

ROSHINI

PERFORMANCE GROUP

MEDIA WISH LIST ANALYSIS

You want strong media relationships before a corporate crisis hits and a plan to build those connections intentionally by asking yourself questions. The more detailed and specific your answers, the better results you will have.

Specific Media Outlets I/We Like, Watch, Read, Listen To

Individual Media People I/We Know/Have Covered Us

What Would Make a Good News Story about our Organization/Event

My Goals for Media Attention

Other Stakeholder Goals for Media Attention

Innovation + Wild Card Angles

And who knows, perhaps your media relationships will lead to you being their industry source when they need your expertise or insight for a story. (The ultimate in no-cost marketing.)