



Use the News

People + Programs = Employer Brand

PESO – Four ‘buckets’ for marketing communication

- P – Paid
- **E – Earned**
- S – Sponsored
- O – Owned

News Needs

- Data/facts
- Insight/expertise/analysis
- People/ case studies/examples
- How-to’s and tips

Currency for earning media mentions

- What you know
- Who you are

Women: The 'secret weapon' for winning media mentions

- Women comprise 18% of named sources for business and tech stories

Earn influencer attention

- HelpAReporterOut
- Editorial calendars

Additional resources:

<http://wilson-taylorassoc.com/media-training>

- **“On the Record”** – A white paper that outlines why women are the ‘silver bullet’ for earning media mentions – and how to leverage that
- An annotated copy of the article illustrating people + programs = employer brand
- Media training and message development workshops & coaching
- This handout!

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2.26.15