



# Wine Growers British Columbia (WGBC) Member Media Training Series PR Readiness 1.0

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## Wines of British Columbia Brand Story

The overarching story for the Wines of British Columbia brand weaves together the components of wine, people and place to tell a cohesive narrative for the Wines of British Columbia.

Draw the parallel to the messages of the Wines of British Columbia to your winery: its people, place and story.

## Media Readiness

### What Kind of Media Do You Want Your Message In?

1. **Paid media:** Nothing appears unless it's paid for by you. Ads (anywhere) or brand ambassadors. You are in control of the message.
2. **Owned media:** Your website, blog, your videos, newsletters, and social media channels. You are in control of the message
3. **Earned media:** It is people who can help tell others what you are doing: PR people, print, online, or in broadcast (radio/podcasts or TV), and mentions online. You are NOT in control of the message.

Make sure you have the tools at hand to be responsive:

- Current product information sheets
- A press kit (an informational background on your business and its people and products)
- Quality photos and bottle shots
- Bonus points if you have "B Roll" (video without sound or logos)

### When media does reach out – what is the checklist?

First, get the following essential information from the reporter:

1. Name of reporter, phone number and media outlet
2. Reporter's deadline
3. Focus of requested interview
4. Other interview subjects for the story
5. Amount of time required, location etc

THEN, if this is a phone call, tell them you need 15 minutes and then you will call them right back. This will give you time to get organized and your messaging straight.

### Before The Interview:

- Once you know the focus, every interview is an opportunity to present your messages. Gather your messages and locate your spokesperson.
- You will have a main point you want to get across in an interview. Your key messages reflect the critical information you want to convey (your single overriding communication objective).
- These messages may be situational to a specific occasion or topic, or messages may be more of a strategic nature.
- Once you know what is asked, make note of your main idea / response and then three supporting points.
- Gather the information – simplify it and think of positive ways to relate it. Anticipate questions. Prepare answers for the toughest questions the reporter could ask.
- Develop one or two key points – you want to make short, positive statements. Avoid defensive statements and arguments.

### The Interview:

- Remember that interviews are not conversations, and media want basic information and a good quote or sound bite. Keep your answers short, simple, and succinct and bridge back to your message or objective often. When you give short answers, you retain more editorial control.
- Also remember that an interview is a professional exchange, and your part is to answer the questions.
- Avoid jargon, acronyms, analogies, and technical terms. Simplify complex numbers.

### So, when they call – be prepared!

- Know your 'elevator pitch': your story and your key messages.
- Know your stance and how to deliver it concisely.
- You should be able to deliver your main media message in 30 seconds. Drill this down to the core so you can say it over and over.
- Take note of perhaps what is the most important thing of all: responsiveness and reliability.

*Need a quick coach before an interview?*

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