**How to Use the PR Tool Kit**

Congratulations! You have won a GWA Media Award. This is newsworthy to both the immediate press in your area and to your trade publications. Now you need to reach them. In this PR Tool Kit we will give you the “tools” to attract media attention to gain the exposure you deserve for winning a GWA Media Award. We can help you attract close to the same level of publicity as a big celebrity – if you work at it. The key is to follow these directions and get in touch with the media to make it happen.

1. **Begin Using the GWA Media Award Logo**

Download the logo and use it on your website, blog and correspondences, recognizing your winning work.

1. **Send out a Press Release**

Either write your own or use the fill-in-the-blank press release provided. Use the attached document called 2018 Silver Award DIY Press Release. Fill in everything in red. Try to keep it to one page. If you want to be creative, take out the quotes and use your own. Distribute the release in a media kit with a photograph and/or sample of your work. Put together media kits as outlined in “Pitching Your Award”.

1. **Pitch the Media**Make a media list of targeted publications with contacts using the “Media Worksheet”. Remember to send it to other GWA members and friends.If you don’t let them know you are a GWA Media Awards winner, they can’t tell the world. Read “Pitching Your Award” and do it.
2. **Share on Social**Get the word out about your win on social media. Just use the hashtags #GWAMediaAwards #GWA #GWA2018.

**Pitching Your Award to the Media**

**Press Kit Contents**

Include in the press kit:

1. The GWA Media Award release
2. If possible, a sample of the work for which you won the award.
3. A photograph of you – an action shot showing you at work would be the best.
4. Your biographic information
5. A list of all the winners
6. The background piece on GWA found in the tool kit

**Pitch Letter**

Send the media kit out with a cover letter that:

1. **Gains their attention.** Write two sentences that relate to the needs of the reporter's readers. Think of a catchy headline. Command attention or reporters won't read the rest of the letter.
2. **Gives the essential facts.** Remember, you are enclosing the press release or press kit that will round out the highlights you present in the pitch letter.
3. **Calls them to action.** Tell them how they can get in touch with you or how you will reach them.

**Pitching by Phone**

After the media kit has arrived, follow up with a phone call. Don’t be surprised if they ask you to send the release again. Editors literally get hundreds of press releases a day.

1. Introduce yourself and your business and ask if this is a good time to chat.
2. Tell them you are following up on the GWA Media Award press kit you sent out.
3. Briefly explain why the GWA Media Awards – and your award in particular - are of interest to their audience – what is your angle for them.
4. Set up a meeting - Offer to take them on location to an interesting garden or come in for a special show to demonstrate something new in garden plants, products or techniques.
5. Find out what's on the reporter's mind now, based upon your conversation and pitch an idea to his or her needs.
6. Get back to them in a timely fashion with answers.

**Follow-up**

1. Send the reporter any requested information within 24 hours.
2. Follow up with another call if necessary.

**Image Boilerplate**

This worksheet helps you gather facts and encourages you to do some "brain storming" about what you want for your image. You can then summarize and refine this information to develop your “boilerplate” to use at the end of press releases, in pitch letters or when people ask you what you do.

Ask yourself these questions:

**1. When people hear my name or my company's name, I want them to think of ...**

What image do you want to pop into people's minds, for example, "a leading," "the first," etc.

**2. Now write down . . .**

* The needs you or your company fill.
* Clients you serve now or want to serve.
* How do you serve these clients?
* The type of business you are in.

**3. Now write a brief statement**

You want your statement to be broad, not specific, and positive and forceful.

Follow the general structure of the examples below, and keep your statement brief.

For example:

J. Doe is a nationally known garden expert, writer, photographer, lecturer and TV personality. In 2016, he/she won the prestigious Gold Award for Best Product from the Garden Writers Association for his latest book/article, TITLE. Mr/Ms. Doe has contributed both articles and photographs to numerous gardening magazines, including *Garden Design* and *House Beautiful*. He/she lives and gardens in City, State.

**Media Contacts Worksheet**

This worksheet helps you identify press contacts. Think in terms of geographic radius of where you live and where your work appears. Ask yourself who would be interested in hearing about your award – and who do you want to know about it. Look for contacts in newspapers, magazines and books, Writer’s Handbook, media directories and, of course, the GWA directory. This is your calling card. Don’t second guess yourself. **Send your news to everyone!**

Trade Press Reporter Telephone E-mail

1.

2.

3.

4.

Gardening Press Reporter Telephone E-mail

1.

2.

3.

4.

Local Business Press Reporter Telephone E-mail

1.

2.

3.

4.

Local General Press Reporter Telephone E-mail

1.

2.

3.

4.

Television/Radio Reporter Telephone E-mail

1.

2.

3.

4.