

AN ADVISOR'S GUIDE TO WORKING WITH THE MEDIA

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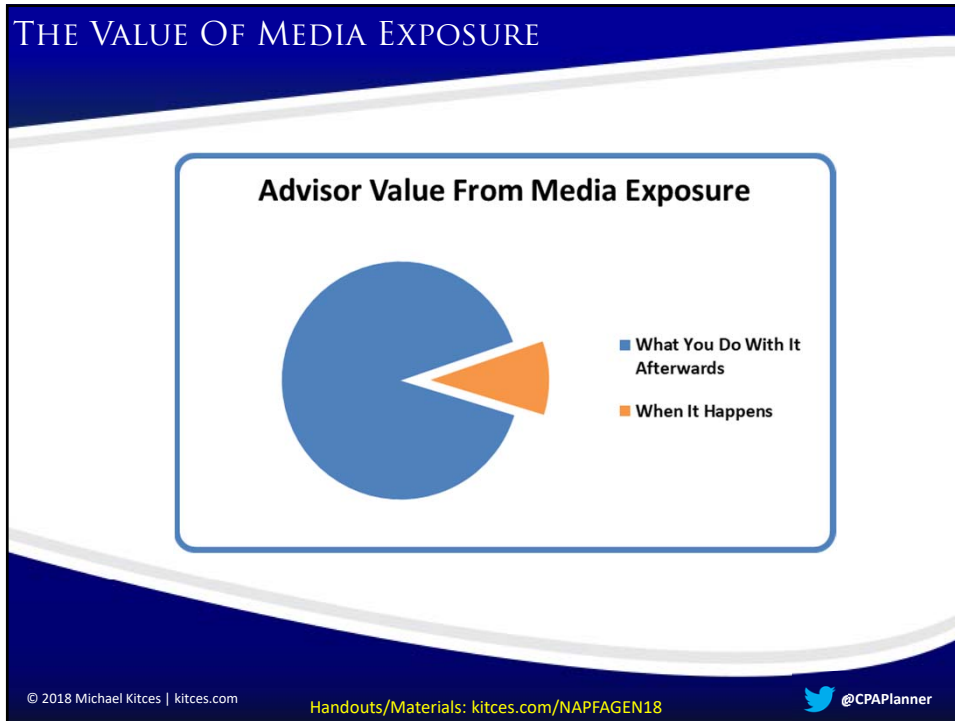
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WHY CARE IN THE FIRST PLACE?

- Enhance your credibility and trust
 - Particularly powerful benefit for young advisors
- Exposure to new potential clients and COIs
- Improve your SEO
- Establish yourself as a/the expert in...
- It's freakin' cool!



- ### TWO PATHS TO MEDIA OPPORTUNITIES
- Pay for the opportunity
 - Easier, faster, but WAY more expensive
 - “Earn” the media opportunity
 - Slower, harder, but cheaper and much more valuable over the long-term
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LET ME INTRODUCE SOME FRIENDS




Greg Iacurci
Retirement/Insurance Reporter
InvestmentNews
@GregIacurci




Darla Mercado, CFP®
Personal Finance Reporter
CNBC Digital
@Darla_Mercado

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Alana Kohl
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HOW TO “EARN” THE MEDIA

- Step #1 – Establish your cred
- Step #2 – Make first contact
- Step #3 – Nurture the relationship
- Step #4 – Connect with a purpose
- Step #5 – Keep repeating steps #3 and #4

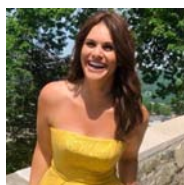
STEP #1 – ESTABLISH YOUR CRED

- Know your stuff... there’s simply no substitute
- Write
 - The best way to learn about something is to write about it
 - Gives people an idea what know about
- Brand yourself with an expertise

STEP #1 – ESTABLISH YOUR CRED

- Establish your niche on social media
 - Use your profile effectively
 - Distribution channel for your writing
 - Comment on what's going on, provide perspective

FROM THE FIELD...



Alex Denis
Emmy award-winning
anchor/correspondent
CBS New York
@AlexDenisTV

"If you'd like to be considered an expert in your field, flood social media with well thought-out opinions. Utilize Twitter during important timely events to weigh in. Do everything you can to grow your footprint."

"When someone emails me saying they'd be a great person to weigh in on "fill in the blank", the first thing I do is google them. I read past tweets, Facebook posts, articles etc. Be your brand...always."

FROM THE FIELD...



Darla Mercado, CFP®
 Personal Finance Reporter
 CNBC Digital
 @Darla_Mercado

"Lots of reporters are active on Twitter. Those of us who are on the personal finance beat are always listening for interesting perspectives from advisors there."

"I would liken it to how you made 199A and tax legislation your specialty once the TCJA came out: You were able to speak on the topic confidently and in a manner that's easy for laypeople (reporters) to understand. You uncovered angles and nuances that the media might have missed – and you jumped into them on Twitter. Reporters notice that, and in turn, that can lead to opportunities to become a source."

STEP #2 – MAKE FIRST CONTACT

- Make a list of people you want to connect with
 - Think beyond "just" journalists
 - Editors
 - Producers
- Follow them on social media
 - Following ≠ stalking!
- Pick up the phone and call them!

FROM THE FIELD...



Greg Iacurci
Retirement/Insurance
Reporter
InvestmentNews
@GregIacurci

"To generate a relationship with a journalist, try reaching out via e-mail or phone for an introduction. Be aware of their beat/coverage area, and reach if you believe you can add value to their reporting in that field."

"Journalists love story ideas – it's their lifeblood. So, perhaps recommend some ideas for stories they could look into (preferably something that hasn't been covered yet by another outlet) and offer yourself as a source for future reporting on a particular topic."

STEP #3 – NURTURE THE RELATIONSHIP

- Comment on their work
 - Be specific in your commentary
 - Don't be afraid to have a distinct point of view (but always be respectful)
 - Make sure to "tag" the journalist, not just the publication
- Repost/retweet articles
 - Understand the click-focused world in which we live

STEP #4 – CONNECT WITH A PURPOSE

- For best chances of success, your idea should be something that
 - Is timely
 - Has a unique angle
 - Is an opinion contrary to popular belief
- Is short, sweet and to the point!

FROM THE FIELD...



Greg Iacurci
Retirement/Insurance
Reporter
InvestmentNews
@GregIacurci

"Guest articles and columns with a clear point of view/opinion are the most likely to be selected for publication.

"An article about why automatic enrollment in a 401(k) plan boosts participation rates would be kind of obvious. But a column about why automatic enrollment is bad for employees would be a more interesting read, since it's not a widely broadcasted view."

"Submit an idea for a guest column to the editor(s) of the publication. Try to keep it short and to the point."

FROM THE FIELD...



Darla Mercado, CFP®
Personal Finance Reporter
CNBC Digital
@Darla_Mercado

"Often, we receive pitches that say "Joe So-and-so, CFP® can comment on all things related to financial planning." That's not specific enough to be useful to a journalist."

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FROM THE FIELD...



Alana Kohl
Founder/President,
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"Why would the media talk with you? This part of the pitch needs to be about you and why you are the expert on this subject. Your credentials, years of experience and anything else that gives you authority can help convince the media why they should interview you about a particular topic. Again, be sure to keep it short and to the point."

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"Media hits the ground running as soon as their day starts. Usually, TV stations have planning meetings at 9 a.m. to figure out the day's schedule. You want to reach out to TV before these meetings start so your topic can be "pitched" as a possible story in this meeting. Daily newspaper deadlines are usually at around 3 p.m. so reporters will more than likely be looking for their topics in the early morning."

"If you can find statistics that back up what you are stating, this will substantiate your pitch. Media really likes easy-to-understand, easy-to-illustrate statistics that can almost tell the story for them."

STEP #5 – KEEP REPEATING STEPS #3 AND #4

- Stay on the journalists' radars and keep connecting with a purpose...

...again...

...and again...

...and again...

FROM THE FIELD...



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 Founder/President,
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"Well, you contacted the media, and you are hearing nothing but crickets. Once again, the people you will be contacting get tons of emails, so there is a good chance that they missed yours. A follow-up email is probably necessary to have a better chance of getting noticed. Usually, 2 to 3 days after you sent the first one is appropriate."

"Don't put all your eggs in one basket is a very apt saying. Unless you are offering an exclusive, contacting a number of media outlets will definitely increase your odds."

MAKING THE MOST OF YOUR OPPORTUNITIES

- Make sure everything you say to a journalist is accurate!



- Respond as **quickly as possible!**

MAKING THE MOST OF YOUR OPPORTUNITIES

- Explain things in a clear way
 - “If you can’t explain it to a 6-year-old, you don’t understand it yourself”
 - Try to avoid industry-specific lingo
- Be ***VERY*** clear when you *don’t* want to be quoted about something
 - “Off the record...”
 - “I wouldn’t want to be quoted saying this, but...”

FROM THE FIELD...



Darla Mercado, CFP®
 Personal Finance Reporter
 CNBC Digital
 @Darla_Mercado

“At the end of the day, you’re talking to a layperson. Avoid throwing in too many technical terms when talking to a reporter.”

“Reporters are always running on tight deadlines. Be clear about when you’re available, how quickly you can respond and whether it’s OK to give you a ring on your cell phone or email after hours.”

FROM THE FIELD...



Greg Iacurci
Retirement/Insurance
Reporter
InvestmentNews
@GregIacurci

"Be aware of journalists' deadlines. If journalists are in a time crunch and are looking for a quote, they'll tend to call the sources who'll get back to them the quickest."

"Don't get upset if you chatted with a journalist but they didn't quote you in the piece. That's just a reality – some stuff has to be cut due to word length. Rest assured, you'll be quoted in stories down the road."

"Don't be afraid to speak on background or off the record. Journalists value honest opinions and insights. If for some reason you can't speak freely about a particular topic, you can still share valuable information privately and not be quoted about it."

MAKING THE MOST OF YOUR OPPORTUNITIES

- Make the reporters job as easy as possible. Anticipate their needs.
 - Offer to send them any code citations, regulations, articles, etc. that you've referenced
 - If you're going to discuss a particular client situation, be prepared for the reporter to ask to speak to that client
- Try not to make it look like you've never done this before... even if you haven't
- Know your compliance procedures/protocols *before* you speak to a reporter

DON'T DO SOMETHING STUPID!

- Don't...
 - Expect to get an exact date of publication (or date of airing for taped TV segments)
 - Ask how confident they are that you will be quoted
 - Say something that you aren't 100% sure accurate
 - Make it sound like you are doing *them* a favor

FROM THE FIELD...



Darla Mercado, CFP®
Personal Finance Reporter
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"One thing NAPFA advisors have going for them is that they won't have to deal with compliance protocol we run into when working with advisors who are affiliated with broker-dealers. The biggest pet peeve of mine in that case is that the advisor will agree that he or she can speak to a particular topic and we have a conversation. AFTER the discussion, he or she says that the compliance department needs to see everything – sometimes they want the whole story in advance of publication. We always say "no" to that, and we'd most likely pass on using that source in the future."

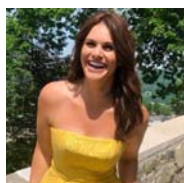
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"Do not ask if you can review quotes or the article ahead of time. It's often against editorial policy and creates extra work for the journalist."

FROM THE FIELD...



Alex Denis
Emmy award-winning
Anchor/Reporter
CBS New York
@AlexDenisTV

"When you do connect with a reporter or columnist, ask questions. 'What's your angle? Are there other experts included in the story? Anything specific you want me to focus on? Can you please send a few sample questions?'"

SPECIAL TIPS FOR TELEVISION

- Expect the unexpected
- ***Never*** make the anchor look bad
- Always have a “wiggler” in your bag of tricks
 - A seamless way to change the subject or alter the question
- Practice your talking points, but don’t memorize your lines

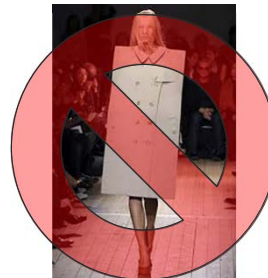
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SPECIAL TIPS FOR TELEVISION

- Make sure you’re clean cut
- Avoid bright white
- Avoid clothing with tight lines or patterns
 - Try to make your outfit “evergreen”
- Always assume the camera is on you!



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FROM THE FIELD...



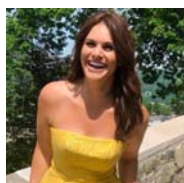
Alex Denis
Emmy award-winning
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CBS New York
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"Between the eye and ear, the eye wins. Viewers tend to assess you visually before deciding (sometimes subconsciously) whether they want to listen."

"People may be out somewhere SEEING the TV but not HEARING it. So, keep your face engaged and interested. That alone can entice someone enough to google you and look at your social media."

"When speaking to a reporter, keep thoughts reasonably short. We only have time for quick impactful soundbites."

FROM THE FIELD...

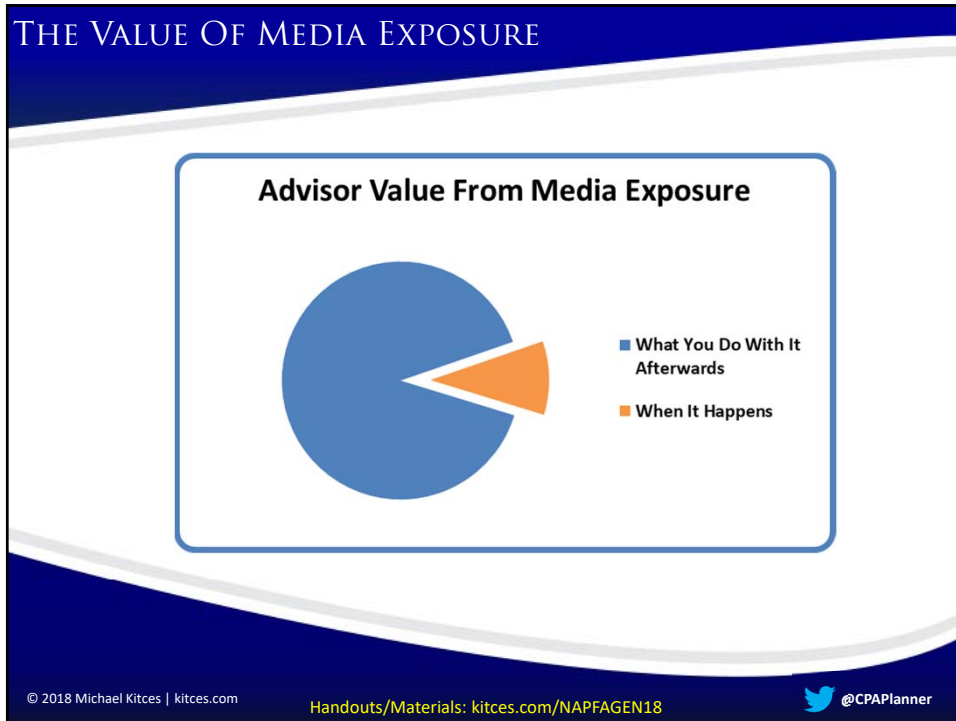


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"If it's pre taped NOT LIVE and you don't answer something the way you feel comfortable with, ask for a redo."

"Keep in mind... ANYTHING you say when that camera and mic is around you is FAIR GAME. Always be appropriate. You never know!"

"One final tip... whenever possible SMILE... you're on camera!"



- ## MAXIMIZING THE IMPACT
- Promote via social
 - “It was so fun to talk about...”
 - “It was great speaking with...”
 - “I had an amazing time with...”
 - Add it to your website
 - Consider adding something *extra* for further color
 - Success breeds success
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MAXIMIZING THE IMPACT

- Make sure your clients see it
 - Use it in a newsletter
 - Play it at a client appreciation event
- Include reprints in materials you give to potential clients
- Find ways to subtly reference your work ***when relevant***

FROM THE FIELD...



Alana Kohl
Founder/President,
AdvisorPR
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“Consider providing the outlet with follow up materials that maybe helpful for them to either include in the article – or for TV, any additional information that might be used for their website when they post the interview online. This could include something as simple as business card so they have all of your contact information, a whitepaper that explains in-depth the topic you discussed, or any pictures/video you have that provide a good visual reference for the topic.”

QUESTIONS?

Handouts & additional materials:
www.kitces.com/NAPFAGEN18

Contact: questions@kitces.com