

Want the world to understand your story?

Start with media coverage.



Media remains one of the only forms of communication that presents an opportunity for a third party (the outlet) to validate your viewpoint. Because the media filters and shapes what we see, media coverage conveys to the audience that the story itself is something worth thinking about. Generating a steady cadence of media coverage on a topic *over time* – the essence of strategic media outreach – makes it more likely for the public to consider the issue important.

We provide comprehensive media relations support to clients, including drafting press releases, media advisories, and background documents; creating media lists of reporters at mainstream/consumer and trade outlets; creating pitch materials; conducting media outreach; conducting media trainings; coordinating interviews; tracking and analyzing media coverage; and speechwriting.

Our media relations experience includes extensive outreach to mainstream/consumer and trade media outlets, and we regularly help clients turn individual stories into headline news. We are relationship-builders who have long-standing rapport and established connections with reporters, editors, and producers at national and local outlets across platforms and topic areas.

Hager Sharp's seasoned media specialists, some of whom are former reporters, are also active members of the country's leading media associations and can tap journalist members of these organizations for insights and advice as needed.



CORE MEDIA RELATIONS CAPABILITIES

MEDIA STRATEGY

We think one step ahead. With our help, you can anticipate what reporters – and their audiences – want to know and how to frame it so that it resonates positively. Our experience building dialogue with reporters and the focus to help generate an ongoing cadence of coverage for your issue can mean the difference between simply being heard and being *understood*.

MEDIA OUTREACH

Meet the press. We can handle every aspect of proactive media relations, from generating specific pitch ideas – including the story we want to tell and how we want to tell it – to preparing the spokespersons and identifying the outlets and reporters we recommend targeting.

MEDIA MONITORING, ANALYSIS, AND EVALUATION

Through real-time or retrospective monitoring of media coverage using a proprietary mix of databases and software, Hager Sharp can monitor how media outreach influenced coverage and how it is changing over time.

**OUR RELATIONSHIP-FOCUSED APPROACH HAS HELPED
THE FOLLOWING CLIENTS MAKE A DIFFERENCE:**



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



More about
our media
relations work

HAGER SHARP