Tell us
YOUR STORY!

Media Relations Instructions

HOW TO SHARE YOUR STORY
WITH UNIVERSITY MEDIA RELATIONS:

1. Email a short description of your story to any member of
   the Media Relations Team as soon as possible. Be sure to
   emphasize the significance of the story.

2. Follow up with a phone call or another email message
   at least two weeks prior to an event or a date that's
   important to the story.

3. Media Relations Team will evaluate media
   opportunities for your story and contact you.

ARE YOU AN EXPERT?

The Media Relations Team maintains a list of faculty and
staff with expertise in various areas. If you're knowledgeable
in a particular subject and are comfortable being
interviewed by reporters, which may include speaking on
camera, contact a member of our team.

Media Relations Team

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Media Relations
UNIVERSITY COMMUNICATIONS
AND MARKETING

EFFECTIVELY PITCHING YOUR STORY

Be Brief - Your pitch should immediately present relevant
points and ideas and be concise.

Timing is KEY - In general, press releases concerning
newsworthy events are sent two weeks in advance of the
event. Press releases concerning newly published research
are timed to coincide with the publication.

News or Feature? - Be clear to indicate whether your
story is news (i.e., breaking research or an upcoming event)
or is best suited for a feature story.

Show AND Tell - In pitching a story, be sure that you
have something to SHOW a reporter as you tell them about
your idea. Relevant equipment, tools, photos, artifacts and
locations help illustrate your story.

Build Characters - Great stories need great characters.
Be sure to share details about the interesting people involved
in the story and how these people can be made available to
the media.

Find Your "Hook" - What makes your story unique? What
part of your story will people find most interesting? What part
will most attract their attention? Which elements will they
connect to their lives?

POSITIONING YOUR STORY

Does your work provide a local connection to a story that's
currently trending in regional or national media?

Does the story involve something that is the first, fastest,
largest, smallest, newest or oldest?

Does it contain a human interest element? Is anyone else
directly impacted by the story? Are there others who can share
their experiences?

Is there a famous connection?
Can this story be connected to
an important historical event,
celebrated location, famous
person or well-known celebrity?