

Capitalize on Your Expertise

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Have you ever read a news article about your industry and wondered why the writer quoted a competitor as a source and not you?

How do journalists decide who the experts are in various industries?

The answer is simple. Many of these industry leaders have “source filed” themselves with the media. Source filing is the process of letting reporters know that you are an expert source of information on certain industry issues and that you are available to discuss these matters. Filing is not difficult, but it does take time, patience and persistence. If you don't have time to do your own filing, consider employing an experienced public relations professional to help you.

Get on the Media Radar Screen

Build relationships with the media. Meet with reporters and editors and let them know that you are available to consult with them regarding issues in your industry. Position yourself as an authority with a unique perspective on a variety of topics. When journalists write a story, they often look for expert sources to supply them with information, statistics, and opinions. The goal is to have reporters and editors think of you when that need arises.

Educate the Media about Your Industry

Editors are always interested in the most recent developments and trends

in industry. Educate them about what is going on in yours. Become a vital source of information. When year-end and quarterly industry reports and forecasts come out, send this information to editors of the publications in which you are interested. Inform them of pending legislation, environmental issues, and other concerns that could affect your industry and the public in general. Be sure to keep them updated with what is happening in your own company with timely and newsworthy press releases.

Be Available

When reporters call, it is important to be available. They are often on

deadlines. If you are not accessible, they will go on to another source for their story, and a valuable opportunity will be lost.

Reap the Rewards

Once you become established as an information source for reporters, the rewards can be great. When the time comes to pitch a story idea about your own company, chances are greater they will listen to what you have to say.

GROWTH is privileged to publish contributions from expert members of our communities. Susan works primarily with small to mid-sized businesses and nonprofit organizations. She may be reached by phone at 936-597-8825, or by email at susanlovefitts@consolidated.net.

