



#SBDCGenStudy – Public Relations Roadmap

We'd love for you to share the survey with your regional news outlets. The following is a simple guide for best practices for engaging with media.

Find the right outlet & reporter: Finding who to target is important when reaching out to media. Consider local newspapers, blogs, broadcast stations and radio stations and look for reporters covering small business or topics relevant to the SBDC and its services.

- Do Google searches about relevant topics (example: small business advice, etc.) in your region. Once you have identified a relevant news story, see if the reporter is at the outlet and still writing on similar subject matters. If they aren't, see who is writing about similar themes.
- Find their contact information
 - Look to their outlet's website and see if their email or phone number is featured.
 - Look to see if the reporter has their own website. If he or she does, they will feature their own email address in the contact section.
 - Lastly – look up their Twitter handle. Many reporters feature contact information in their Twitter handles.

Start with a pitch: A media pitch is an idea for a story that you “pitch” to a journalist at a specific publication. It can be an e-mail, phone call or Tweet.

Sample Pitch

- Subject header
 - The subject header needs to grab the reporter's attention. Reporters are inundated with pitches, and are strapped for time so the pitch needs to capture their attention – and that starts with the subject line.
 - Example header: Hi XX (Reporter Name)- Survey reveals half of millennials want to start a business
- Body of pitch
 - A good pitch should be succinct. You don't want it to be too wordy, or the reporter won't even bother reading.
 - The pitch should demonstrate that you have seen the reporter's coverage, and you should address the commonality and relevance your pitch shares to the reporter's previous work. The pitch should include the what, where and why.
 - Example pitch:
 - “Hi X:
My name is X (your name), and I work with the X SBDC (your SBDC city). I saw your coverage of X (relevant subject matter), and thought you might

be interested in a recent survey from America's SBDC, our national Association.

America's SBDC partnered with the Center for Generational Kinetics to better understand perceptions and reality when it comes to generational views on small business. The study uncovers research-based insights into the entrepreneurial mindset of Americans, and how to engage them by understanding their perceptions, motivations, and behaviors when it comes to small business. Some key findings include:

- 62% of Millennials have a dream business in mind that they would love to start
- 49% of Millennials intend to start their own business in the next 3 years
- 41% of Americans would quit their job and start a business in the next 6 months with the right tools and resources
- 63% vs. 45% of men say accessing money is the most difficult aspect of starting a business
- 61% of Millennials believe that the best job security would come from owning your own business

Please find more information in [here](#). Please let us know if you are interested in learning more about the findings.

Best,

XX

Next Steps

Congrats! You have attracted the interest of a reporter. Feel free to share any of the information we've provided with them. Hopefully you were able to schedule an interview with a local SBDC Advisor or your State Director. If they'd like to learn more and set up an interview with America's SBDC, please contact April Youngblut, Marketing@americassbdc.org, (703) 764-9850.

Other Tips

- Even if you've developed a perfect pitch, the reporter may have not responded for any number of reasons. A best practice is to typically wait two business days before following up. The follow-up can be quick and easy: "Sorry to bug, but just wanted to see if you received my previous email? Thought it might be of interest, and please let me know if it is."
- If a reporter plans to cover the news, it is usually a best practice to not ask when the story will run, but rather to follow-up with the reporter to thank them for speaking to you and asking if they need anything else. Reporters will occasionally post the story without telling you, so carefully monitor their coverage following the interview.

Further Questions?

Contact April Youngblut, Marketing@americassbdc.org, (703) 764-9850

