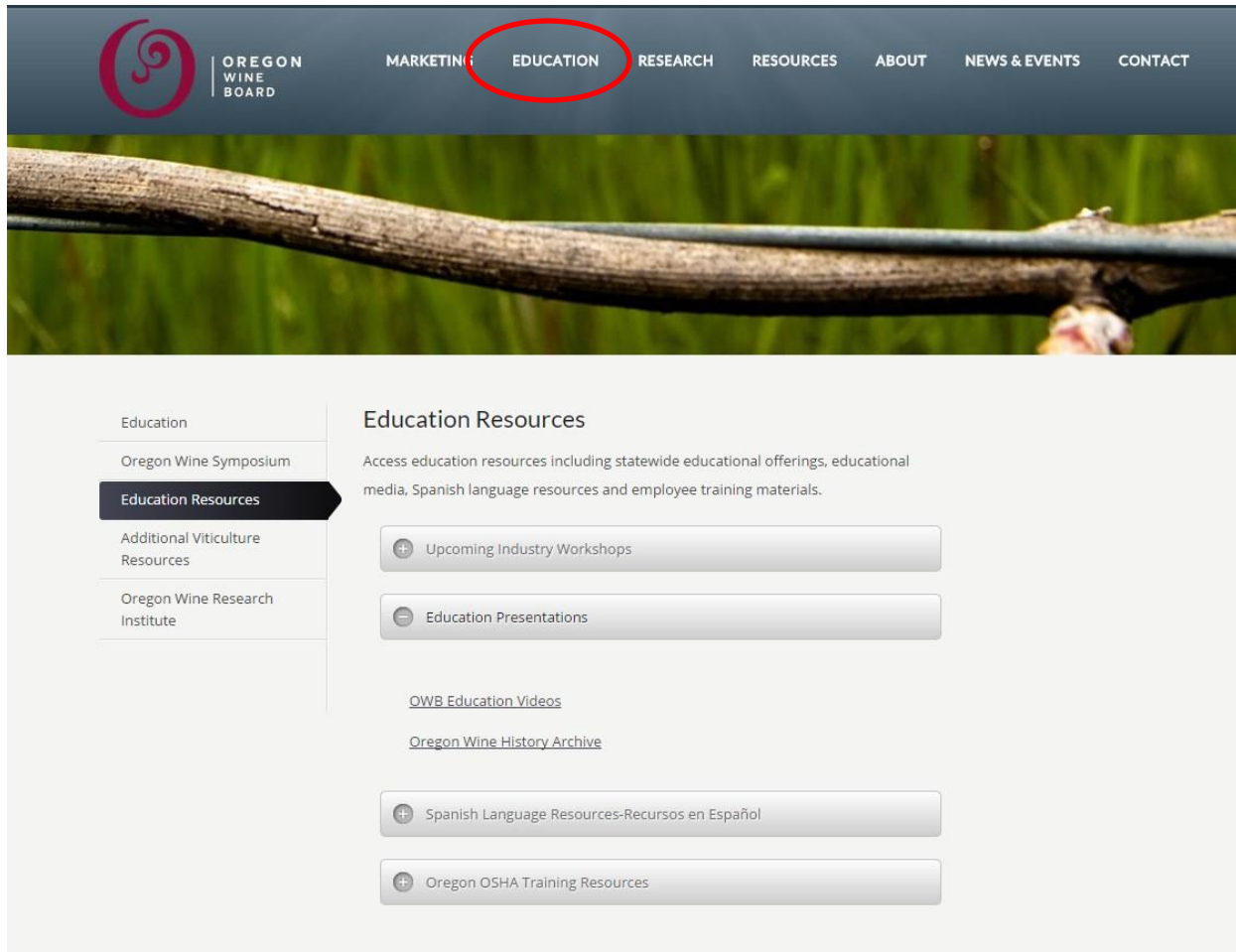


WELCOME AND HOUSEKEEPING

- 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**

EDUCATION RESOURCES

industry.oregonwine.org/education



The screenshot shows the Oregon Wine Board website's navigation bar with the 'EDUCATION' link circled in red. Below the navigation bar is a banner image of a vine branch. The main content area features a sidebar on the left with a menu where 'Education Resources' is highlighted. The main content area is titled 'Education Resources' and includes a descriptive paragraph, a list of resource buttons (Upcoming Industry Workshops, Education Presentations, Spanish Language Resources, Oregon OSHA Training Resources), and two links (OWB Education Videos, Oregon Wine History Archive).

Navigation Bar: OREGON WINE BOARD | MARKETING | **EDUCATION** | RESEARCH | RESOURCES | ABOUT | NEWS & EVENTS | CONTACT

Sidebar Menu: Education | Oregon Wine Symposium | **Education Resources** | Additional Viticulture Resources | Oregon Wine Research Institute

Education Resources

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

- Upcoming Industry Workshops
- Education Presentations
- [OWB 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



WHAT IS PUBLIC RELATIONS?

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

WHAT'S THE DIFFERENCE?

ADVERTISING

- Branding and sales
- Paid
- Builds exposure
- Audience is skeptical
- Guaranteed placement
- Complete creative control
- Usually uses visuals
- “Buy this product”

MEDIA RELATIONS

- Image
- Earned
- Builds trust
- Media gives third-party validation
- No guarantee, must persuade media
- Media controls final version
- Usually uses language
- “This is important”

NEWS: THEN vs. NOW



VS



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CONSTANT



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DIXIE HUEY

Proprietor
Trellis Growth Partners



MEDIA REALITY

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.

MEDIA REALITY

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.



MEDIA REALITY



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.

MEDIA REALITY

The number of samples, pitches and invitations sent to media far outweighs the number of possibilities and outlets that exist for coverage



MEDIA REALITY

Social media is an important tool, and these are the top three sites used by media covering our industry:



34%



33%



19%

MEDIA REALITY

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.



MEDIA SERVICE

Building Relationships



MEDIA SERVICE

**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.

MEDIA SERVICE

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.”



MEDIA SERVICE

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.”



MEDIA SERVICE

“I like pitches when the person pitching has read my work and understands what I need.”

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.

MEDIA SERVICE

“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.

MEDIA SERVICE

*“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?”*

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.

MEDIA SERVICE

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

MEDIA SERVICE



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.

MEDIA SERVICE

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.

MARILYN HAWKINS

President
Hawkins & Company PR



Hawkins & Company PR, LLC



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WHY PUBLICIZE?



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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



- 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



EXAMPLES OF GOOD PITCHES

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?



EXAMPLES OF GOOD PITCHES

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.



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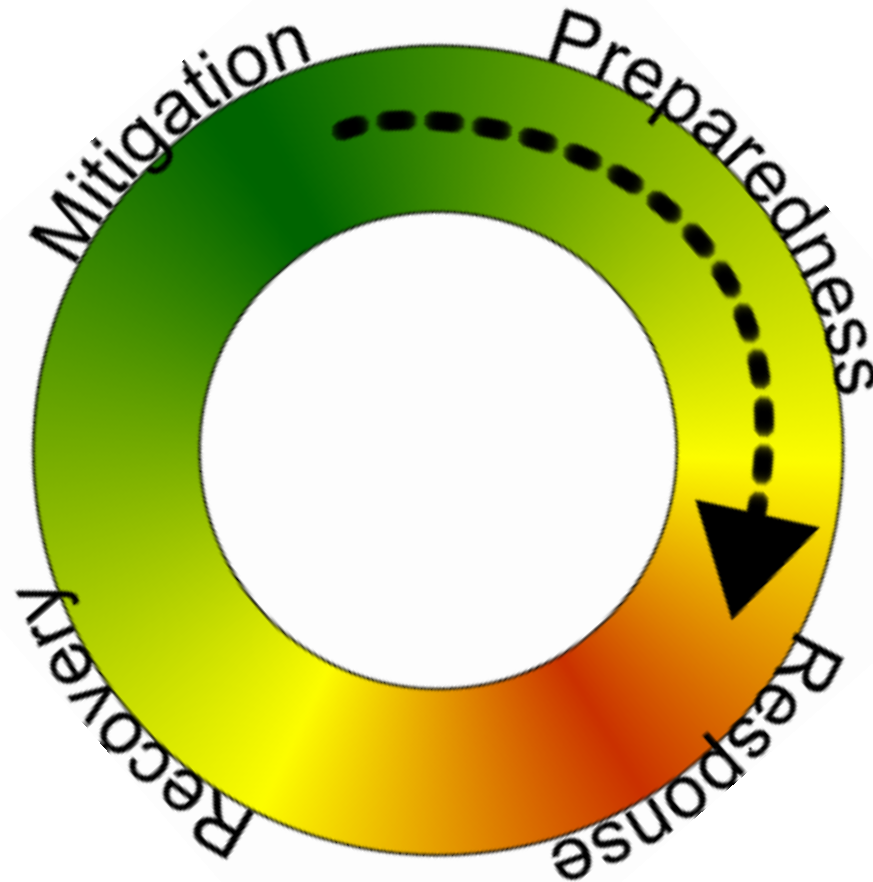
GIVE A GREAT INTERVIEW



- 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



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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



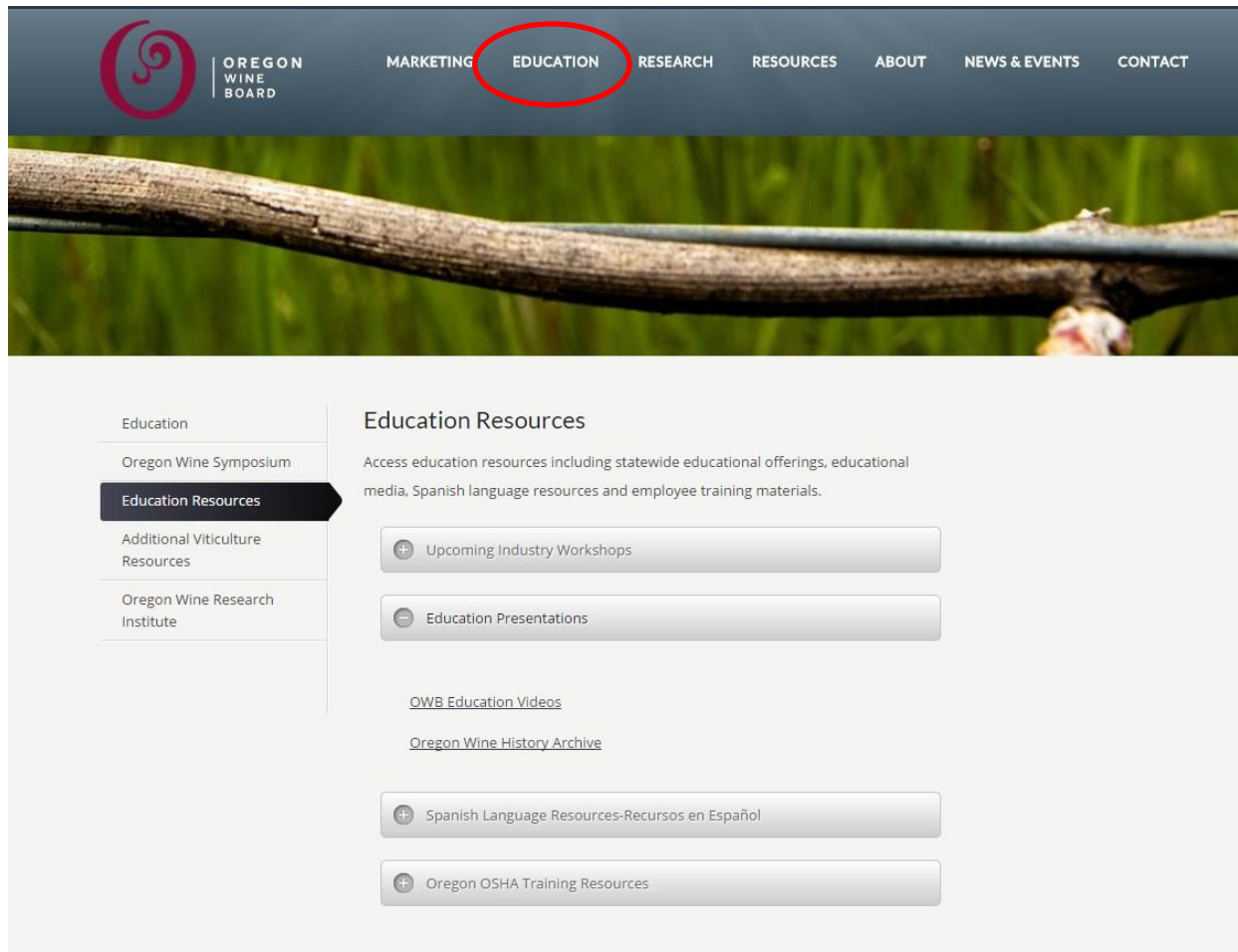
Q & A TIME!



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EDUCATION RESOURCES

industry.oregonwine.org/education



The screenshot shows the Oregon Wine Board website. The top navigation bar is dark blue with the Oregon Wine Board logo on the left and links for MARKETING, EDUCATION (circled in red), RESEARCH, RESOURCES, ABOUT, NEWS & EVENTS, and CONTACT. Below the navigation bar is a large image of a vine branch. The main content area has a left sidebar with a menu: Education, Oregon Wine Symposium, Education Resources (highlighted with a dark blue arrow), Additional Viticulture Resources, Oregon Wine Research Institute, and a bottom section. The main content area is titled "Education Resources" and includes a description: "Access education resources including statewide educational offerings, educational media, Spanish language resources and employee training materials." Below this are five expandable resource buttons: "Upcoming Industry Workshops", "Education Presentations", "OWB Education Videos", "Oregon Wine History Archive", "Spanish Language Resources-Recursos en Español", and "Oregon OSHA Training Resources".

OREGON WINE BOARD

MARKETING **EDUCATION** RESEARCH RESOURCES ABOUT NEWS & EVENTS CONTACT

Education

Oregon Wine Symposium

Education Resources

Additional Viticulture Resources

Oregon Wine Research Institute

Education Resources

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

+ Upcoming Industry Workshops

- Education Presentations

[OWB Education Videos](#)

[Oregon Wine History Archive](#)

+ Spanish Language Resources-Recursos en Español

+ Oregon OSHA Training Resources



SURVEY & LINKS

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!



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