

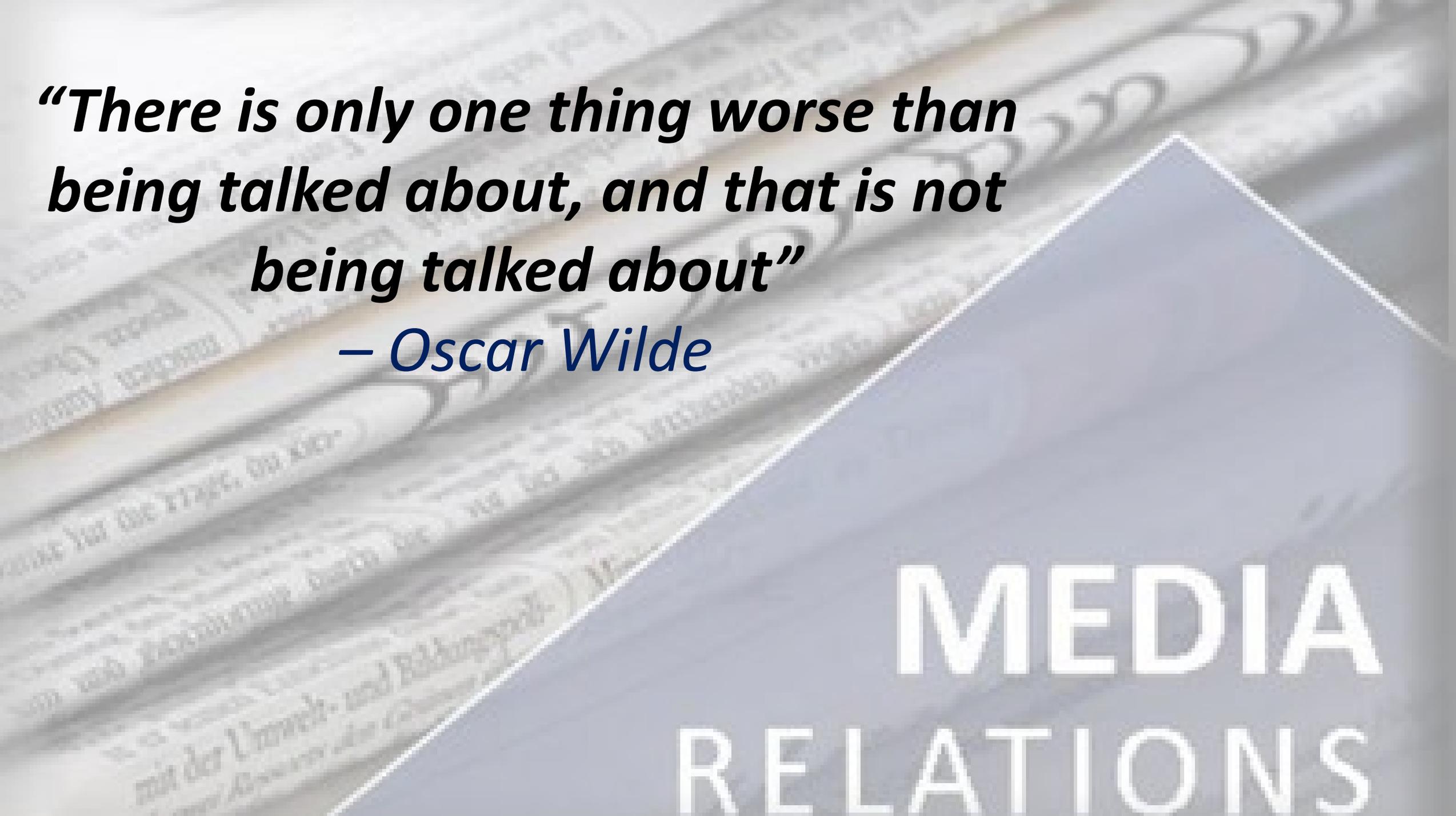


# Effective Wing Media Relations – Building Trust



**Col James Allen Ridley, Sr.**  
Connecticut Wing Commander





***“There is only one thing worse than  
being talked about, and that is not  
being talked about”***

***– Oscar Wilde***

**MEDIA  
RELATIONS**

# Media Relations



**Media Relations is the organization's communication with the media. The channel of media can be a newspaper, television, radio and the internet. Basically, media relations is a subcategory of Public Relations.**

**Through the different channels and outlets, organizations work in building strong ties with the media and communicate their key messages, story and information to the public.**



# The Challenge of Media Relations



**If it were easy everyone would be doing it**

- The first step: Credibility & Awareness
- Building credibility takes
  - Patience
  - Time
- Media need to know who you are
- Geography (the market)
- Types of media

*“If I were down to my last dollar, I’d spend it on public relations”*

*– Bill Gates*



# Building Relations



*"The most important single ingredient in the formula of success is knowing how to get along with people."*

*– Theodore Roosevelt*

- Visibility within the communities media outlets
  - Use PAOs & others for introductions
  - Cold-Calling
  - Sending well crafted press releases
  - Press kits

BET

- **Build** Credibility
- **Establish** Respect
- **Trust** - *Through Credibility & Respect comes Trust*



# Best Practices

- Always be professional & polite
- Always be honest
- Always be timely and accessible
- Create a contact list
  - Know which journalist and outlets to contact
  - Find media outlets looking for you
- Polish your pitch
  - Find an angle
- Respect deadlines
  - Know the media outlets timeline
- Whenever possible meet face-to-face



# Research and Networking



- Research the media outlets in your area
- Know the “sweet spot” – understand their philosophy
- Use Social Media
  - Understand CAPs policy
  - LinkedIn
  - Professional societies
- Use personal emails not “mass” emails blasts
- Use political connections PR department
- Shame someone...WHAT???
- Use your portfolio – Establish a “presence”
  - Have a good current website
- Stay positive

*“Networking isn’t about how many people you know, it’s about how many people know you”*

*– Amit Kalantri*



# Caution



- Don't take things personally
- Don't complain publicly
- Don't use Facebook to connect
  - Try LinkedIn instead – where have I seen this before?
- Don't be aggressive
- Don't think too big
  - Sometimes the smaller media outlets are the best place to start **Oxford Patch**
- Don't give up





*“Either write something worth reading or do  
something worth reading about.”*

*– Benjamin Franklin*

**Let Your Results  
Do the Talking**

# News Stations – Television/Online News



**EYEWITNESS NEWS 3** wfsb.com  
Advertisement  
**IF ANYTHING LOOKS SUSPICIOUS, WE'LL LET YOU KNOW.**  
PAYPAL CAN DO THAT

HOME NEWS WEATHER TRAFFIC VIDEO I-TEAM HEALTH BETTER CT

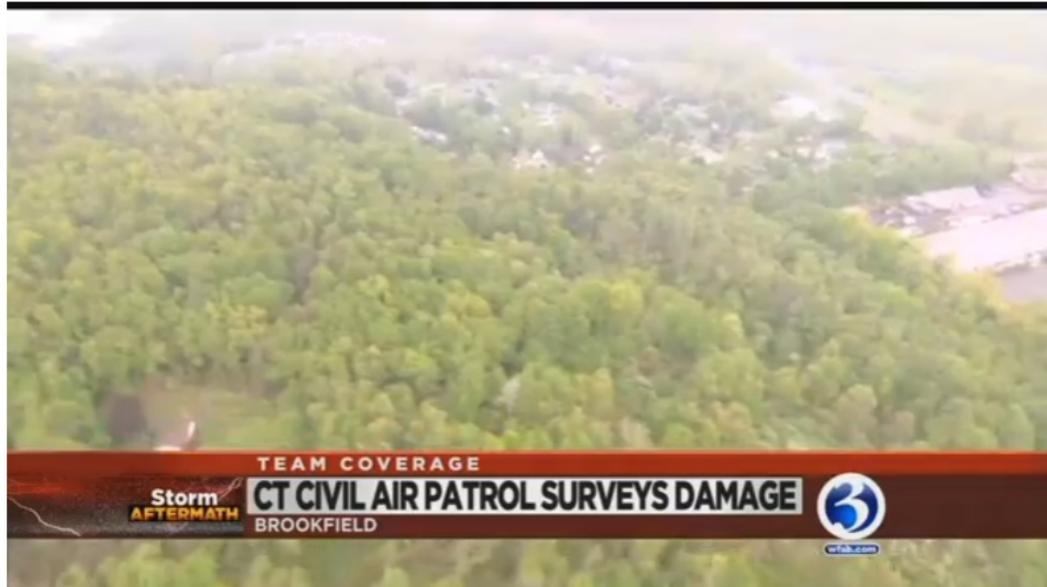
**FOX 61** NEWS SPORTS MORNING NEWS HOPE BUSINESS CT HOME COOKOUT 61 DAYS TRAFFIC WEATHER 86°

## Connecticut's Civil Air Patrol acts as eyes in the sky

POSTED 1:15 PM, FEBRUARY 21, 2018, BY BEN GOLDMAN, UPDATED AT 01:23AM, FEBRUARY 22, 2018

FACEBOOK 86 TWITTER PINTEREST LINKEDIN G+ GOOGLE EMAIL

Video: CT Civil Air Patrol surveys storm damage



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# Newspapers

## Circulation

- 128,302 Daily
- 185,757 Sunday
- Online



# Hartford Courant

Hartford Courant

JG. 3, 2018

OBITS E-NEWSPAPER BREAKING SPORTS COMMUNITY OPINION POLITICS BEST REVIEWS

## Connecticut Civil Air Patrol To Complete Evaluation Saturday



# From the community Civil Air Patrol Rocket Derby and Picnic



ADVERTISEMENT

# From the community Civil Air Patrol Assists City of Danbury With Water Distribution

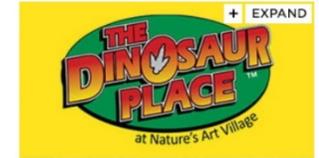


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# The Sky's The Limit With Civil Air Patrol



# From the community Mayor Boughton Awards Citation to Danbury Civil Air Patrol



# Newspapers

## The Citizen

- 60 Year history
- Print
- Online

# The Glastonbury Citizen



*Tour submarine...* Glastonbury resident Lt. Colonel Jeffrey Travers, Deputy Chief of Staff, CT Wing Civil Air Patrol, United States Air Force Auxiliary, recently presented Commander Mathew Fanning, captain of the submarine USS *Hartford*, with a Certificate of Appreciation. Members of the Civil Air Patrol toured the United States Navy submarine base in New London. The highlight of the day was a tour of the *Hartford*.



# Newspapers

## Town “Patch”

- Independent newspapers
- 906 Local/hyperlocal news websites
- 50 U.S. States and D.C.



## Civil Air Patrol Cadets Fly High

By Joe Palys, Patch Poster | Apr 29, 2012 7:55 pm ET

Like 0 Share

Oxford Patch

*This post was contributed by a community member.*





## Conn. Members Witness F-35 Demonstration, Fly Simulator

June 06, 2018

Seven members of the Connecticut Wing's New Haven Composite Squadron and the wing's deputy commander attended a special demonstration Monday of new fighter technology at Spartan Aerospace in Manchester. The F-35 is the latest advanced fighter, ...

**Covered by TV News Stations**



## Tenn. Cadets Place Wreath on Tomb of Unknown Soldier

June 01, 2018

A pair of Murfreesboro Composite Squadron cadets received the opportunity of a lifetime during their Tennessee Wing unit's visit to Washington, D.C. – participation in a wreath-laying ceremony at the Tomb of the Unknown Soldier at Arlington National ...



## Conn. Wing Searchers Locate Missing Boaters' Vessel

May 29, 2018

A Connecticut Wing aircrew on Monday spotted the hull of a beached boat belonging to a pair of Connecticut boaters who remain missing. A Connecticut Wing aircrew spotted the vessel's hull on the shore on the Long Island coastline, about five ...

**Covered by TV News Stations**





## Conn. Cadets Meet VP Pence

Col. Jim Ridley, Commander Connecticut Wing, Vice President Mike Pence stopped today to shake hands and take photos with cadets from the Connecticut Wing's Thames River Composite Squadron. Pence met the cadets and two senior members at Groton-New Lo...

**Covered by TV  
News Stations**

## National Commander Presents Awards to Top Air Force Academy Cadets

Maj. Gen. Mark Smith, Civil Air Patrol's national commander/CEO and himself an Air Force Academy graduate, presented a pair of CAP-sponsored awards to graduating cadets from the class of 2018 today at the end of the academy's academic ye...

## Conn. Wing Conducting Storm Damage Assessment Flights

Capt. Andrew Liput, Public Information Officer Connecticut Wing, Connecticut Wing aircrews are conducting damage assessment flights after severe storms with high winds, lightning, hail and tornados Tuesday caused widespread damage and left two dead. The s...

**Covered by TV  
News Stations**



***“Next to doing the right thing, the most important thing is to let people know you are doing the right thing”***

***– John D. Rockefeller***

**MEDIA  
RELATIONS**

Are You Ready To Say ...





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Questions?

