

WEBINAR

Mastering Media Madness: Handle inquiries like a pro



All Inquiries Create new +

3 Unread **5** Pending **8** Open

Subject	Assigned	Status	
_____	_____	open	...
_____	_____	pending	...
_____	_____	unread	...
_____	_____	open	...
_____	_____	unread	...

New Inquiry

✉ _____

Deadline _____

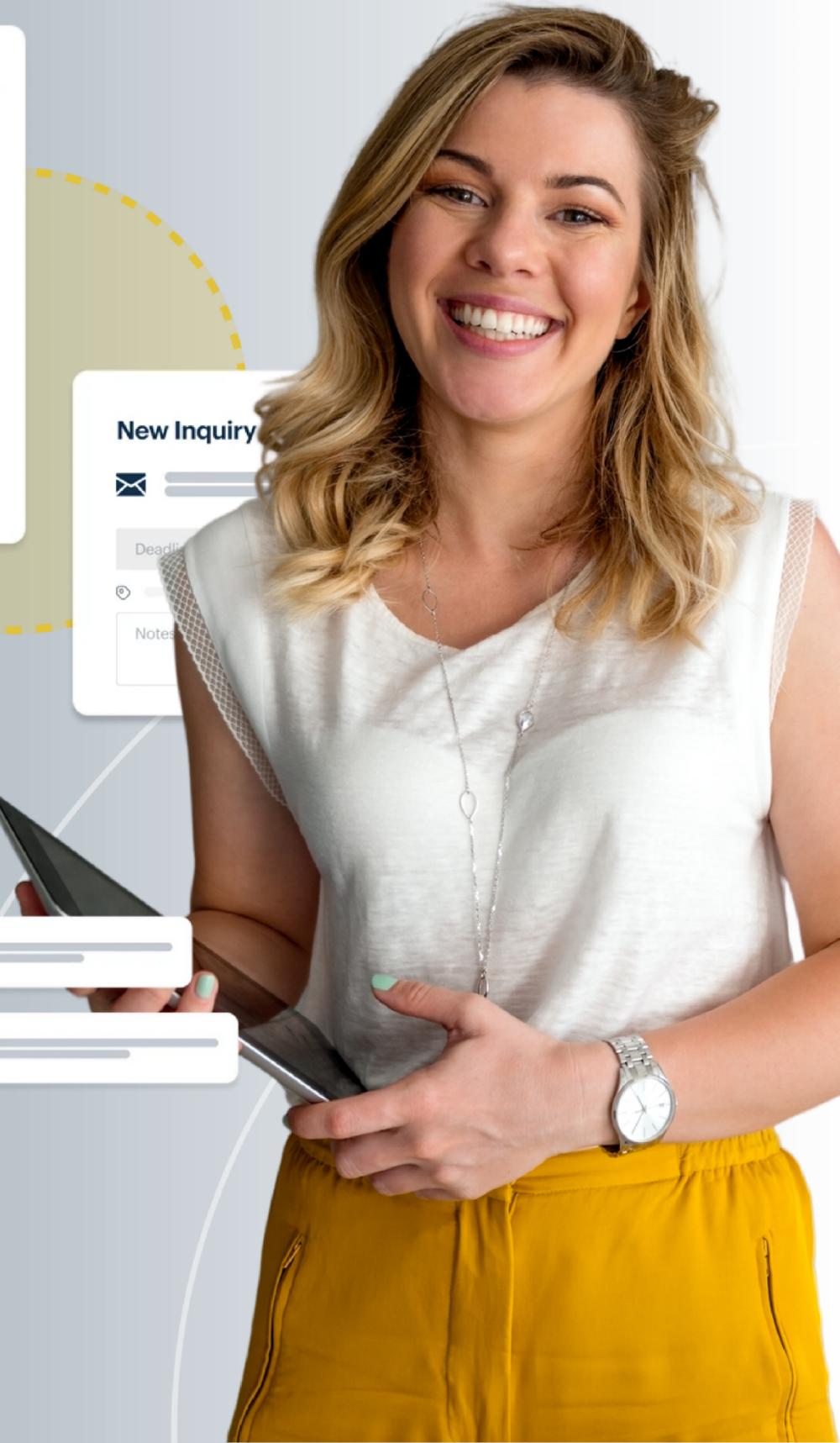
Notes _____

✉ _____

A user profile card for Lotte Jansen, Amsterdam Office, featuring a circular profile picture and the company logo.

✉ _____

✉ _____





JESSE FINN | HOST

Co-founder
NoNonsense Studio



FOLKJE LIPS

Lead Product Manager
Presspage



Agenda



Part 1: What **GOOD** inquiry management looks like

- Efficient, Collaborative, and Controlled: Zooming in on the three pillars of effective media inquiry management.

Part 2: Making the inquiries plan

- Who, what, where, why and how: The 8 things you need to consider if you want to master inquiries.

Part 3: Managing inquiries like a pro

- Good vs. Great: A hands-on look at how media inquiries is usually done, and how you can do it better with a fit-for-purpose tool.

- +** **The wrap:** 5 key takeaways



PART 1

What GOOD inquiry management looks like





Why it matters...

How you manage your media engagements has a direct effect on the public's perception of your brand.

Done well

- Build journalist relationships
- Establish media-friendly credibility
- Mitigate unwanted coverage
- Unlock media opportunities



Done poorly

- Frustrated media contacts
- Mixed team messages (internal AND external)
- Unfavourable press coverage
- Missed media opportunities





Why it matters...

How you manage your media engagements has a direct effect on the public's perception of your brand.

Done well

KFC[®]

Schiphol



Done poorly

 Microsoft





The 3 pillars of effective inquiry management



EFFICIENT



COLLABORATIVE



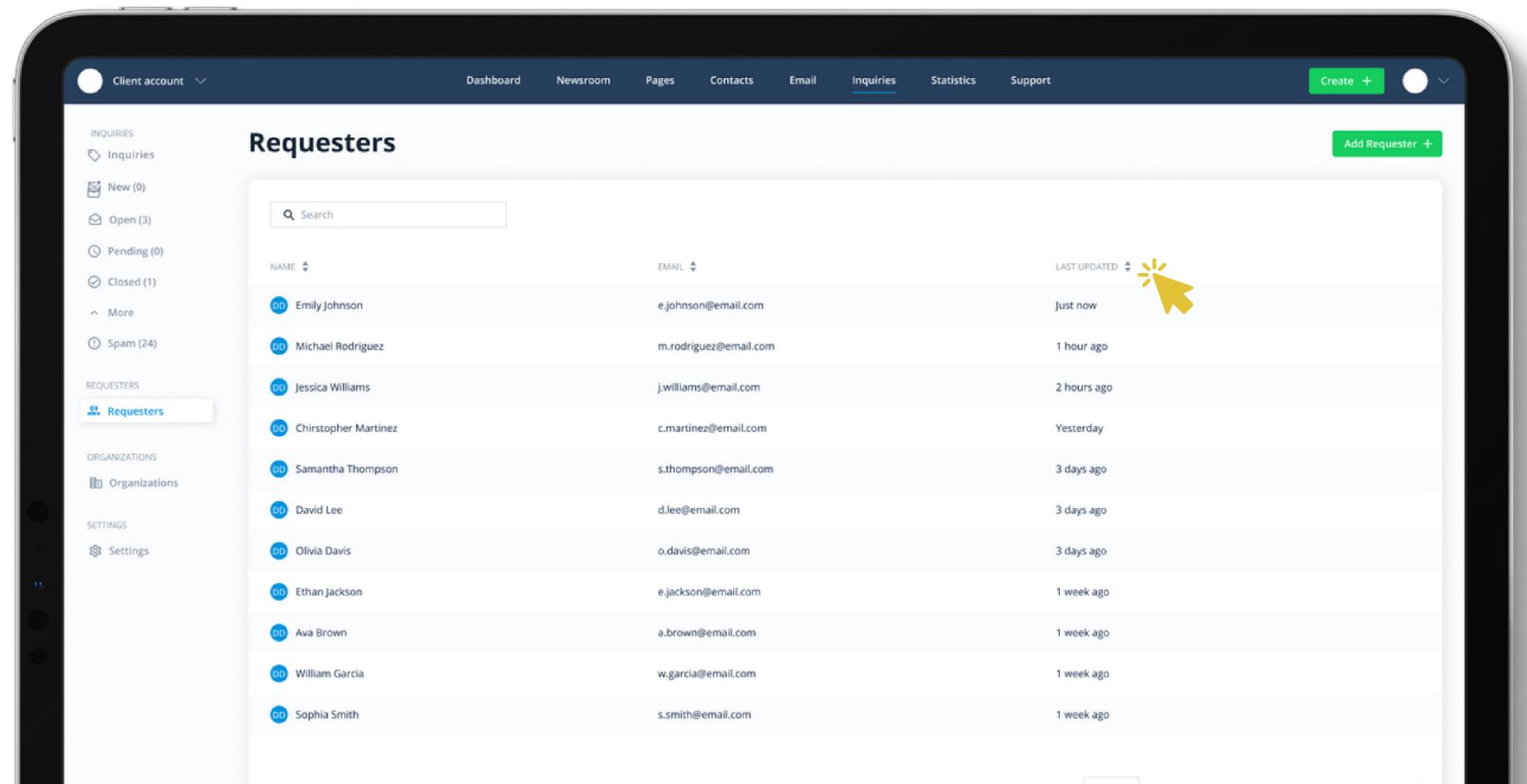
CONTROLLED



EFFICIENT

Efficiency in media inquiry management ensures that every inquiry is addressed promptly and accurately.

This pillar focuses on streamlining processes, minimizing response times, and leveraging technology to handle high volumes of inquiries without compromising quality.

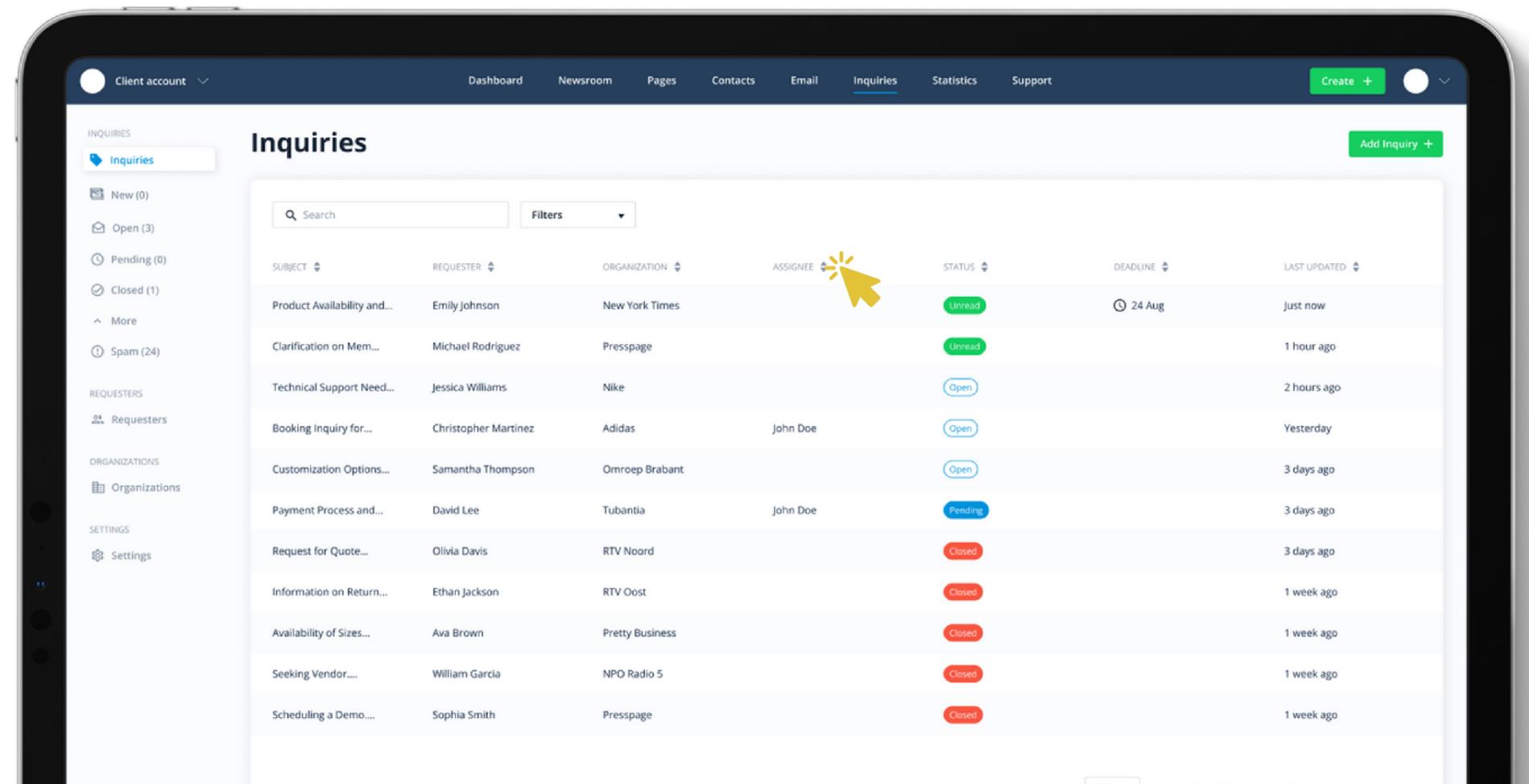




COLLABORATIVE

Collaboration is essential for ensuring a unified and coherent response to media inquiries.

This pillar emphasizes teamwork, communication, and the use of shared resources to present a consistent organizational voice.

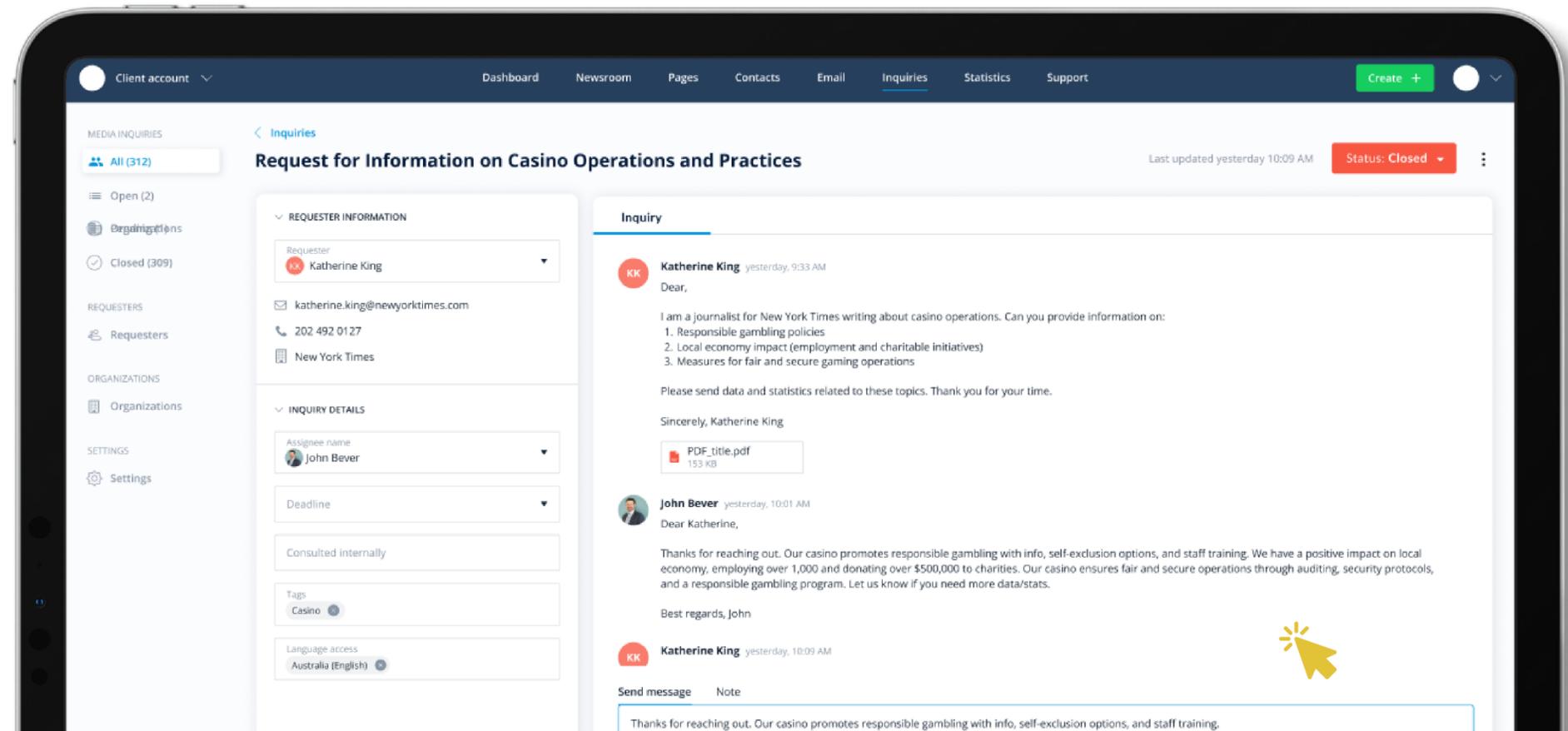




CONTROLLED

Control here means taking charge of the narrative to ensure your organization's reputation is managed proactively.

This pillar involves tracking interactions, managing risks, driving (or minimizing) coverage and leveraging data to inform future strategy



Bad press has 3x as much influence on a company's reputation as good press!

University of Amsterdam
'Buffering Negative News'





PART 2

Making the inquiries plan





Making the plan

The first step to successful media engagements is having a plan - here are 8 things to consider...





1

Who engages with the media?

Decide whether a single spokesperson, selected team members, or an external agency will respond to inquiries to ensure consistency and save time.

2

What is your tone of voice?

Define and document your authentic tone of voice to maintain consistency in messaging.

3

How long is your response timeline?

Establish realistic response times (e.g., 1 hour, 3 hours, a day) for different scenarios, prioritizing rapid responses in crises.

4

Which teams are in the mix?

Identify which departments (legal, finance, marketing, C-suite) need to be consulted for specific topics to prevent miscommunications.

5

How do you prioritize inquiries?

Regularly adjust priority for media outlets, opportunities, or issues based on goals, ensuring the team knows how to flag important inquiries.



6

How will you mitigate unwanted coverage?

Develop a strategy for correcting or shutting down unfavorable stories before they gain traction.

7

What approach for which media outlet?

Log organizations that have specific needs or who have been favourable towards your org in the past.

How often do you review the policy?

Schedule regular reviews of your media policy to adapt to changing goals and ensure relevance.

FINAL

Which tools/software will you use for your inquiry management?

If you've done steps 1-8, it's now time to figure out where you're going to actually **MANAGE** all of this!

What software set-up will you choose?



PART 3

Managing inquiries like a pro

in six (simple-ish) steps





Archive: How do you build your inquiries hub?

Have all the information you need in one place. Your future self will thank you.

Key points

- Centralize inquiries + answers
- Access management
- Log for context
- You can do this using tools you're already using (email, excel, CRM)
- Or you can use one fit-for-purpose system such as Presspage Connect

Tips and tricks

- If you do one thing, use one central email address (press@company.com)
- Forward all personal inquiries
- Did you know you can also forward WhatsApp messages?

SUBJECT ↕	REQUESTER ↕	ORGANIZATION ↕	ASSIGNEE	STATUS ↕
Mining Q	Lambert Verh...	Google News	Jan-Will...	Open
Moon mining tourism	Angelica Duraz	CNN	Judith S...	Open
Q1 results 2024	Carl Ruhe	Follow the Money	Folkje ...	Unread
Balancing profitability and sustainability ...	Helmut Fulda	Bild	Judith S...	Open



Tracking: How do you ensure nothing slips through the cracks?

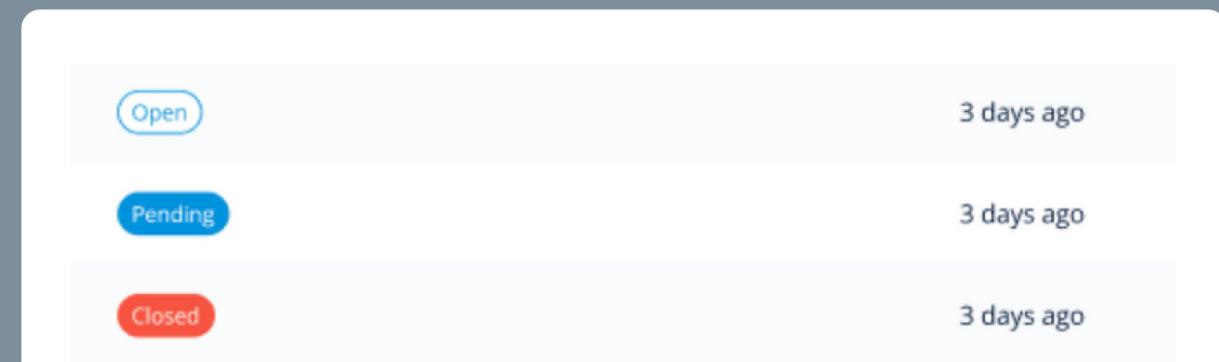
No inquiry lost or unanswered. No deadline missed.

Key points

- Notifications / automations to keep track of all incoming inquiries.
- Team work requires explicit tracking of:
 - Status
 - Status updates
 - Deadlines
 - Owner

Tips and tricks

- Make statuses visible: use colours in your email/spreadsheet.
- Create a habit if you don't work with an inquiry management system.
- (Re)assign, even for 1 day handovers.





Collaboration: How do you work together as a team?

No more messy hand-overs, unclear statuses or message inconsistency.

Key points

- Tracking habits (from the previous slide) will help enormously.
- Processes!
- Make sure an inquiry gets an assignee asap.
- How do you divide inquiries? On expertise, time available, random?
- Collaboration is also about collaborating outside of the spokespersons' team.

Tips and tricks

- Primary responsible shift rotations?
- Log your internal discussions as well.
- Log who you consulted with internally.



Clément Kubiak

Created internal note, today, 12:59

Judith, can I send this answer?



Judith Stein

Created internal note, today, 13:00

Yes, go ahead!



Efficiency: How to move at speed & scale?

Save precious time on tedious tasks and tackle crises/peaks with confidence.

Key points

- Workload of inquiries is often underestimated.
- Handling inquiries is repetitive by nature, due to the 1-to-1 messaging.
- Efficiency is vital for crisis management.
- Automation is key, but hard to achieve between different systems.
- It must be done by someone with industry knowledge.
- Use AI but stay in control.
- Maintenance!

Tips and tricks

- Use labeling (Gmail) or folders (Outlook) for preliminary priority triage.
- Use filters and presets for Excel.
- Use a rules-based connection service such as Zapier for basic automation between disparate systems.
- Use ChatGPT for suggestions, but always redact.
- PR software such as Presspage Connect allows more elaborate automation and removes the need to set up / maintain.



Narrative: How do you take control of the conversation?

Bring your story across, cash in on opportunities and mitigate bad press

Key points

- Don't manipulate, don't push.
- It's about getting the basics right: be timely, consistent, and reliable.
- Having the journalist's context and earlier engagements will help you find a hook for your story or mitigate a potentially bad story.

Tips and tricks

- Take every inquiry seriously.
- Use your archive, search for earlier interactions.
- Use your CRM to store the particularities/interests of journalists.

<input type="checkbox"/>	NAME	EMAIL	JOB TITLE	ORGANIZATION
<input type="checkbox"/>	Bill Tieleman	weststar@telus.net	Reporter	24 Hours Vancouver
<input type="checkbox"/>	Torrey Sims	torrey@emlenmedia.com	Reporter	Green Building News
<input type="checkbox"/>	Victoria Stewart	victoria@victoria-stewart.com	Financial reporter	CNN News
<input type="checkbox"/>	Katie Keir	katie.keir@tc.tc	Researcher	Advisor's Edge
<input type="checkbox"/>	Cindy Zimmerman	cindy@zimmcomm.biz	Journalist	Agri-Pulse



Learn: How do you learn from your data?

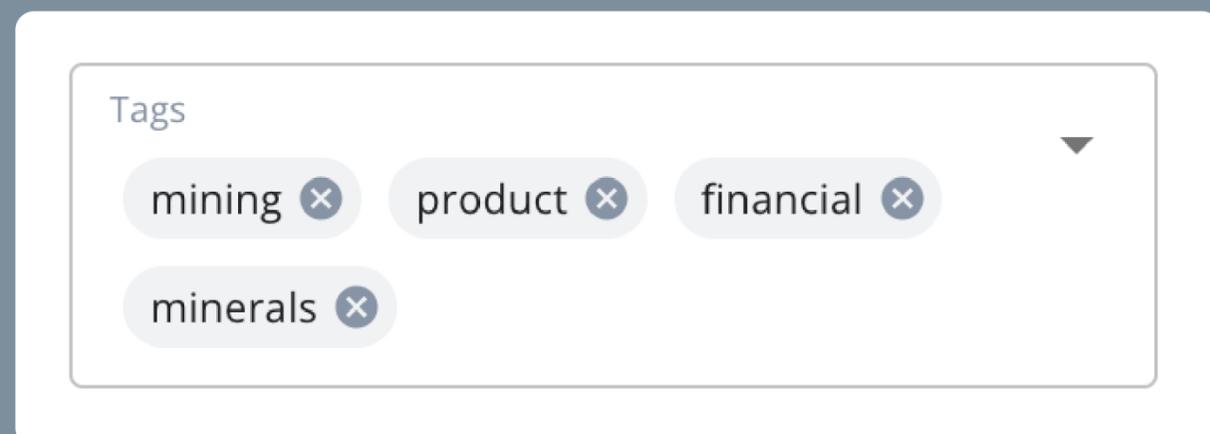
Improve your process, improve your reputation, and get yourself a seat at the table.

Key points

- Improve your inquiry process, templates, and automation, based on learnings.
- Use inquiry trends to proactively communicate (press releases, newsroom, email campaigns) and to create FAQs/templates.
- Inquiries are often 'caused' by actions and decisions outside of your team.
- Show efforts and results to the board: get involved in decision-making.

Tips and tricks

- Add categories/tags to all inquiries to be able to filter them.
- Excel is good with numbers, this is actually where excel comes in handy.





DIY

VS



CONNECT



DIY inquiry management



Use tools you're already using anyway



Budget friendly on short term



Easy to start with



Expensive in the long run



Needs maintenance



Be aware of data breaches



Misses industry expertise



Doesn't scale well



Lacks smart automation



With Presspage Connect



Builds an
archive for you



Everything in
one place



Smart
automations



Built-in AI



Saves time
and money



Reduces
errors



Industry
expertise



Easy to get
started with



**Free trial.
No-strings!**



You don't have it yet...



Thank you!

