

# **DIX & EATON**

# Media Relations: Getting Your Story Told

# SEARC

# **RESEARCH**

- Interview client stakeholders
- Articulate objectives and analytics
- Define audience and how it accesses information



#### **PLAN**

- Align communications channels with audiences
- Create media/influencer lists
- Develop communications themes and assign to digital, media and other channels



# **EXECUTE**

- Distribute content via specific digital, print and broadcast channels
- Reach out to media/ influencer contacts
- Post content via digital channels



# **AMPLIFY**

- Share links to distributed content and coverage
- Leverage social accounts and promote sharing
- Complement with additional digital content



#### **EVOLVE**

- Review analytics for program effectiveness
- Review objectives and audience targets
- Develop additional themes and outline aligned content

