



Greektown Chicago on WGN TV

Newsworthy Storytelling: Engaging New Audiences Through Media Outreach

Presented by Elizabeth Neukirch

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Basic PR Campaign Considerations

Knowing what sets
your organization,
special event or
initiative apart from
others

Focusing on a
target audience for
this story/message
vs. all audiences

Determining how
you can best
position your story
to stand out to
media



Questions to Ask

- WHAT is currently most newsworthy about your organization, event or initiative?
- WHY should people invest the time to learn more about this or get involved?
- HOW can you position this in a way that will stand out to the media and potential new audiences?

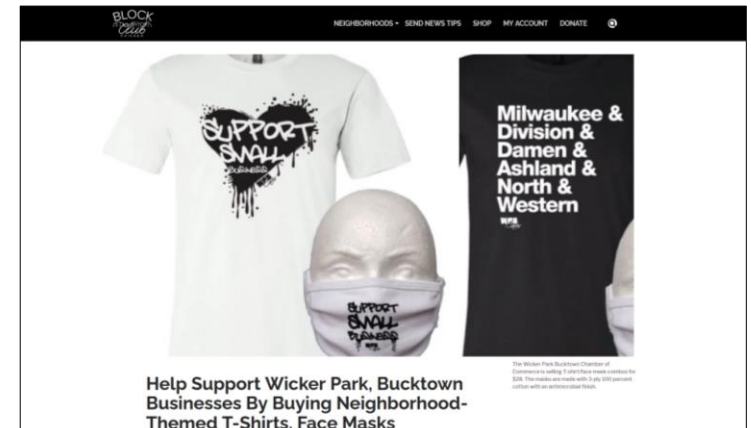
Examples of Impactful Storytelling



Chicago Crusader feature on youth artworks commissioned for The Loft education space at Steppenwolf Theatre



Chicago Sun-Times cover story on Latinx businesses a year into the pandemic & Rogers Park Business Alliance assistance initiatives



Block Club Chicago story on Wicker Park Bucktown Chamber of Commerce fundraiser for micro-grant program

Examples of Newsworthy Storytelling



Smithsonian Magazine feature on ***YOU BE MY ALLY*** public art project, tied to art institutions embracing AR during pandemic



HISTORY, ILLUMINATED

Chicago Tribune feature on ***Worker Cottage Parklet*** tied to history of this style of housing in the Wicker Park and Bucktown neighborhoods



WGN TV segments on **Greektown's Fanciful Fish** exhibition tied to neighborhood's celebration of 200th anniversary of Greek independence

Who are you trying
to reach with this
story, and why?



Existing patrons
& customers



Nearby residents
& your immediate
community



The entire city of
Chicago & beyond

PR Timeline

Long lead
announcement

3-4 months in
advance of
event/project
launch

Full press release

4-6 weeks in
advance of
event/project
launch

Media pitching

Weeks following
press release and no
later than 2 weeks in
advance (to allow
time to follow up)

Advisory

Sent to news desks
a week in advance,
then day before and
day of event (only if
on-site visuals are
available)

What Journalists Want in a Story

Timeliness and/or
a news “hook”

Compelling
interview subjects

Visual assets,
including on-site
locations, images or
video clips

Relevant to what
they cover

Sharing Your Stories



Congo Square Theatre Company
on WLS AM

Remember...

YOU are the expert when it comes to
your organization, and the stories you
share can make an impact.





Tips for Telling Your Story

- Consider personal profiles of interesting interview subjects, the timing of your opening/initiative related to recent and upcoming events, any great visuals or video clips, as well as positioning yourself as a “thought leader” in your area.
- Don’t be afraid to reach out to a journalist directly if you believe they will be interested in the story you’re offering! Email communications are preferred in this fast-paced field.
- Get to the point in your subject line to encourage a journalist to open your email. (They receive hundreds a day.)
- Focus on the media outlets that reach your target audience; in some cases, a local news site like Block Club may lead to more foot traffic or donations for a small business than a story in a regional paper.

Thank You!

If you have any questions about today's workshop or would like to schedule a free PR consultation for your organization, please reach out.



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