



**NARDIMEDIA**  
10 YEARS OF PR WITH PURPOSE

# BE HEARD

**Everything You Need To Know About  
Mastering Your Message  
& Getting Placed In The Media  
To Change Hearts & Minds**

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# INTRODUCTION



**Ashley Bernardi**  
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**Congrats!** If you're reading this, you likely have a product, book, service, or brand that you want to share with the world. But perhaps you're not sure how to share it, or where to even start.

That's where I come in. I've helped dozens and dozens of entrepreneurs, experts, authors, and organizations successfully share their message with the power of media placements. I founded my firm, Nardi Media, in 2015 with a special focus in helping entrepreneurs, experts, authors, and organizations ensure their message is HEARD in the media to increase business, sales, fans, or followers. My clients have been placed on hundreds of national and local television, radio, podcasts, print, and online outlets around the world. I've helped my clients appear on big-time networks like **NBC's TODAY Show, Good Morning America, CBS This Morning, The New York Times, The Washington Post, CNN**, and thousands more media outlets. I've also helped authors land a spot on **The New York Times Best Seller** lists and win awards for their work.

My expertise comes from a decade in network television as a producer and journalist. I've produced for **CBS News, The Washington Post Live, and energyNOW!**, which is a nationally syndicated energy and environmental show on **Bloomberg TV**. I always loved booking and producing segments for thought leaders changing hearts and minds with their work, and that has translated into my love for helping thought leaders share their message and secure media placements for their work.

You may find yourself asking: *Why do media placements matter when it comes to my work?*

Well, have you ever heard of the phrase, *if a tree falls in the woods and no one hears it, did it even fall?*

How will your audience know about your work if you haven't taken the time or investment to ensure you are building awareness, visibility, and exposure for its message?

If you're still not convinced, here are a few of my favorite reasons why media placements matter when it comes to sharing your message with the world:

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- ✓ You'll gain exposure to a wider audience. Essentially, you're widening your network by conducting interviews and getting people interested about you and your work!
- ✓ You'll build your credibility. I want you to see your work as your calling card. This is your big credibility builder and gets people to trust you.
- ✓ You'll likely use press coverage to leverage **new opportunities**, such as speaking engagements, book deals, collaborations, and more. I've seen this all happen just through the power of a media placement!
- ✓ You'll build **meaningful connections** with members of the press. So many people want to know how to become a regular contributor in their local TV market or even nationally. The best way to do this is to be of service to the press and treat them like real people by building meaningful connections! A great ice breaker could be: *"What stories are you working on right now that you need help with or that you are excited about?"*
- ✓ **You'll inform the public** about you and your work. People are consuming more media now than ever before. According to Statista, since 2011, the daily time spent with major media in the United States has increased by 60 minutes with the average daily time spent amounting to over half the hours in a day.
- ✓ **You'll inspire** people to take action. You launched your product, wrote your book, or began your service or organization to help and inform people about your work and expertise in a particular subject matter. Most of my clients have big goals to get their message out to the masses, and, in turn, inspiring people to make positive changes in their lives. You have a responsibility to get your message out to the world!

In the following chapters, I'm going to teach you everything you need to know about securing media placements in order to increase visibility, awareness, and exposure for you and your work, and over time, change hearts and minds of those you reach.

You'll learn key questions to ask yourself and your team before getting started, when to start media outreach, different coverage styles, how to pitch to the media, and so much more.

What you are going to learn is that PR takes time. You could certainly do it yourself, but I'm assuming that you're a very busy person.

This is why it is smart to understand the PR process and consider hiring a firm if you have the budget, or have an assistant or intern trained on how to successfully implement PR for your product, book, service, or organization.

Sharing your message through PR takes time and collaboration, but the most important thing I can tell you is that it is up to you to invest the time and energy into PR in order to make it work.

This is going to take your **investment** and **involvement** 100% of the way.

So, buckle up and get ready for an exciting ride! I can't wait to see you and your work shine in the media, reach your ideal audience, and change the world at the same time.



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Every day, I encounter people who feel “stuck” when it comes to reaching their ideal audience for their product, book, service, or organization. We know the power of media placements can influence, build credibility, and create exposure for yourself and your brand, but even taking the first step to getting more visibility can be terrifying, and it opens space for imposter syndrome. Ever hear of it?

**Will the media even want to talk to me?  
What makes me the expert?  
Do I have anything important or of value to say?  
What if people don't like my book, product, service, or organization?**

I want you to **quiet that inner critic** immediately and tell yourself this: You ARE a highly credible expert in your field on a complicated subject, and the media wants to hear from you, and therefore, so does your audience.

You, my friend, have a responsibility to share your message with the masses.

**Read that again.**

You have a *responsibility*! Your message and expertise will teach others, inspire others, move others, and invite people to take action.

So, if you're feeling stuck when it comes to expanding visibility for your message or perhaps you've started and aren't getting the media attention you feel that your work deserves...there may be a few factors to consider in order to get back into alignment, overcome imposter syndrome, and get your message out to the masses.

**You Don't REALLY Know Who Your Audience Is.**

You may think you know, but do you really know who your ideal audience is? Have you taken stock in what your clients and followers are watching, reading, and listening to? Have you asked them where they get their news and what their favorite podcasts are? Have you defined your ideal avatar by age, demographic, and even location? I say all this because often people come to me telling me they want to be on the **TODAY Show**, *which is great*, but my next question is, why? Is that where your audience is hanging out? (If your audience is geared towards mothers, then the **TODAY Show** is likely a good fit. Otherwise, it's not!) Oftentimes, it's not. It's important to not only get clear on your audience, but also know the audience of the media outlet in which you wish to be placed.

**You Haven't Found Your "WHY" For Getting Media**

You have a mission, a message, and a purpose. But have you asked yourself why you want to get your voice out to the masses? Do you want to sell more books? Do you want to gain more clients? Increase your organization's awareness? It's important to remember that media placements don't equal sales, business, followers, or fans.

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Media placements get you known, liked, and trusted. So, if you are looking to build awareness for your product, book, service, or organization, you need to consider other avenues in addition to media placements, such as digital marketing. Take time to journal this and ask yourself “Why do I want to get more media for myself and my work?” You’ll get a lot more clarity on your purpose for doing so, I guarantee it.

### **Your Message Isn’t Ready.**

With a media placement, you have one shot to share your message in an interview, and make it resonate with the audience. If you’re not clear on your message for your work and haven’t practiced what you are going to say, you’re more likely to cause confusion and worse – not be remembered! Practicing your message is key, and so is self-coaching yourself, editing your message, and continuing to practice! One of the best ways to get over imposter syndrome is to practice your message out loud, record yourself, listen to the playback, and keep practicing!

### **You’re Limiting Yourself By Staying Within Your Comfort Zone**

Perhaps you think you only need to do podcast interviews to promote your work, or you only want to be on TV, or you have no interest in doing radio interviews. *Why?* You may be missing out on a key audience and market to help you increase awareness, exposure, and credibility for yourself and your work. I challenge you to get outside of your comfort zone and consider all media formats when it comes to a media relations strategy for sharing your message. If media placements, in general, seem scary, that is totally normal, too! Again, practice your message, and I promise you’ll gain more confidence to step outside of your comfort zone.

### **You Don’t Have Time To Conduct Media Outreach Yourself**

*HINT:* If you have the budget, hire a team! Media outreach isn’t easy. It takes time and expertise to both strategically build relationships. It also takes time to have the mindset and understanding to quickly news-jump topics that put you in a position of strength. If you want PR to work for you without hiring a team, then you need to carve out time to pitch yourself and make it a priority. Spending even two hours a week on media outreach for yourself is better than none, and a great place to start!

### **You Want To Do It Yourself But Don’t Know Where To Start**

It can be scary to begin any type of media outreach like this, but I want to help you step outside your comfort zone! By the end of reading this book, I want you to feel empowered with gained knowledge on PR for your work. Whether you decide to do it yourself, hire a team, or have someone help you, you’re going to know exactly what it takes to ensure your message reaches your ideal audience and makes an impact through the power of the media.



If you haven’t been getting the placements you’ve been hoping for, don’t start second-guessing yourself. Take a step back and think about who makes up your ideal audience and what types of media that audience consumes. Once you have that, check to ensure your pitch and your message are being delivered in a way your target audience would understand and appreciate.

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# CHAPTER 2

## Getting Started: The Key Questions To Ask Yourself & Your Team Before Sharing Your Message With The World

Simply deciding that you're ready to share your work and your message with the world is a huge step and worthy of celebration! And it's just the beginning. So much of the success of your work comes from the effort put into promoting your work, your message, and yourself as a thought leader in your field.



**You're ready to share your message!**

My firm, Nardi Media, specializes in complementing and supporting you and your team, working together to craft more pitches, quickly shifting to speaking about trending topics (otherwise known as news-jumping or news-jacking in the PR world) news-jumping more relevant stories, and connecting with more media contacts to gain as much exposure for you and your message as possible. My firm gives you the best opportunity to make a name for yourself as a thought leader in your field. The support we're able to provide is paramount to your success!

So, when the time comes to start discussing the promotional plan for your product, book, service, or organization, be sure to make a list of questions to ask yourself and your team if applicable.

We have a few to get you started!

- ? How much time/effort will I be dedicating to media outreach for my message?
- ? Which media outlets are on my wish list?
- ? When do I begin on planning outreach, and what is the timeline for it?
- ? How long will I be conducting outreach and follow-up to members of the press?
- ? When will details of my work, including samples of my product or copies of my book, be available to share with the press?

If, when you ask these questions, it seems like there may be gaps in the promotional plan, check if there is a budget to bring in outside help. We pride ourselves in having great relationships with promotional teams (or publishers if you're writing a book), and, oftentimes, they are the ones that hire us to help support!

This is **your** message, **your** story.

Don't be afraid to ask questions that could make a difference in your ability to connect with your audience.

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If I had a penny for the number of times an entrepreneur, expert, author, or organization leader came to me a week or two before their product, book, service, or brand launch... well, you know how the saying goes. The reality is that your marketing plan, which includes digital marketing (email, newsletter, social media, SEO, paid advertisements), influencer marketing, PR (press placements), speaking engagements, website and product/book/service landing page, and more, need the same level of thought and attention that you put into selecting the perfect name for your brand, book, service, or product. We all have a message to share, but your message is nothing without an integrated marketing strategy to help you share it with the world!

I've been on the inside track working with promotional teams, and I've helped many thought leaders and authors successfully BE HEARD and share their work with the world. Here are some of the biggest mistakes I have observed over the years and advice on what you should be doing in order to help your work get the most visibility possible.

## **Mistake #1: Thinking You Can Start Your Marketing Process A Few Weeks Before Your Launch.**

I get how easy it is to forget about marketing because you are so focused on actually getting your work off the ground. The truth is, you should be thinking about doing both simultaneously. That means starting early, **at least six to twelve months before your launch**. *Why?* Well first, *you need to establish credibility!* Especially for first-time thought leaders, entrepreneurs, and authors, you need to earn the trust of your target audience.

**Advice:** Whenever you ask someone to part with money or engage with you, they need to be assured the purchase is worthwhile. Your established expertise will set their minds at ease. It's also important to understand the lead time required for different media platforms. Most podcasts require three months to six months lead time (the latter for the larger ones), and monthly magazines require six months lead time. Speaking engagements, especially those with ticket sales, can start booking more than a year in advance.

## **Mistake #2: Thinking PR Alone Is Enough**

While PR falls under the umbrella of marketing, it does not encompass everything you need to have a successful launch. It is only one piece of the very big puzzle. The goal of a PR campaign is to build awareness and credibility for you and your work as a thought leader in your chosen sector. PR has the ability to give you and your work exposure, credibility, and awareness through your powerful message, but it does not necessarily get someone to buy what you're selling or engage with you.

**Advice:** **The best route to success is pairing PR efforts with fully integrated marketing programs.** Marketing capitalizes on the accruing interest from media hits, converting them into action--specifically, getting people to run out and buy your product, book, or service, or engage with your organization. A strong presence across all facets of digital media (email, newsletters, social media posting, paid advertising on platforms like Facebook and Google, etc.) will present your work to the public at the right time to drive purchases and engagements.

### **Mistake #3: Having Big Goals, But Not Tapping Into Your Own Network**

Of course, you want your work to be featured or mentioned by Oprah or the TODAY Show (*again, if I had a penny...*), but understanding if your work is a match for these platforms is critical before you start reaching out. Also, while I think it is important to get your work in front of these bigger outlets and influencers, oftentimes, thought leaders, entrepreneurs, and authors forget to tap into their own network while in the process of thinking big.

**Advice:** Remember to work your network! You likely have a larger personal network than you realize, and personal connections are more likely to convert than cold calls to Oprah and the TODAY Show. Business associations, spiritual communities, local media outlets--even your neighborhood yoga studio may be excited to help promote your work! Facebook, Twitter, Instagram and LinkedIn all present an opportunity to reach different groups of people who know you. Ensure you're being your own best cheerleader and consider all your connections as strategic opportunities.

### **Mistake #4: Expecting Your Team To Do All The Work**

Like anything in life, the most successful clients I've worked with are the ones that **do the work**. You wrote the book, created the product, founded the organization, and therefore this is your intellectual expertise that you are ready to share with the world, so be open and willing to collaborate with the team you put behind you.

**Advice:** Collaborate with your marketing team, brainstorm angles with your publicity team, and get creative. Like I said, we all have a message that deserves to BE HEARD, it just takes a little more effort, especially from you, to ensure others hear it.

Now that we've gone through the biggest mistakes, I want you to teach yourself that everything you can do right now is to ensure your work is reaching the masses. That's what we'll cover in these next few chapters.

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Are you excited to start your media relations campaign to change hearts and minds with your work? Here's everything you should have before you get started on outreach. Use this as a checklist for all of your media assets and make sure you have them ready before you get started!



## **Bio:**

A media bio should only be a paragraph long. Yes, you can have your full bio available, but if it is a page long, it isn't going to get used in the media, or likely even read. Editors, producers, and reporters simply don't have time to read your entire CV, but there are a few things they will surely want to know:

- Your expertise: What type of expert are you? Say that at the top of your bio. "NAME is an expert EXPERTISE..."
- List your credentials: This can be your education, certifications, and experience.
- List any past media appearances: A line such as "NAME is a regularly featured expert in the media, with placements including ABC27, Fox News, Real Simple, and more."

## **Headshot:**

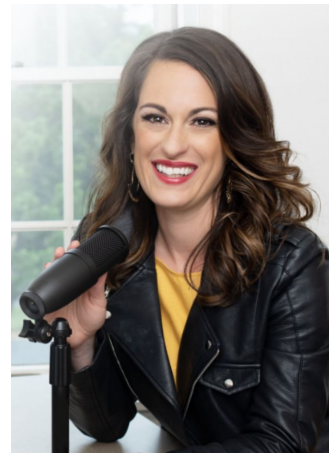
If you haven't considered a headshot, now is the time to think about it. It is worth the investment to have a professional headshot taken for not only your work, but also any media you may be doing. If you can get branding photos taken, even better. These are photos of you in your element and environment, showcasing your work. Here are a few of my branding photos as an example:



**Personality Photo**



**Classic Smile**



**In My Element**

## ✓ **Photos & B-Roll, if available:**

B-roll means background video. What can producers, editors, and reporters visualize *in addition to* an interview with you talking about your work? Perhaps you wrote a memoir and have personal photos from your past experiences, or perhaps you have video to support the work you're doing. Have this ready!

Links to any previous press placements. The media loves to know if you've been interviewed in the past. This shows that you are seasoned and ready for more! Don't worry if you don't have this yet, everyone needs to start somewhere.

## ✓ **Social Media Handles:**

Use the social media handles where your audience hangs out. You don't need to always include every social media platform, just use the ones that you are most engaged with your audience, you are most active, and your following is the largest.

## ✓ **Clear Your Calendar:**

You don't need to entirely clear your calendar; you just need to be ready to drop everything for a media placement if it happens. You'll never be able to predict when the media will want to interview you, so you're going to need to be flexible and ready to make adjustments to your schedule, as well as move clients and even meetings around. If you're not willing to do this, you could miss out on important opportunities to be interviewed about your work. **The media will always find someone else.**

## ✓ **Wish List Of Media Placements:**

This is the fun part. Start thinking about not only where your audience hangs out, but where you envision your book making the most impact. It's important to think strategically about this. Everyone wants to appear on the **TODAY Show** or **Good Morning America**, *but is that really the right audience for you and your work?* If you're not trying to reach mothers, it's not. Take your ego out of this process and really think about where your audience is hanging out. If you're not sure, think about or ask your audience and followers where they get their news and what they are reading. Put your wish list together as a starting point for your success when it comes to PR for your work!

## ✓ **Talking Points and Topics you are willing to speak about:**

We'll get more into this in the chapter about messaging, but it is important for you to get very clear on the topics you want to cover about your work. What are some talking points you are excited to speak to? What are some events happening in the news you would like to insert yourself in as an expert? Start thinking about this early on so you have a plan in place when you begin pitching.

### **Travel Schedule:**

The way media interviews are conducted post-pandemic have changed. While some interviews are still being conducted via Zoom, you have to ask for it. Otherwise, if you land a TV interview, you would need to fly to that particular city to appear in-studio. In my opinion, in-studio appearances give you more opportunities than Zoom. As a former network producer, I've always found that in-studio interviews are far more engaging for the audience and give guests the chance to form strong connections with the network staff to help keep them in mind for future interviews. So, say "yes" to the interview and get out there!

### **JPG of your product, book cover, or logo:**

Entrepreneurs, authors, and organization leaders often forget that in the process of doing these interviews, they have a goal in mind and that's to spread awareness for their product, book, service, or organization! Make sure that the final jpg of your product or book cover is ready, or if you're an organization leader, share your logo. Send it to every single member of the press that you book an interview with. Ask them to include it on screen, on the website, on their social media, and anywhere else to give it the most visibility possible.

### **PDF Of Your Book if you're an author:**

If you're an author, the press will definitely need to read and review your book prior to an interview or a book review. Work with your publisher on the best way to get your book to the press. There are many publishers that prefer to send it themselves or in a secure platform such as netgalley. Other publishers, and even self-publishers, are fine with you sending a copy of the book PDF. Check with your publisher and/or self-publisher on the right and best way to do this to ensure safety and security for your intellectual property.

### **Your Website:**

Many people ask me if a website is necessary for their work and my answer is **yes!** You should at least be thinking about putting together a website for your brand (YourName.com) to drive people to different options to buy or engage with your work, such as Amazon. I recommend having your website with details of your work ready at least four months prior to launch, or as soon as more details are available, including pre-sale orders if you're promoting a product or book.

Over the years, I've worked with a countless number of entrepreneurs, experts, authors, and organization leaders on crafting verbal messages that will resonate with their audience. Note that I say "verbal" for a reason. *Why?* The way we write and the way we speak are two very different things, and it is important to know this.

According to HubSpot, **people remember 95% of a video's message** compared to 10% of what they read in text. This means that the way you communicate your message (i.e. the main point you want people to remember about you and your work) matters in a big way, and by that, I mean *verbally!* Whether it is a social media video, a Facebook Live, a speaking engagement, a new business call, a media interview, it is all vital to making your message unforgettable.

How can you share your message in a way that inspires people to take action, gets them to invest in you and your work, is relatable, makes them remember you, and changes hearts and minds?

First, you need to put in the work to ensure your message is delivered in a powerful way that the public will resonate with and remember. Don't ever try to "wing" your message. This takes time and consideration to craft your message in a way that speaks to your audience and gets them excited about what you do!

Whether you're preparing for a business meeting, virtual presentation, or media interview to discuss your work, here are my top tips to communicate your message effectively and leave your audience in no doubt why that message matters.

**Keep it simple.** You are an expert in your subject matter, but oftentimes your audience is not. Remember to keep your message simple and relatable. As a general rule, I recommend communicating your message as if you are speaking to a middle schooler or above.

**Keep it short.** If you can keep your message to under 30 seconds (or 75 words), in the English speaking language, people are more likely to remember it!

**Showcase your credibility.** Your reputation is your tool to ensuring your audience remembers you, so use it! You can highlight your experience by saying, "I've spent 20 years in the industry..." or "after extensive research..."

**Show empathy.** Being able to understand another's situation makes you less robotic and more relatable.

**Tell a story.** This is really where the magic happens in your message. People remember stories because stories have outcomes and lessons, so try to incorporate a story into your message.



**Keep it positive.** Even the word “No” or “I don’t know” can be negative. If you can try eliminating negative phrases from your verbal communication, people will more likely be able to understand the message you are trying to get across, and therefore, you will have a better chance of being remembered.

**Repetition is the key to retention!** People always ask, is it OK to repeat my main message? Absolutely! The more you repeat it, the more likely people will remember it. Find natural ways to share your message more than once in a conversation, interview, or presentation.

**Use Power Words.** These are words that help you move a conversation forward in a constructive way, no matter what topic is on the table. A few of my favorites include: excited, proud, motivated, and dedicated.

**Practice your message out loud!** If you have written or typed your message, you’ve only done **10%** of the work. The other **90%** involves you practicing saying your message out loud. Practice on your own Zoom line, practice in the mirror, practice with your partner and colleagues, and get your message ingrained in your bones!



Lastly, one very important point I want to make while preparing for an interview about your work is to remember to **bring up the name of your product, book, service, or organization naturally throughout the interview!** It is not the interviewer’s job to mention your work. It’s yours. I can’t tell you how many times a client has come to me after an interview and complained, *“they didn’t ask about my work.”* Whose fault is that? The interviewer or the interviewee? That’s on you, my friend.

There is always going to be a way for you to naturally bring up your work in an interview, no matter what topic you may be discussing. Using language as simple as, **“that’s what inspired me to create this organization <<name>>”,** or **“that’s why I am motivated to share the message of my new book <<title>>”.**

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# CHAPTER 6

## Timeline For Media Placement Success

Being aware of your launch timeline and putting a plan and strategy in place is so important in order to ensure success. When it comes to promoting your product, book, service, or organization and successful media placements, I like to work backwards from the launch date.

I've had clients come to me two weeks prior to their launch saying they need PR for their product, book, service, or organization, and, to me, that is a **huge red flag**. Entrepreneurs, experts, and authors need to be thinking about marketing their work when they are still crafting it. It's smart to think about your strategy at least a year out.



The goal is for your media placements to get published as close to your launch as possible. If you're having trouble booking placements leading up to your launch, don't worry! It's still amazing to book placements even after the launch. If this does happen, I would recommend aiming for no more than two weeks after the date to make the most impact in the press. Again, the key is that your placements are as close to your launch date as you can manage. **Two weeks prior** and **two weeks after** the launch date are the sweet spots, however, I will say that I've had clients work with me for up to a year after launch to keep the momentum going.

There are two reasons why sticking to this timeline is so important.

**First**, the media is always looking for stories that are timely. If you wait too long to start gaining exposure, your launch loses a sense of timeliness that producers and reporters always look for. Think about it. What's the point in reporting a story months after it happened?

**Second**, your consumers are more likely to purchase or engage with your work if they feel a sense of urgency to buy it or engage with it. If you gain exposure too late after launch, you could lose the opportunity of gaining enough awareness that will lead to driving sales, engagement, followers, fans, or new business in the initial excitement of your launch. Most consumers want to purchase or engage with something new, and your work won't feel new if you wait too long to gain media exposure. You want to build as much momentum as you can in the days and weeks leading up to your launch to garner maximum awareness, excitement, and interest in your work with the hope that all of the exposure you gain will drive sales, business, engagement, fans, and followers to those who come across your placements, whether online, on TV, on the radio, or on podcasts.

I also work with plenty of entrepreneurs, experts, authors, and organization leaders who want to continue gaining media exposure even after they've hit the post-launch two-week mark to keep up the momentum they've already built. This is great! There's absolutely nothing wrong with gaining even more exposure for your work weeks, months, and in some cases, years after launch, as long as this is in addition to landing placements as close to your launch date as possible.

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## Here is what an ideal timeline looks like for securing media exposure:

### One year out:

If you have a promotional team, schedule a preliminary meeting to discuss what marketing efforts will look like for your product, service, organization, or book, and ask to be involved in the publicity strategy. If you are conducting the marketing strategy yourself, start making a list of marketing efforts you will implement for the launch. This can involve:

- Media Placements (this is what we're covering in this book!)
- Speaking Engagements
- Live Workshops
- Courses
- Influencer Outreach/Marketing
- Events
- Anything to help promote your work

### One year out, you can identify the following:

- Get clear on your goals for the launch, especially when it comes to media placements. Realistically, begin to think about how much media you can handle.
- Media interviews take time. I have clients who clear their schedules and do 100 podcasts. I have other clients who limit it to 20 placements. You need to outline goals if you want to have confidence and a path heading into launch.
- Begin thinking about media outlets in which you would like to appear to talk about your work.
- Begin thinking about topics you'd like to speak to in an interview related to your work.
- Begin monitoring the news for stories covering your area of expertise.

### Six months out is when Media Publicity really gets moving! You'll want to:

- Review launch goals and make any adjustments
- Write down your tactics for implementing your goals. This can look like:
  - Secure media placements for myself in top-tier print, television, radio, podcasts, and online outlets with each pitch message focusing on topics related to my work
  - Use past interviews to leverage interest for national media placements
  - Contribute articles to top-tier media outlets
  - Distribute press release on ((DATE))
- Begin writing a press release (*more on the press release in the next chapter*)
- Begin writing media pitches
- Put together a target list of media outlets you'll be pitching
- Begin pitching podcasts, or if you're launching a book, book reviewers; For podcast pitching, ensure that you ask the host or producer to hold the interview to as close to launch date as possible. We pitch podcasts and book reviewers first because they are longer leads and take time to book.

### 3-4 months outside of launch:

- Keep booking podcast interviews!
- Have your website live!
- Begin pitching longer lead National TV, Radio, and Print/Online
- Look for news-jumping opportunities to insert your expertise into the news cycle

### Two months prior to launch:

- Continue with same tactics as above
- Begin pitching local TV and radio in addition to podcasts, national TV and radio, and print/online
- Continue your follow-up to the media: This is key! **90% of my bookings come from follow-up.** If you send an email and don't hear back, don't take offense. Journalists receive thousands of emails a day. Simply, follow-up. Sometimes, I get a booking after my third or fourth follow-up!

### One month prior to launch:

- Continue with the same tactics above! If you are having trouble getting yourself placed, make some adjustments to your pitch!
- Remember, the key is to have timeliness with the news cycle.
- **Follow-up is KEY!**
- Ensure that all booked and completed interviews are being held to as close to launch date as possible.



### Launch day!

- **Hooray!** You made it to launch day! What happens now? Well, that depends on YOU! I have many clients who want to sit back and celebrate. They've done all of the hard work leading up to launch and have completed all of their interviews, so you might just want to take a nap, or find another way to celebrate YOU!
- I also have clients who conduct Radio Media Tours (Radio Media Tour) on launch day, which can be anywhere from 6-24 back-to-back radio interviews around the country to kick-start momentum for launch day!
- I also have clients who are secured for live media interviews on TV and radio around launch day, which is another fantastic way to build exposure for your work!

Ah, the age-old press release. I get asked this question on a weekly basis. **Do I need a press release?** Press releases can seem archaic and behind the times, but in the case of launching a product, book, service, or organization, I strongly advise you have one.

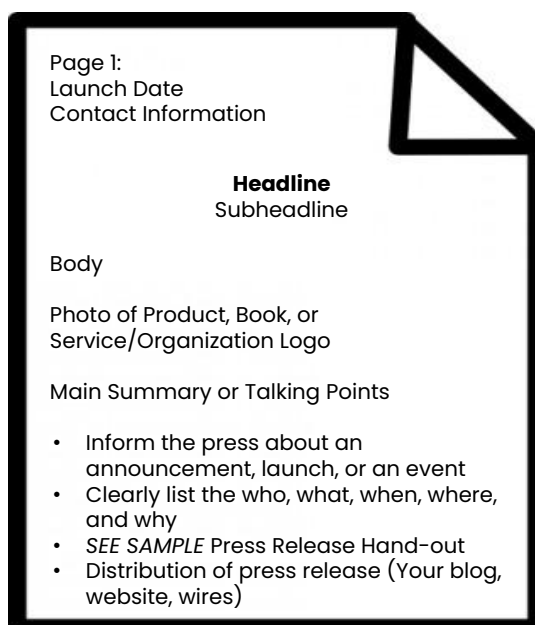
*Why?* A press release is a great way to give the press, and, in turn, the public, a snapshot and summary of your work. You can't expect every single member of the press to know about your work prior to interviewing you. Yes, that would be nice in a perfect world, but in the real world journalists are so strapped for time that they will greatly appreciate a summary of your work, and even better, perhaps some suggested questions or talking points they can ask you.

**Press releases should ONLY be one page.** You want to capture and keep the attention of the press, and therefore it needs to list the who, what, when, where, and why, and let that be it.

### Here is how you can use a press release for a launch:

- Print it out and insert it with a sample of your product or copy of your book when sending to a member of the media.
- Copy and paste it in the body of the email (below your signature) when sending it to a member of the media. Journalists HATE attachments because they clog emails, so therefore it is best to say something like, *"I have included the press release below my signature for more information."*
- Have a downloadable version of it on your website.
- Distribute it across a newswire, such as PR Newswire or Newswire.net. This option costs money, sometimes up to thousands of dollars depending on distribution and word count, but there is a possibility that your release could get picked up in larger media outlets.

**Here is the best way to set up a press release:**



Launch Date

Contact Info


Headline

Subheadline

Body

Main Summary or Talking Points of Your Product, Book, Service, or Organization

Photo of Product, Book, or Service or Organization Logo

  
**NARDIMEDIA**

**FOR IMMEDIATE RELEASE:**

**RARE STROKE SURVIVOR SHARES HIS STORY OF HOPE & RESILIENCE IN NEW MEMOIR *ONE FINE DAY***  
*Sameer Bhide Publishes Story Of Vigor & Vitality On December 8th, 2020*  
**\*\*Interviews Available With Author & Stroke Survivor Sameer Bhide & Doctors Who Treated Him\*\***  
**\*\*PHOTOS AVAILABLE\*\***

Unimaginable tragedy happened to local DC resident **Sameer Bhide** on what he calls "one fine day": he suffered an extremely rare catastrophic hemorrhagic stroke in his cerebellum, underwent two brain surgeries, spent a month in a medically induced coma at Inova's Fairfax Hospital in Fairfax, Virginia, followed by an additional 30 days of rehab at Inova's Mount Vernon Hospital. On that day, life as he knew it ended forever and a new normal set - one that has continued to evolve ever since.

After his stroke, Sameer's entire life came crashing down, from life-changing debilitating illness to the loss of work, and finally a divorce. His amazing story of struggle, and how he came back from the brink of hopelessness with the help of a very diverse community of friends, is an **inspiration for anyone who is facing any life change or adversity**.

**One Fine Day** means life can and will change for good or bad – whether it's physical or emotional, big or small, personal or professional, planned or sudden for anyone rich or poor, black or white, old or young. This could be any adversity such as physical illness, layoff, divorce, loss of a loved one, and the coronavirus pandemic or good changes in life, whether it's a marriage, childbirth, promotion or retirement. These life changes alter our trajectory. They require successful adaptation. We all have a new normal that we will need to face. **So when you face your one fine day, what will you do?**


Sameer's mission will be to help and guide people worldwide on how one can prepare for and embrace their new normal - whatever it is for them - with positivity, grace and gratitude and work to build the lives they want. **One Fine Day** is also a letter of gratitude to the hundreds of compassionate caregivers, friends, family, colleagues, and supporters in both his adopted country (United States) and his country of birth (India), who came from diverse backgrounds to aid in Sameer's recovery and saved his life.

Using captivating examples and practical tips, Sameer teaches how to overcome everything that is set against you, by focusing on **Positivity, Gratitude and Grace**. In an interview, he can discuss key points of the book, including:

- **Building Resilience To Face Any Life Change or Adversity and Its Resulting New Normal**
- **Finding Positivity, Expressing Gratitude and Building Perseverance To Help Turn Around Your Life and Heal**
- **Exploring the Unexpected Benefits of Any Life Change**
- **Finding Possibility Where Most People See None**
- **Adjusting To A New Life Which You Did Not Choose**
- **Discovering Balance Between Cutting Edge Western Medical Technology and Holistic Eastern Medicine And Care**

Photos of Sameer's recovery are also available upon request. A portion of book sales will be donated to Inova Health Foundation, a nonprofit organization to whom Sameer says he owes his life.

**ABOUT SAMEER BHIDE**



Three-and-half years ago, at the age of forty-seven, Sameer Bhide suffered an extremely rare and massive hemorrhagic stroke and underwent 2 brain surgeries and then spent a month in a medically suddenly induced coma.

His healing journey has taken him from being bedridden and immobile through the use of a wheelchair, walker and then a cane due to access to cutting-edge medical care in the United States and his multiple trips to India where he rounded out his recovery with eastern holistic therapies along with help and support from a diverse group of friends and caregivers in the United States and India along with loving care of his family.

Sameer is currently on Long Term Disability and lives in Northern Virginia where his two sons and ex-wife also live, and maintains close connections with his family in Mumbai, India.

**MEDIA CONTACTS**

Ashley Bernardi  
[Ashley@nardimedia.com](mailto:Ashley@nardimedia.com)  
 (202) 316-3298

###

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It may come as no surprise to you that the way you think and the way a journalist thinks are two very different things, especially heading into an interview.

You are likely thinking the following:

- ❑ What is my message?
- ❑ What is my purpose?
- ❑ How can I sell more of my product, book, or service?
- ❑ How can I gain more business, followers, or fans?
- ❑ How can I reach my ideal audience?
- ❑ How can I drive more people to my mission?



Surprise! Journalists don't think this way. In fact, they think very differently. They have a story to tell, and they are looking for several different aspects in the storytelling process. Here is a peek into their thought process:

- ❑ Where is the conflict and controversy?
- ❑ Where is the struggle?
- ❑ There are two sides to every story, which side are they on?
- ❑ Why does my audience want to know about this?
- ❑ Why do they care about this?
- ❑ Ratings

Please don't let this scare you. I want you to feel empowered knowing that when you go into any interview there are usually different agendas, but you are the one who is in control of the interview.

Knowing that there are two different agendas and priorities heading into an interview empowers you to take control and share your message to the masses, no matter what question you are asked!

When it comes to dealing with the media, remember that getting a placement is less about your work and more about the expertise you can offer on a particular issue or story. You, as the interviewee, are always in control of the interview, and, therefore, you have a responsibility to tie in the message for your work to ANY subject you are being interviewed about. Using phrases such as, *"That's exactly what inspired me to create this service,"* or *"That's part of my organization's mission..."*

I've worked with dozens of unknown and up-and-coming thought leaders, entrepreneurs, authors, and organization leaders who previously hadn't secured any media visibility for their work. There's no shame in that! We all need to start somewhere, right? If you're hoping to one day see yourself on the **TODAY Show**, **NPR**, and other known national media outlets, I recommend starting with local placements to help build your exposure. When I was a network TV producer considering a guest for a segment, one of my research audits included checking out the local media exposure for the potential guest. If they hadn't had any local media exposure, that was a red flag for me. Think about it, if you can't make a splash in your own local market, what makes you think a national producer or editor would want to book you?

What a lot of thought leaders, entrepreneurs, authors, and organization leaders don't realize is that you can actually start pitching yourself and getting yourself local media placements months before you want to start gaining exposure for your product, book, service, or organization. I even work with clients on getting local media placements before they have a product, book, service, or organization to promote at all, just to start building up media exposure and position them as an expert to their local market! Don't expect building up your media reel to happen over night. **It takes time!** Especially if you're starting from zero exposure. If you are, I recommend getting started on local media outreach nine months to one year before your launch.

Here are some of my favorite tips for getting started.

### Start locally.

#### □ **Make a list of all cities that you have a connection with.**

Think about where you may have ties to a local market. Ask yourself, where did I grow up? Where did I go to school? Where have I lived? Make a list of all the cities that you have a local connection to and start there.

#### □ **Know the Designated Media Market Areas (DMAs).**

Each city falls into its own local media market. For example, someone who lives in Charlestown, West Virginia actually falls into the Washington D.C. DMA. If you're unsure where your local city market falls, use a handy [MAP](#) which breaks down each coverage area. You can also use this helpful [link](#) to find any TV market specifically with a breakdown of DMA ranks and local stations within the market.

#### □ **Sell your expertise, not your book, organization, service, or product.**

YOU are the expert on your particular subject, so let that expertise shine! There will be opportunities to bring up your work in the interview, I promise. Remember that producers and editors are looking for advice, tips, and insight for their audience and listeners first and foremost.

□ **Think about what you can teach the audience.**

*“What can my audience learn?”* is the question that journalists will be asking themselves when your pitch comes across their inbox. Think about the type of expertise you offer and remember that the pitch is less about you and more about what you can teach the audience. Think of yourself as a teacher! What is the advice that you can give to your audience? I’m sure your work is full of it, so you can start there!

□ **Look at the calendar.**

Holidays? National Women In Business Day? National Get Organized Day? There is literally a day for everyone, and [this National Calendar](#) proves it.

□ **Know your audience.**

Building on what I shared in Chapter 1, if you don’t know your audience, how will you be able to reach them? Become your own journalist and ask yourself, *“why would the audience care about this?”* Let that question guide you as you work to gain media exposure.

□ **Do your research.**

For print and online media outlets, you want to make sure the topic you are pitching is relevant and timely to that outlet. Do your homework by reading or watching coverage of the media outlet and researching the audience and demographic of the media outlet. You also want to make sure you research the reporter and their beat. What have they covered? Find out by following the reporter, producer, or editor on social media and searching for his/her stories.

□ **Find a news peg.**

Every media pitch should have a sense of urgency and timeliness. Ask yourself, *“What makes this story or topic relevant right now?”* Tie it into what is being discussed in the news, upcoming holidays and awareness days, and more.

□ **Consider lead time.**

If you want media exposure around an upcoming holiday or awareness day, you should budget at least 3-4 weeks ahead of time, especially for local TV and radio. For example, if you have a finance book coming out in April and want to angle your pitch around April’s “Financial Literacy Month” (a great news peg!), you would start pitching yourself in March for local TV and radio, and as early as February for national TV. Financial Literacy Month is an “evergreen” topic, meaning that it isn’t breaking or hard news and has more flexibility to be pitched early on.

□ **Find opportunities to news-jump.**

Breaking news happens daily in our day and age. Whether it is a new study, groundbreaking data, spikes in the stock market, or more, there is likely always going to be news breaking on your subject matter. Think about what types of stories that are happening in the news right now that you would love to comment on. Make a list of those and always be on the lookout to “jump” on hot and trending stories. For breaking news, there is obviously no lead time needed. Write up your talking points and get them out to your contacts ASAP so you don’t miss an opportunity to speak on the matter!

We live in a world of media that is constantly and quickly evolving. It's even evolving as I'm writing this! The reason? The media landscape adapts to changing consumer behaviors and how content is absorbed.

Let's take 2020 for example, a year that not only upended almost every way in which we conduct our lives, but also pushed us into a more **tech-centric** way of living at an unprecedented speed. Suddenly, our routines became almost entirely digital, and so has the way in which we consume media. According to a global survey from PQ Media, consumers spent an average of **53.1 hours per week consuming media in 2020, an increase of 2.8% from 2019**. *That's almost 8 hours each day!* Imagine: you have the ability to reach people who are spending their entire workday consuming media!

It's also important to understand the difference between **paid media** and **earned media** because these methods will help drive your launch campaign.

**Paid media** means exactly what it sounds like: any promotional efforts you would directly pay for. This includes display advertising, search, social ads, etc.

**Earned media**, by contrast, is media that you earn through any promotional efforts, and you do not pay for. Publicity is a big one. I always recommend steering away from paid media when it comes to promoting your work because consumers are looking for authenticity in the people, brands, and messages they interact with. Any form of promotion that deliberately looks like an ad could turn away potential consumers. **Earned media**, on the other hand, will take you to high places in the minds of the media and your audience if your message is well-crafted, well-understood, and well-received.

That said, it's important to understand the types of platforms at your disposal where you can achieve earned media through a media relations campaign.

### Podcasts

Podcasts are still growing rapidly. In fact, a report from Business Insider forecasts that **nearly 78 million people will listen to a podcast at least once a week**, meaning weekly podcast listenership has more than doubled since 2016! I highly recommend you use this to your advantage and pitch yourself to podcasts that fit your subject matter. You have thousands to choose from!

### Bloggers

Blogs are a great way to reach audiences who have niche interests. There are about 600 million blogs that exist on the web, so chances are you'll have no problem finding the right blogs with the right audiences that will value your message!



## Television

TV is the most popular form of publicity, and for good reason! Despite the rapid rise of a digital-first world, TV is still considered the most popular medium across the globe. Part of what makes TV publicity so successful for your work is that it allows you to connect with your audience in a more personal way because viewers can both see AND hear you share your message.

## Radio

What you might think of as a dead medium is actually the opposite. According to “The Infinite Dial” report by Edison Research and Triton Digital, the share of the public listening to online radio continues to grow. As of early 2019, **67% of Americans ages 12 and older had listened to online radio in the past month**, while **60% had listened in the past week**. This is up slightly from 64% and 57%, respectively in 2018, continuing online radio’s steady year-over-year growth. My point? Radio is definitely not worth ignoring!

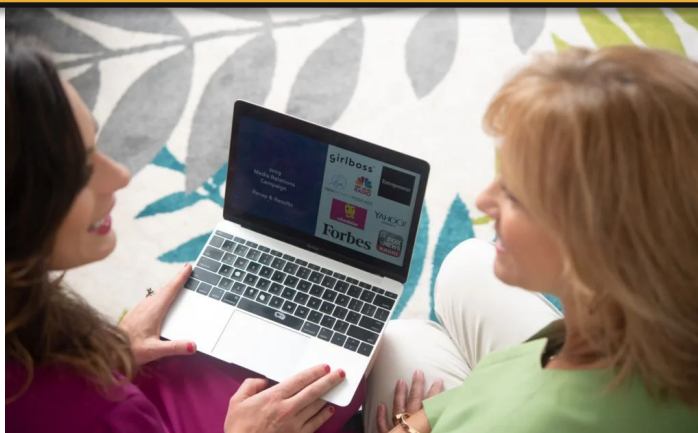
## Print

You may be asking yourself: Why would I care about getting publicity in newspapers and magazines when Ashley just said that our world is almost entirely digital? Like I said, the media landscape is constantly evolving, and print is no exception! According to Globe Newswire, the global print media market is expected to grow from \$287 billion in 2020 to \$342 billion in 2025. I always recommend gaining exposure in a variety of mediums for your best chance at success, and that includes print.

## Online

Last but not least! This is an important one because consumers continue to spend more and more time online as the media landscape evolves, especially following the COVID-19 pandemic. In fact, according to a survey in Media Post, consumers tacked on another hour they are spending online each day since 2019, reaching an average of 7 hours and 50 minutes per day. That’s an entire workday!

**Now that you have an idea of each style of media coverage. It’s important to consider all of them in your publicity plans.**



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Producers, reporters, and editors receive hundreds, if not thousands of pitches a day. When I was a journalist, I could barely keep up with my inbox between media pitches and the need to respond to emails from my colleagues and bosses for a television segment I was working on. I have been on the receiving end of thousands upon thousands of pitches, and if the pitcher didn't grab my attention, the email would get automatically deleted and never read. **I don't want that to happen to you!**

Here are tried and tested tips that will help you craft the perfect pitch to give you a better chance at grabbing the attention of the producer, reporter or editor on the receiving end of it.

### □ **Keep it short and sweet**

Pitches that are too long can be overwhelming to read for those on the receiving end and more often than not, producers, reporters and editors will not even have the time to read all of it. If you can **keep your message to under 75 words**, you have a higher chance of your pitch getting read!

### □ **Be clear**

You are an expert in your subject matter, but, oftentimes, producers and reporters are not, and therefore your audience is not. **Remember to keep your message simple and relatable.** As a general rule, I recommend communicating your message as if you are speaking to a middle schooler or above.

### □ **Relevance to the news cycle (i.e. newsworthy)**

Remember when we talked about finding opportunities to news-jump? That needs to be clear in your pitch from the get go. Think about the types of stories that are happening in the news right now that you would love to comment on and use those stories as an angle for each of your pitches. If you don't see stories that make sense, check out the calendar for holidays and awareness days.

### □ **It's localized, when relevant**

Like I've said, I recommend starting with local media, and therefore, your pitch should try to speak to local stories and stats that make you credible as an expert in that media market.

### □ **Add talking points**

Talking points helps producers, reporters and editors get a sense of the topics you can speak to in the news cycle and what makes you credible and relevant as an expert to speak to those topics.

### □ **Add visuals if possible**

Especially if you've secured past media placements related to your topic! Any links, photos, or videos that **showcase your personality and add to your credibility as an expert** will be seen as great assets in a pitch.

### □ **Make it relatable**

Make sure you understand the audience you're trying to reach in your pitch and **make the topic relatable to them**. Remember, producers, reporters and editors are vetting through hundreds of pitches each day, and if they feel your pitch will not resonate with their audience, you will not get a response.

### □ **Know who you are pitching to**

As I've mentioned, it's so important to **research the audience and demographic of the media outlet you're pitching**, in addition to the producer, reporter or editor you're pitching to.

## What does "newsworthy" mean?

First, let's get to know the three types of "newsworthy" stories you can search that will help you angle your pitch:

- **Hard News:** This includes fires, accidents, death, destruction, scandals, politics
- **Evergreen:** Evergreen news topics can be relevant any time of year. While they have less of an urgency, they are still topical, such as a feature or a lifestyle story.
- **Trending Topics:** This includes any new research, data, and/or statistics on a given topic.

"Newsworthy" can also refer to a general timeliness rather than news itself. For example, holidays and anniversaries tied to a pitch can make it more newsworthy, as can studies, research, surveys, and statistics.

## Get TV Visual

When pitching yourself for TV, the more visual you can make your pitch the more newsworthy it is. B-Roll (or video) that can be used during the interview segment or piece, is a great way to do this. However, I do want to be clear, **talking heads are NOT considered B-Roll**. In other words, a video of you speaking at a conference, from your iPhone, from a Facebook Live, or in another interview setting is not B-Roll.

## Ready to craft your TV pitch?

Here's a simple pitch email template I love to use. All you have to do is fill in the blanks!

### BROADCAST PITCH EMAIL FORMAT:

\*Catchy/Buzzy Subject line + Expert Intv Avail\* Dear <Name>, I have a timely in-studio interview opportunity in <City> with <Expertise/Credibility> <Client Name>, <title> of <Product, Book, Service or Organization>, who can weigh in on <relevant news story and peg>:

<Statistics and data to help support story and present the problem>. <Client's thoughts on the issue and how they can help audience.>

<Client name and title> is available for in-studio interviews by appointment in <City> to discuss <answer the problem>, including:

<4-5 talking points in bullet format>


Would you like to schedule an in-studio interview with <Client Name>? I have included his/her bio below my signature.

I can be reached at <include your phone number and email>. I look forward to hearing from you!

<Signature>



Still feeling stuck?



Turn to the next page for an example of a great TV pitch.

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## TV PITCH EXAMPLE:

Subject: Warning: 4 Summertime Risks To Your Credit Score **\*\*In-Studio Interview with The Money Coach Lynnette Khalfani Cox\*\***

Dear XXX,

I have a timely **in-STUDIO interview opportunity in <<NAME OF CITY>>** with **Lynnette Khalfani-Cox**, The Money Coach®, financial expert, and New York Times best-selling author who has a warning to your viewers about the **summertime risks to your credit score:**

While **<<name of city>>** residents are excited about summer barbecues, vacations, camps for kids, and potential home relocation, Lynnette has a warning for your credit score: **There are four big financial risks in the summertime that she would love to share with your audience**, and what to do about it, including:

**Overspending** – It's only natural to want to indulge a bit in the summer -- vacations, summer camp, special nights out with loved ones. But when you spend a lot on your credit cards, your credit score can take a hit over the summer months while you're enjoying the warmer weather.

**Moving** – The majority of Americans move/relocate between May and September when kids are out of school and it's most convenient for families. But moving in the summer also means there's an increased risk of thieves stealing your mail after you move. If crooks get your financial data, like bank account information, that could lead to identity theft and a lowered credit score.

**Traveling** – With beautiful weather and the carefree attitude of summer comes the desire to get up and travel while you don't have to worry about getting snowed in. But being away from home for summer vacation or business travel means you might accidentally miss a loan payment, which drops your credit score.

**Doing home improvements** – People like to do home improvements in the summer to prepare for hosting July 4th bashes, backyard barbecues or Labor Day parties. If you finance things like patio furniture and mega grills or you open a credit card account at a home improvement store, applying for credit generates an inquiry on your credit report, which drops your credit score.

Lynnette is available for in-studio interviews from June 26th through June 29th, **in <<Name of City>>**.

Would you like to schedule an in-studio interview with Lynnette?

[Click here to apply for your Nardi Media Discovery Call!](#)

## Why That Pitch Worked:

- It's **relevant and timely**: We all have credit scores to manage and it specifically calls out summertime!
- The guest is **credible** on the topic: She's a financial expert talking about credit scores. A perfect match!
- It's **localized to the city**. This will help build her credibility in her local market before taking herself national.
- It **lists the details**: You know right off the bat that this is an in-studio interview opportunity with Lynette's availability listed.
- It provides an **offering and solution to the problem**: Talking points on the guest's expertise are clearly laid out.

Don't believe me? The results speak for themselves. Lynette landed on:

- NBC News Channel
- WBFF-TV (FOX) in Baltimore
- KTLA-TV (CW) in Los Angeles
- WFLA-TV (NBC) / WTTA-TV (Ind) in Tampa
- KXTL-TV (FOX) in Sacramento
- KTBC-TV (FOX) in Austin
- KRIV-TV (FOX) in Houston
- WCBS-TV (CBS) in New York
- WLS-TV (ABC) in Chicago

**You can do it, too!**

## Pitching print/online articles

- Short and sweet
- Includes suggested headline & paragraph synopsis
- Relevance to the news cycle (i.e. newsworthy)
- It's localized, when relevant
- Know who you are pitching: Opinion / Op-Ed / Insights editors



**See next page for pitch example.**

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## PRINT/ONLINE ARTICLES PITCH EXAMPLE:

Dear <<NAME>>,

I thrilled to introduce you to **Decluttering Expert Tracy McCubbin**, and would love for you to consider her to contribute to **MindBodyGreen**:

**Tracy is founder of dClutterfly**, where she has spent the last decade traveling the U.S. helping folks (**including celebrities!**) declutter their lives and in turn, live happier and healthier lives. **Ten years and over 1,200 jobs later**, dClutterfly has been named "Best in Nest" by DailyCandy and has received the Super Service Award from Angie's List for five years.

I would love to explore opportunities to have Tracy contribute articles for **MindBodyGreen**. Some of her ideas include (but are not limited to):

- **How decluttering directly impacts our health and wellness**, including why we face emotional blocks to clearing out clutter.
- **What's Under the Clutter: The 7 Emotional Blocks to Why We Can't Let Go of Our Stuff.**
- **Living with Less.** Aspiring to be a minimalist is a great goal but difficult to obtain. Tracy can share the first steps to living with less stuff.
- **How To Eliminate Stress In Your Life:** Decluttering Room by Room
- **How To Make Your Bedroom Super Zen:** Tracy had bad insomnia after going through a divorce and completely decluttered her bedroom to make it a perfect place for peaceful sleep.

I get excited even thinking about this Chapter because I have seen how podcasts can lead to so much exposure and visibility for my clients!

Podcasting has grown exponentially in the past few years. When I launched my company in 2015, the podcast scene was just starting to explode, and I quickly began to see the power of booking my clients on podcasts.

As of September 2023, there are more than **3 million podcasts** and **460 million podcast listeners** worldwide, according to Influencer Marketing Hub!

***As an award-winning podcaster, I can attest to the power of podcasts. For one, podcast listeners are a niche audience. There is a podcast for every single topic under the sun, and I guarantee there is one for you to share your message. Second, podcast interviews tend to last between 30-60 minutes, which is a fantastic amount of time to share your work and your message.***



I often have clients come to me and say, I only want to be on the biggest podcasts. If you think like that, you are going to lose out on a LOT of sales, engagement, new business, fans, and followers, this I can promise you.

### Vetting Podcasts

Here is a checklist I use to vet podcasts to ensure they are credible and worthy of a client's time:

- Consistency of show
- Past guests
- # of Reviews
- Ratings
- Audience estimate
- Social numbers of show or host
- Listen to a few episodes!

For years, I've heard people say "radio is dead!" and while I've always been quick to dispute it, I'm excited to share research that confirms that radio is in fact, alive, well, and *thriving*.

I've had past clients question interview opportunities with radio stations and shows — and rightfully so. You want to make sure that doing an interview on a local or national radio station is actually *worth your time* because at the end of the day, what matters is, are people actually listening?

New research confirms what I've always felt about radio: **radio wins when it comes to "share of ear"**. A new study from the Edison Institute, a media research company, confirmed that terrestrial radio continues to hold the largest percentage of listenership among Americans 13+ with a whopping **42%** of the market share! Streaming audio platforms came in next at 17%, followed by owned music (10%), YouTube (10%), SiriusXM (9%), and podcasts (5%).

When it comes to securing media placements, radio is a great option and opportunity to take your message to the masses. If you're wondering if there is value in doing a radio media interview for your brand, company, book, or cause, think about a few factors in addition to this new research:



### Understand your target audience

Who is your target audience and what are they listening to? If you're not sure, simply create a post on social media and ask your audience where their ears are hanging out. Maybe it is actually podcasts. If it is radio, what kind of stations and shows? NPR? Your local news / talk station? A morning drive show? An urban station or show?



### Do your research

There are countless radio stations and shows covering various topics and genres, not to mention shows that simulcast in multiple markets. Do your research on (or have your Virtual Assistant conduct research) on shows that cover topics aligned with your expertise and message.



### Actually LISTEN

When you're trying to identify the right space for your message, you need to get a feel of their coverage, topics, commentary, music, and more. Who else have hosts recently interviewed? How long were those interviews? Do they typically allow listeners to call-in with questions? In order to better understand radio and figure out if a station is a good fit for you, your audience, and potentially a good place for you to do an interview, you need to listen. If the station in question isn't in your area, you can easily find their live streams online through their parent company sites (iHeart, Westwood One, Entercom, etc.)



### For me, it's NPR all day, every day

This last point is more of a personal thought than a tip, but I am familiar with the NPR audience because I am a loyal listener (hi, WAMU!). NPR listeners are educated and invested listeners. They will take action if they hear a guest that resonates with them. NPR conducts excellent in-depth and longer-form guest interviews and will take call-ins from the audience, which adds value for a potential guest!

Not sure where to start when it comes to radio? Turn to **RadioOnline**, which details top-ranked stations broken down by category in each market.

Bottom line: I heart radio (no pun intended!) and you should, too.

I designed the BE HEARD Framework to help you find your authentic voice and use it to amplify your message for your product, book, service, or organization!

This is an essential media training tool that we use at Nardi Media, a first-of-its-kind, heart-centered program that was built on the foundations of life coaching and media training, to help you gain the confidence and clarity to share your message and ignite change with your powerful words!

Refer to this framework to support you in sharing your message with the press, on social platforms, in speaking opportunities, or with potential clients.

**BELIEVE** in yourself and the power of your voice.

**EMPOWER** your inner voice in order to ignite your outer voice.

**HONE** your message.

**EVALUATE** your audience.

**ARTICULATE** by practicing out loud.

**REPEAT** your message. Repetition is the key to retention!

**DELIVER** your message to the world, make a bigger impact, and shift the consciousness of the planet!

# You're Almost Ready...

Now, you just have to **implement your PR strategy**. I believe in you, friend. You are so close to bridging the gap between having a message for your work to share with the world, and actually sharing it with effortless media presence...which of course gives value to your audience, your brand, your organization, and you as the expert!

Bringing value to my clients is what my firm, Nardi Media, strives to do, and now, you have our step-by-step tips to help guide you on your journey to **BE HEARD**. We want to make sure you are teeing yourself up to reach your work's full potential, because, after all, that is your brain child and the world needs to hear your message!

With all of the valuable information given in this e-book, here are some of the **key takeaways** to help you stay on track and think about:

- Start your PR plan well in advance of launch if possible.
  - That's right! This means having a full PR strategy in place **6 months prior to launch**.
- Start pitching to the longer lead outlets first so you have a slot placed on time for your launch.
  - These people are the **podcasters, and if you're an author, book reviewers**.
- Collaborate with your team if you have one! They are there to help you.
  - If you have a budget, consider hiring an outside PR firm.
- Invest as much time in promoting your work as you did to create it.
  - We all learned in school that when there is a cause there is an effect. Let's make that effect worth the impact!

I can't stress enough how important it is to **plan ahead!** It not only makes your life easier, but your marketing journey will be cake walk. *Of course, it will be hard work, but you did the research.* You found your target audience, target market, and target platforms. This planning will not only accomplish what you need to share your message and BE HEARD, but it will also allow you to do that much more because it is scheduled.

Nardi Media is so proud of you already, and we cannot wait to see your message change hearts and minds!

**BE HEARD. BE REMEMBERED. BE AUTHENTIC.**

Always in your corner,

**Ashley Bernardi**  
CEO, Nardi Media LLC

[Click here to apply for your Nardi Media Discovery Call!](#)

# What's Next?

Are you ready to take your PR efforts to the next level?

In this 15 minute complimentary media relations discovery call, you will meet with a member of the Nardi Media Business Development Team via Zoom and discuss the following:

Your overall media relations goals and message

- Your audience: What are they reading, watching, and listening to?
- Your current media relations strategy and why it is (or isn't) working
- Your ideal media targets

If we're a good fit, we'll talk about what working with Nardi Media would look like and ensure we have a shared vision, values, and goals.

[Apply for your Discovery Call Today!](#)

