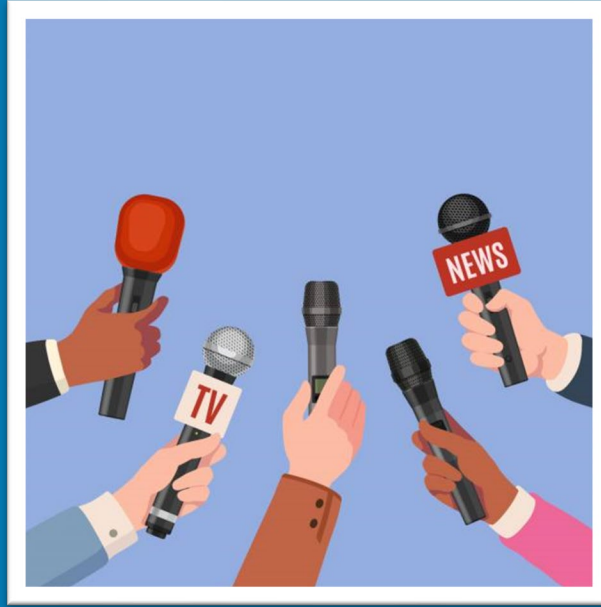


Building Influence Through Earned Media



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Building Influence Through Earned Media

- Earned media is a highly impactful communications tool that can complement originated “owned” media (like blogs & social posts)
- Benefits of Earned Media:
 - Has an organic audience reach that is typically larger than owned platforms
 - Raises visibility and credibility of your organization and your impact
 - Generates thought leader opportunities & public opinion currency for your mission
 - It's (mostly) free!



Examples of Earned Media Opportunities

- Events and organizational announcements
 - Groundbreaking ceremonies, program launches, new initiatives, ribbon-cuttings, research reports, etc.
- Reaction to notable current events
 - Responding to natural disasters, relevant legislation/policy changes, local news and community happenings, pertinent public events
- Weighing in on unfolding public debates and news cycles
 - Op-eds, quote statements, or opinion submissions responding or contributing to existing stories in the news or public narratives

2 Primary Types of Earned Media

- Earned **News** Media

- News and story write-ups by a journalist in a news publication (some digital publications also fit)
- Segment on the nightly news, news radio, podcast, or other publisher of journalistic content and current events
- Commonly generated by press releases, media advisories, journalist pitching, etc.

- Earned **Opinion** Media

- Op-eds, guest columns, or letters to the editor to publications with editorial platform
- Contributor submissions to blogs and online forums can also be a form of opinion media
- Typically generated by essay submissions & pitching

Building Influence Through Earned Media

A. Organization's Logo

B. Media P.O.C. Designee, Contact Info, & Date Sent

C. Title (sub-header optional)

Be clear, concise, compelling, & newsworthy; make it sound interesting to a journalist

D. Body

Location, lay out relevant background info, & offer insightful quotes that align with mission

E. Organizational Boilerplate

Give a brief 2-4 sentence backgrounder on your organization, its mission, & impact

fahe 40 years of service
Building the American Dream.

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FOR IMMEDIATE RELEASE ← **C**
March 31, 2021

Fahe Welcomes Expected Announcement of Infrastructure Investments

As Americans Struggle from Pandemic Effects, Meaningful Investments in Broadband, Transportation, Public Health, and Workforce Infrastructure Promise to Expedite Recovery

BEREA, KY— In anticipation of President Biden's expected journey to Appalachia today to announce a multi-trillion dollar economic recovery and infrastructure spending bill, Fahe welcomed the news of long-overdue investments in public projects in distressed Appalachian communities. **Fahe President and CEO Jim King** commended the renewed federal focus on the urgent economic and infrastructure needs of the millions of Americans living in the region.

"We are certainly encouraged to see the Biden Administration prioritize long-overdue investments in public infrastructure," remarked **Fahe Communications Director Ted Boyatt**. "Fahe has worked for forty years to provide often-overlooked communities in Appalachia with the financing, support, and expertise their residents need to access affordable housing and essential public services for both individuals and small businesses. Seeing many of these same areas receive the federal attention they need to develop robust and sustainable public infrastructure networks around broadband, transportation, water safety, housing, and public health is welcome news for our ongoing mission."

Boyatt also noted the disparate impact that pandemic-era restrictions have placed on Appalachian communities that already lacked adequate broadband networks.

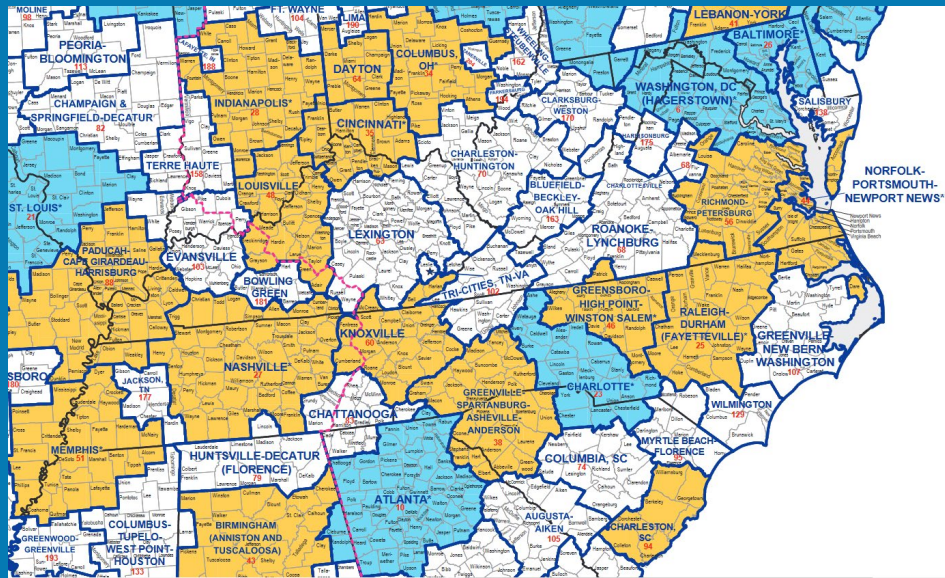
"The pandemic has only exacerbated the existing digital divide and demonstrated the crippling impacts of digital redlining on rural communities that lack hardline broadband infrastructure," he asserted. "With government orders restricting business capacities and limiting mobility, swift access to high-speed and reliable data is no longer just a consumer luxury. It is now an economic necessity to earn a living and conduct essential daily activities."

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About Fahe: Fahe is a multistate network of community development experts and local leaders serving Appalachia through transformative investments that help families build their American Dream. For 40 years, the Fahe Network, consisting of 50+ Members, has cultivated deep-reaching localized platforms to connect economic and community investments with "boots-on-the-ground" leadership throughout one of the most difficult places to serve in the country. Since 1980, Fahe has invested \$1.05B, generating \$1.61B in finance. This investment was channeled through their Members and community partners, directly changing the lives of 687,183 people. Learn more at <http://www.fahe.org>

Targeting your Release to Media Outlets

- **State/Regional Newspapers**
Lexington Herald-Leader or Roanoke Times
- **Local Newspapers**
Hazard Herald or Grainger Today
- **Local/Regional Network TV**
WAAY-TV Birmingham or WBIR-TV Knoxville
- **State Wire Services**
Associated Press
- **Online/Digital News Services**
Tennessee Lookout or Virginia Mercury
- **News Radio Broadcast Stations**
WVPB 88.5 FM Charleston (WV Public Radio



Following Up on Earned Media Placement

- Make follow-up phone pitches to reporters, producers, and editors
- Promote stories on your social media & digital assets
 - Driving paid clicks & pageviews to publishing site can improve their web metrics and incentivize future stories or op-ed submissions
- Distribute earned media to partners and funders (show impact)
- Write thank-you notes to journalists and editors
- Consider additional op-eds or LTE's to continue the conversation

Questions?

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