

External Relationships



Your job title includes Public Relations, which requires a separate set of skills from Marketing. I spent 41 years in commercial radio, and I know what happens to most press releases, they're filed in the circular file. The press releases we paid attention to, were the ones delivered directly to a staff member. A relationship with a staff member carried far more weight than a random letter.

The FCC no longer requires Broadcasters to air Public Service Announcements. In fact, many broadcast outlets have cut the Public Service director position. This also allowed broadcasters to bury PSAs in the overnight hours. It is tough for your message to have a fighting chance. Building a relationship with someone on staff can help.

Consider hand-delivering your Press Release in person with a quality chapter quartet to back you up. Even just singing to the receptionist can open doors for you. It is unexpected, customized and will get you noticed.



If you randomly mail your press release to a media outlet, chances are it will not find its way to the correct individual. Your chances improve with an email to a department head you know. Hand delivering your message will get you noticed.

Of course, the larger the market, the more difficult it is to cultivate media contacts, but you should still try. Small markets with media outlets can work to build better relationships, with less hoops to jump through.



Each state has a broadcast association with websites to help you. Such as [WSAB](#), (Washington State Association of Broadcasters), [OAB](#) (Oregon Association of Broadcasters), [ISBA](#) (Idaho State Broadcasters Association), [MBA](#) (Montana Broadcasters Association). In British Columbia there is the [BCAB](#) (British Columbia Association of Broadcasters) and in the Alberta area the [WAB](#) (Western Associations of Broadcasters) representing private broadcaster. You'll find station call letters, service area, format, demographic, key personnel, and other station information. Armed with this information you can begin finding your ideal media channel for your Press Release and advertising.

Anything you can do to cultivate a media relationship will help spread your chapter message. Try to find a media "inside champion" to learn how to craft your message, what "hooks" to use, how to engage more of their viewers, listeners, or readers. Media outlets base news and human-interest stories on how many people it affects. Remember, media is a business, so they are always looking at numbers. Your numbers, and their numbers.

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