

# Leveraging Your Book for Media Opportunities

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So.... You're  
An Author?

**Now what?**

- **Tell Everyone!**

## What is Public Relations?

- The proper definition according to the Public Relations Society of America is “a strategic communications process that builds mutually beneficial relationships between organizations and their public.”

# Why Do You Need Media Relations in Your Strategic Plan for Your Book?

- As an author, you need to increase your connections, visibility and credibility for you and your book
- Building solid relationships is the secret sauce to Public Relations which can lead to future media opportunities
- It's not magic, it's hard work and takes time

# What Does Media Mean?

\*Noun. a plural of medium. ( usually used with a plural verb ) the means of communication, as radio and television, newspapers, magazines, and the Internet, that reach or influence people widely.

- “Earned” media is NOT paid for
  - It is NOT advertising
  - Traditional outlets
    - TV, radio, newspapers, magazines
    - Non-Traditional outlets
      - Podcasts – This form of broadcasting is VERY popular
      - Blogs

\*Definition courtesy of Dictionary.com

# What is An Electronic Press Kit?

- This is content for media interviews, speaking engagements and events
- This should be completed before your book is done
  - Biography - one page maximum
  - Professional updated headshot
  - Press release on your book or an event you will be hosting
    - Include quotes by you or the person who is endorsing your book
  - Media advisory if you host an event – book signing, etc.
  - Fact sheet about your company, your book, etc.
  - Statistics on the topic of your book – mental health for example: This could be stats and an overview of brain disorders, etc.

# How to position your book in a press release

- This really depends on the subject matter
- For example, if your book is about mental health you can write a press release about the latest research findings and include information from your book and then pitch to mental health, health, parenting, science, lifestyle publications and other media outlets
- Be aware of current trends in the news and how it relates to your book
  - Timing and positioning is everything
- If your book is about fatherhood, then pitching months before Father's Day is ideal so you can line up interviews or TV appearances in time for that specific holiday

# Press Release Example



**FOR IMMEDIATE RELEASE**

**March 8, 2019**

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## **Nationally Recognized East Windsor, New Jersey Resident Hits Capitol Hill To Advocate, Educate and Inspire Others Fighting Multiple Sclerosis**

Nichole Chobin, an East Windsor, New Jersey resident is a fighter on a mission to spread awareness and inspire others. Nichole joined the New Jersey Chapter of the National Multiple Sclerosis Society on March 5 for The National Multiple Sclerosis Society Annual Conference in Washington, DC. The Congregation goes to Capitol Hill to be a voice for those suffering from this chronic disease.

Nichole Chobin is a nationally recognized MS patient, advocate and speaker. She was diagnosed in 2006, and works daily works to continue and maintain a daily life of normalcy due to this life-altering disease. Nichole wants to educate, engage and give hope to others who suffer from MS. Her diagnosis, and the emotional rollercoaster that followed, opened the door to the next chapter of her life: sharing the message of limitless belief in ourselves

Nichole is a "Powerhouse Woman" who has also survived two fiancés dying, a plane crash, and her debilitating disease that almost partially paralyzed her. She has taken all of these life altering experiences and turned them into positive knowledge and the mastery of passion, purpose, and profession.

The purpose of this special annual legislative day is to bring to light the importance of awareness and education for MS. Working with legislators to enact changes that will support betterment in the healthcare system and create more research funding. In fact, the February 2019 edition of *Neurology* states that more than twice as many people are suffering from MS than previously thought. One million.

"I made a decision 16 years ago, when my first fiancé died, and have now taken my tragedy and adversity and turned them into empowerment," says Nichole. "I want to share my message to help anyone who needs motivation and purpose to move forward personally and professionally. I truly believe in the work that The National Multiple Sclerosis Society is doing. I'm honored to be part of the team to advocate for better and more affordable healthcare, access to medication, more funding and research, as well as creating a strong platform to find a cure."

Multiple Sclerosis is a chronic, unpredictable disease of the central nervous system (CNS), which is made up of the brain, spinal cord, and optic nerves. It is thought to be an immune-mediated disorder, in which the immune system incorrectly attacks healthy tissue in the CNS. MS can cause symptoms including blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue, problems with memory and concentration, paralysis, and blindness and more. These problems may come and go or persist and worsen over time. Most people are diagnosed between the ages of 20 and 50, although individuals as young as 2 and as old as 75 have developed it. *Information courtesy of The National Multiple Sclerosis Society. <https://www.nationalmssociety.org/>*

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## MEDIA ADVISORY

- WHAT:** **The National Multiple Sclerosis Society Annual Conference.** The Congregation goes to Capitol Hill to be a voice for those suffering from this chronic disease.
- WHO:** **Nichole Chobin**, East Windsor, NJ resident and nationally recognized MS patient, advocate and speaker, will attend a legislative day in DC. Nichole is a fighter and on a mission to spread awareness and help others. Diagnosed in 2006, Nichole works to continue and maintain a daily life of normalcy due to this life-altering disease. She wants to inspire and give hope to others who suffer from MS too. Her diagnosis, and the emotional rollercoaster that followed, opened the door to the next chapter of her life: sharing the message of limitless belief in ourselves.

Nichole is a “Powerhouse Woman” engages and educates others because she’s lived it. She’s survived two fiancés dying, a plane crash, and her debilitating disease that almost partially paralyzed her. She’s taken all of these life altering experiences and turned them into positive knowledge and the mastery of passion, purpose, and profession.

- WHEN:** **Tuesday, March 5, 2019, 9 am-5 pm**
- WHERE:** **Capitol Hill Washington, D.C.**
- WHY:** The purpose of this special annual legislative day is to bring to light the importance of awareness and education for MS. Working with legislators to enact changes that will support betterment in the healthcare system and create more research funding. In fact, the February 2019 edition of *Neurology* states that more than twice as many people are suffering from MS than previously thought. One million.

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\* Information courtesy of the The National Multiple Sclerosis Society.  
<https://www.nationalmssociety.org/>

- Contact:** Jennifer McGinley, to arrange an interview with Nichole Chobin 410-303-2252.  
<https://nicholechobin.com/>

# Media Advisory Example

# What Media Do You Approach?

- Narrow down your subject areas - science, parenting, health, etc...
- Do research on your desired outlets – local, national and niche outlets
- Create a media list which includes the name of the outlet, the contact name, email address and phone number
- Use a spreadsheet to stay organized

# Custom Media List Example

	A	B	
11		Ledger Local	
12		Ledger Somerset Observer	
13		New Jersey Advance Media	Alan I
14		New Jersey Advance Media	Tony
15		New Jersey Advance Media	Steve
16		New Jersey Business Magazine (NJB)	
17		NJBIZ	Eric St
18	*	NJBIZ	Jessica
19		South Jersey Times	Jessica
20		Star-Gazette	
21		Suburban News	
22		The Daily Record	
23		The Jersey Journal	
24		The Star-Ledger	Ron Ze
25		The Times	Richard
26		The Times of Trenton	
27		Warren Reporter	Kevin S
28	Philly	WHYY/NJ too	
29		Philadelphia Inquirer	Newsr
30		CBS KYW	Julie Bu
31		NBC 10	Newsr
32		Fox 29	

# How Do You Work With The Media?

- Understand THEIR news outlet and audience
- Read their publication or watch their content
- Call the media outlet first to confirm the proper contact person
- Email contact person and provide them:
  - press release, bio, facts and stats and tell them about yourself and your book
  - Why is your book important to their audience? Provide value
- Call them a day later to follow up
- Always be gracious and thank the media regardless of the outcome for you
- GOOD LUCK!

# Why Using a PR Agency Increases Your Chances of Success

- Has a proven track record of success
- Positions a person, brand or book appropriately
- Provides more credibility for you than when you represent yourself
- Understands messaging and building awareness
- Values the importance of building relationships/networking with the media – loyalty, reliability and serving THEIR audience
- Knows strategy, inside information, timing, pitching, media outlets, trends