

MEDIA RELATIONS 102

Presented by:



**OREGON
WINE
BOARD**

CARRIE HARDISON

Education Manager
Oregon Wine Board



HOUSEKEEPING

- All attendees are on mute
- Use the question box in the tool bar to submit your questions
- This is an interactive webinar and we encourage you to send **ALL** questions as they come up
- What to expect today:
 1. Stories and Pitches
 2. Samples
 3. Press Events and Trips
 4. Digital Engagement
- Summary slide after each section with best practice checklist
- Email with links to presentation materials and survey sent later today

EDUCATION RESOURCES

- Webinar recording and supplemental material will be available under *Education Resources* on the industry website:

industry.oregonwine.org/education/

Education Resources

Access education resources including statewide educational offerings, links to past OWB workshops and webinars, Spanish language resources and employee training materials.

- + Upcoming Industry Workshops
- + Education Webinars and Videos
- + Spanish Language Resources-Recursos en Español
- + Oregon OSHA Training Resources



MICHELLE KAUFMANN

Communications Manager
Oregon Wine Board



PRESENTING TODAY



Mary Cressler
Founder of Vindulge
Wine Education and
Consulting



Eric Degerman
Co-owner of Great
Northwest Wine



Andy Perdue
Co-owner of Great
Northwest Wine

STORIES AND PITCHES

- How do you get your stories?
- How do you like to be pitched?
- What are examples of a story that someone pitched that you pursued?
- What can someone do to make sure their pitches stand out?
- What are examples of relationships you have recently built in the industry that have helped you achieve your editorial goals?
- How do you like someone to follow-up?

STORIES AND PITCHES

Best Practices and Strategies

- 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

- How do you like to receive samples?
- What should be included with each sample that wineries send out?
- Examples of samples you've received that have stood out?

SAMPLES

Best Practices and Strategies

- ❑ 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

- What percentage of your time is spent out on press events and trips?
- What are some key elements of an enticing press event?
- Do you prefer that wineries pitch a story with their event?
- How much lead time do you need when considering press events or trips?

PRESS EVENTS AND TRIPS

Best Practices and Strategies

- 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

- How do writers use Facebook, Instagram and Twitter?
- What social media activity are writers looking for in a possible story subject?
- What needs to be included in a media kit on your website?
- What other website assets are essential to have included and updated?

DIGITAL ENGAGEMENT

Best Practices and Strategies

- 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!

Q & A TIME!



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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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