



Media Relations 102 Best Practice Checklist

Stories and Pitches

- Be familiar with the writers work
- Develop authentic relationships
- Send pitches via email
- Make sure stories are unique and relevant to the type of story a particular writer would care about
- Give plenty of lead time- print requires more time than digital platforms
- Follow-up, but only once. Be respectful

Samples

- Make it as easy as possible for writers to find information about your wine
- Have an up to date trade page on your website with product information and product images
- Include the retail price and case production directly on each bottle you send as a sample
- Include high resolution label and bottle shots - either in an email or include a flash drive with the sample – directly on your website is even better!
- Include a technical sheet with the following information:
 - Retail price, case production, vineyard sources, blending breakdown and winemaker
- More information is better!

Press Events and Trips

- Partner with other wineries to create a unique tasting experience or event
- Offer your guest lodging space (if applicable) to writers to create a more compelling reason to visit
- Invite writers with plenty of notice - the earlier the better!
- Deliver trip itineraries to writers 4 to 6 weeks in advance
- Include down-time in the itinerary. Writers like to have time to process and write about their experience.
- Include social media and contact information for all participating wineries

Digital Engagement

- Acknowledge the writers and their work - share
- Actively engage on writers social media pages
- Have an up to date LinkedIn profile
- Use Facebook promotion feature to share media coverage - fairly inexpensive
- Use it as a tool to collaborate and a way to forge new relationships
- Website - keep it updated with important information writers need to promote your wine!