

# PRWEEK

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## PR TOOLBOX

### **Pitching satellite radio shows, lead generation tactics, more**

#### **Media relations**

**How does a young company become a trusted source  
without the help of a customer?**

"Business and trade reporters like to insist that they require customers to deliver market-shaping coverage, but that's not really true," says Amy Bermar, president of Corporate Ink.

"Identify the right reporters and create relationships that have value," she stresses. This means going beyond 'did you get my news release' calls, and offering unexpected market data, trends, and tidbits when they're not expecting it. Share information you know they care about - even if it doesn't advance your own client. It pays off because these reporters know that you have something real to offer, she explains.

"Feed them story ideas that tie into national trends," she suggests. If the story is big enough, there is room for a vendor, especially if they can provide meaningful market data and credible anecdotes. Feel free to offer ready-made quotes on a hot topic. It can make a reporter's job easier and it often inspires them to pick up the phone.

Once a relationship is built, remember it's still a two-way street and not all stories are a fit. "It's OK to decline an interview," Bermar notes. "Sometimes, it's the best approach."