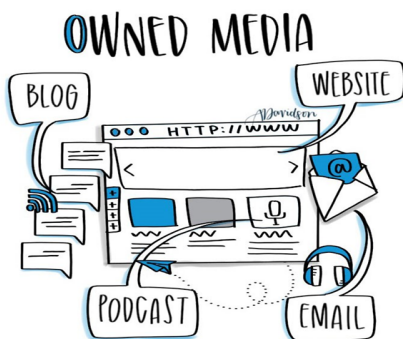
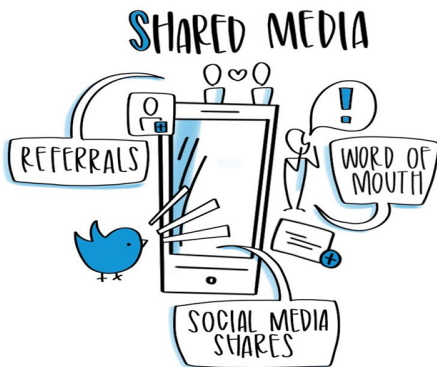
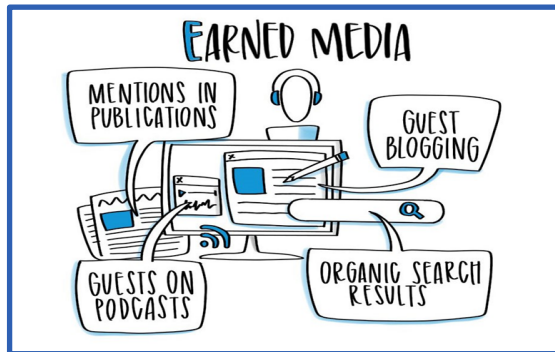
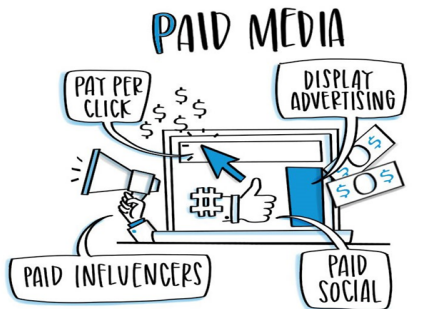




**BOLSTERING**  
**MEDIA**  
**OUTREACH**



# PESO MODEL



## PESO Model Resource Sheet

A comprehensive communications plan incorporates the four key types of media: paid, earned, shared, and owned, often referred to as the PESO Model. It's displayed as a Venn diagram to show how each type of media works with the other and how it can be shared across each form of media to amplify your message, in turn saving time on new content creation and ensuring a consistent public message.

Paid | Earned | Shared | Owned

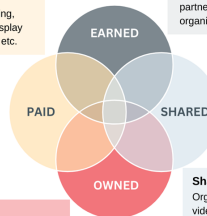
### Paid Media

Social media advertising, sponsored content, display ads, email marketing, etc.

### Earned Media

Having a media outlet or partner mention your organization or quote you.

**Earned Media Example**  
Ashy to be featured as an Organization of Excellence with ASH here:



### Owned Media

Content your team writes, records, and designs, often for your website and social media.

This includes videos, webinars, podcasts, testimonials, photos, infographics, designed images.

Start your planning here.

### Shared Media

Organic social media posts, videos, and Stories shared across platforms.

Visit our website for additional social media guide sheets and trainings: [endtobaccoca.ash.org](http://endtobaccoca.ash.org)



[Watch the PESO Model Training here](#)

# EARNED MEDIA



## Overview

- Earned Media is most often thought of as being covered by a news outlet. For example:
  - Being quoted in or mentioned by a news publication
  - Appearing on a TV news segment
  - Appearing on a podcast or radio show
- Earned Media is anytime another organization publishes content that mentions or quotes your organization.
  - Example: [Organizations of Excellence](#)

# EARNED MEDIA



## Benefits of Earned Media

- Building Credibility
- Search Engine Optimization (SEO)
  - High-quality links back to your site that Google values
  - New websites rank highly on Google
- Press Releases
  - You control your message
  - Reporters can grab your quotes quickly for use in their articles

EARNED  
MEDIA



## Step 1: Research

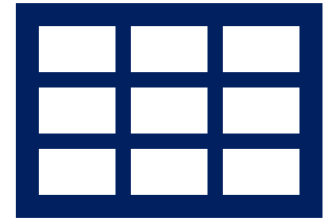
- Go to Google. Search for your organization's priority issues, topics, or keyword phrases.
  - Ex: Flavored tobacco law, public health policy + city, SB793 + city, California Capitol Reporter or correspondent
- Read through each search result. Which are relevant?
- Which media outlets and blogs show up on the first page? What about the second page?
- Look beyond *The New York Times*, *Washington Post*, and *LA Times*. Where is your audience?





## Step 2: Build your Media List

- Start your Excel tracking document of reporters and outlets that previously covered your topic:
  - First Name, Last Name, Email, Beat (Health Reporter vs. Breaking News Desk), Outlet, Editor, Twitter handle, link to previous articles, outreach notes
  - You can email an excel list using [Microsoft Email Merge tools](#)
- Check reporters' Twitter profile to confirm their beat and latest posts. *Follow them and engage.*
- *Keep checking reporters' current beat before pitching*





## Step 2: Build your Media List

### *Reporter Database Tools*

- **Prowly** (free 7 day trial and starts at \$293/mo) – over 1 million media contacts. Send, schedule and analyze 3,000 emails a month. <https://prowly.com/pricing>
- **Propel PRM** (free and paid options) – monitor mentions of your organization and search their database of reporters covering your topic. [www.propelmypr.com/pricing](http://www.propelmypr.com/pricing)
- **Agility PR Solutions** (paid) - over 1,000,000 media contacts and outlets. Search by keyword to identify who is writing about specific topics that matter to you - whether it's niche markets, industries, competitors, or anything else. <https://www.agilitypr.com/media-database>





## Step 3: Craft your Pitch

### *Timely + Newsworthy*

- Exclusive – one reporter at a time, note deadline your offer expires
- Embargo – several reporters, note deadline it expires and is public
- Experts available for interviews – great for follow up offer on their latest article, noting a new angle
- Expert quote responding to current breaking news
- **New research or data released or releasing**
- Press Release (paid or free)
- Invitation to an Event – Media Advisory
- Invitation to meet for coffee to introduce your issue and one expert



## Step 3: Craft your Pitch

### *Timely + Newsworthy*

- Clear Subject line and very short email body:
  - What is happening and when (2 sentences max)
  - Why it's newsworthy and relevant to them and their audience (1 sentence)
  - Why your expert or organization is most-qualified to speak to the issue (2 sentences max)
- **Make sure your pitch is valuable, interesting, timely, and relevant to that news outlet's readers**
  - Ex: AARP Magazine and Teen Vogue have very different readers.
- Include your cellphone number so they can reach you right away.
- Read more: [Muck Rack's Guide to PR Pitching](#)



## Step 4: Send your Pitch

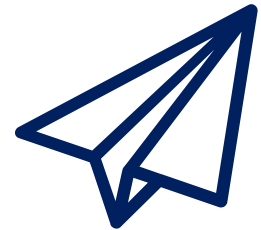
### *Timely + Newsworthy*

- Email (using a mail merge to customize their name and relevance to their outlet)
- Twitter Direct Message
- Phone Call
- Text (if pre-existing relationship)



## Step 5: Be Responsive

- When a reporter replies to your pitch, they are expecting a very quick turnaround on your response. *Be ready!*
- When a reporter contacts you first, it's likely time-sensitive. Reply immediately to ask their deadline while you confirm your content response.





## Step 6: Amplify any Earned Media

- When you get media coverage, post about it across social media. Tag the journalist and outlet.
  - *Reporters are evaluated based on clicks on their article, show them your topic is valuable to cover again.*
- Share their article as broadly as possible to drive traffic to their article.
- Email the article to your supporters and any relevant listservs.





# Op-Eds and LTEs

Pitch these directly through the submission details each news outlet lists on their website, following all word count criteria.

And be timely!



# Op-Eds

- Opinion desks get a LOT of submissions.
- Share a unique NEW viewpoint
- Notable and qualified author
- Timely submission based on current news and events
- Pitch the editor in the email when submitting (why this topic and this author for their audience), and paste the op-ed in the body of the email.





# Letters to the Editor

- Submit to a local paper
- Response to something they published 0-2 days ago. *Be quick!*
- Follow their word count requirements
- Follow their submission process. If submitting via email, paste the whole LTE in the body of the email and add 2 sentences at the top to pitch why you are the best person to submit this.

**How to Prepare a Letter to the Editor**

**Characteristics of an LTE**

Purpose	To offer a response or submit perspective to a published article.
Target Audience	Local media and readers.
Recommended Length	400 words.

**GETTING STARTED**

1. **Act quickly!** Aim to submit your response **within 1-2 days** of the article's publication date.
2. **Before you start writing**, check the outlet's guidelines for word count and other requirements. Usually you are limited to 100-250 words.
3. **Quote/reference** what you are responding to, usually an editorial or op-ed from that specific paper.
4. **Be concise yet compelling.** Consider using a personal story about how you have been impacted.
5. **Use facts, figures, and/or research** to support your case.
6. **End with a call to action** for the readers, even if it is a simple challenge to change their mindset on an issue.

**DO'S AND DON'TS**

- **Write** well-written and well-organized writing that is based in facts.
- **Submit** your LTE using the website's online form or by emailing it to the person listed on their website.
- **Read** examples of the latest news and/or LTEs published by the outlet you plan to pitch. You'll have a leg up if you get a sense for what they publish before you start your draft.
- **Do not "sell"** to get your point across. Editors often reject submissions because of tone.
- **If submitting your LTE via email**, do not send it as an attachment. Instead, **paste your entire LTE** into the body of the email and note your credentials/association.

Visit us at [www.tobaccofree.org](http://www.tobaccofree.org) for more information.

**ASH**  
ACTION ON SMOKING & HEALTH  
Division of UIC Tobacco Center





# Letters to the Editor - Feedback

- Keep submitting to local outlets
- **Use a personal story** as an opening hook, about the author or a community member
  - Humanizes the topic and feels more relevant to a local editor.
- *Share your best with us!*

**How to Prepare a Letter to the Editor**

A letter to the Editor (LTE) is a reader's response to something published in the paper to which the LTE is submitted. The editor will either use your submission, they won't, or they will modify it. Please write what you would like to see published or respond to in a concise, clear manner.

Characteristics of an LTE	
Purpose	To offer a response or submit perspective to a problem/article.
Target Audience	Local news outlet/readers
Maximum Length	400 words

**GETTING STARTED**

1. Act quickly! Aim to submit your response within 100 days of the article's publication date.
2. Before you start writing, check the outlet's guidelines for word count and other requirements. Usually you are limited to 100-250 words.
3. Quote/reference what you are responding to, usually an editorial or op-ed from that specific paper.
4. Be concise yet compelling. Consider using a personal story about how you have been impacted.
5. Use facts, figures, and/or research to support your case.
6. End with a call to action for the readers, even if it is a simple challenge to change their mindset on an issue.

**DO'S AND DON'TS**

- **Do:** Write well-written and well-organized writing that is based in facts.
- Submit your LTE using the website's online form or by emailing it to the person listed on their website.
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Visit us at [www.tobaccofree.org](http://www.tobaccofree.org) for more information.

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## Earned

### Pros

- **Authoritative:** you are vouched for by a third-party authority
- **Cost-Effective Reach:** leverage the size and trust of an established audience
- **Long-Term Benefit:** past press mentions or placements can be referenced to create long-term SEO benefits

### Cons

- **Unreliable:** you can never guarantee a press mention or placement
- **Hard to Scale:** does not scale well to global efforts or high volumes of messages
- **Expensive:** an effective PR program takes time and/or money to build



# Additional Resources



[Cision Blog and Resources](#)



[M+R Resources](#)



[Read more](#)





Is your organization doing great work in tobacco control?

**SUBMIT TO BE  
OUR NEXT MONTH'S  
ORGANIZATION OF  
EXCELLENCE.**

Let us showcase your efforts!



**To submit, visit:**

<https://endtobaccoca.ash.org/orgs-of-excellence-feature/>

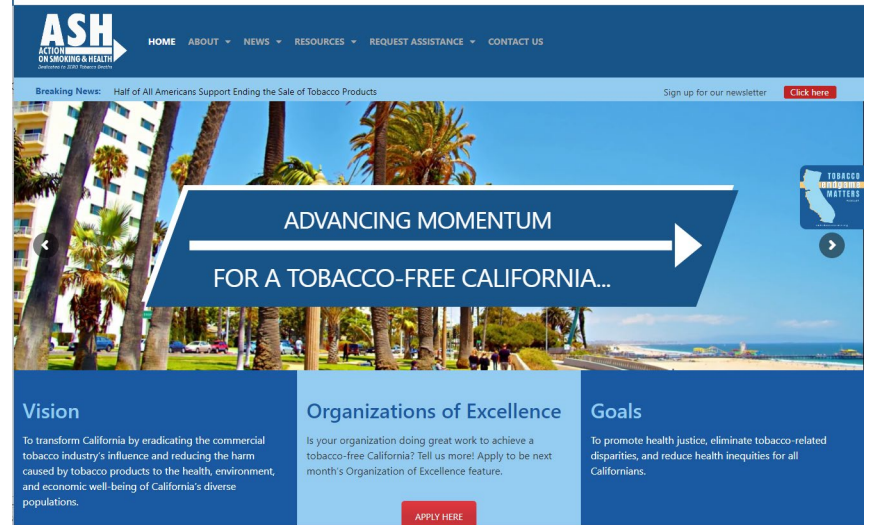
Advancing Momentum for a Tobacco-Free California



THANK YOU!

Megan Manning

[manningm@ash.org](mailto:manningm@ash.org)



<https://endtobaccoca.ash.org>

