

SCOTTSDALE Airpark News

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Airpark News

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2009 BUSINESS OF BRANDING: Talk the Talk

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Boilerplate: This is the concise paragraph placed at the end of a press release that gives details about your business; who you are, what you do, how you do it, and where you are located.

Pitch Letter: A brief note providing a quick summary of a suggested beat-specific story idea or introduce a source to a reporter or editor.

Press Release: A formal statement providing a reporter or editor with all the facts of an event or newsworthy item which is of adequate interest to a publication's audience.

Social Media: A primarily internet-based social form of communication used to share and discuss your company's message, events and relevant information with a target audience (i.e. Facebook, LinkedIn, Twitter).

Media Training: Enhanced public speaking techniques tailored specifically for the media with an emphasis on answering questions with previously decided messaging while utilizing the craft of speaking in sound bites.



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