

**S O L A S**  
MEDIA SOLUTIONS



# What kind of news media personality are you?

Every day, thousands of Kiwis are being quoted in news stories and magazine articles across NZ, each media personality with an agenda, campaign or issue to promote or highlight. Which type of media personality are you?



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# The most common media personalities

Every media campaign is different. They're different because of the topics, angles and energy, but mostly because of the people driving them.

Journalists can distinguish the difference between the drivers too and can work in a different way with each.

Before you set off on your media journey, discover which type of media personality so you can better plan your ideal approach.

## **The Influencer**

Business owners or leaders, who have gathered a mass of industry know-how and respect within their fields. These are speakers, CEOs and leaders whose time is valuable and whose profile is newsworthy for the insights, authority and celebrity status it carries.

The media always wants experts to shed light on issues. Columns and editorials are options for you, as well as establishing yourself as a regular discussion panel expert.

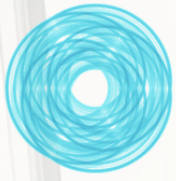
*Examples: Politicians, performers, well-known industry coaches and teachers, authors, broadcasters, writers, CEOs and industry leaders, innovators.*

## **The Start-up Founder**

Innovation and fresh thinking are keywords for this business newcomer. The media is always looking for the next biggest thing – and you might be it.

Positive media exposure not only boosts your company profile and sets you up to stand shoulder to shoulder with existing players in the market, but attracts investors and starts a media momentum which will benefit you for the lifetime of your company, and beyond.





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## **The Campaigner**

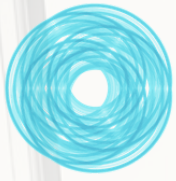
You're an ideas person with a heart that is tugged into action by the cause that you've attached to. It's a challenge to figure out just how to promote your cause and cause a stir with media exposure. One thing that you do know – you need the media for your campaign because you don't have an advertising budget and if you do, you need to be frugal with it. Whether it's a social cause or health issues, educational or corporate campaigns, you want to change something in society through education, awareness and some political pressure applied through events and media coverage. Earned media is ideal for you because your cause or events will be newsworthy. If you can see the need for change, so will the media. *Examples: Fundraisers, protestors, some politicians, community action groups, volunteers, NGOs.*

## **The Small Business Owner**

Over 90 percent of New Zealand businesses are small to medium-sized enterprises (SMEs), having between one and 19 staff. You guys are the heart of the economy and yet, so many of you feel that your voice is not important to media.

The cogs of this country's great machine, SMEs are closer to their stories than CEOs and communications departments that are employed for larger firms.

SME owners are on the ground and are always in prime position to offer industry insight and heart, and a jolly good stream of stories to NZ media.



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## **The Marketer**

Eager and willing to give journalists whatever they need in order to attain the prize of earned media for your client or boss. The marketer is a staff member or contractor whose mission is to bag positive exposure and brand awareness for their company (companies).

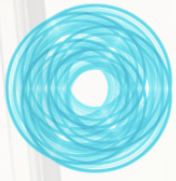
The noble and diligent warrior in media, the marketer is armed with social media, press releases, and a damn positive attitude. Topped off with oodles of patience and a contact book as big as Eleanor Catton's *The Luminaries*.

Alas, the news media ain't what it used to be. Journalists have less time to travel for meet-and-greets and attend evening functions. Rarely will you see them venture out to press the flesh unless there is a good scoop.

So, a battle plan must be forged. If it's called earned media, it's because you worked your butt off to earn it for your company. I hope they pay you enough, you legend!

Examples: Media relations/communications staff, marketing personnel, digital media staff.





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**By now, you should have a clear understanding of which type you are.**

**As you can see, media campaigns can vary.**

**One size does not fit all!**

**Each needs a unique approach that not only suits your business but also suits your objectives, the topic and type of campaign and you as a business owner or leader.**

**Media campaigns are explosively good for business, whether you're trying to boost your profile and personal brand as an influencer, or trying to attract support or funding for a social campaign.**

**But you go any further with your media campaign, get in touch.**

**Contact Christine today and book in a 90-minute Newshound Session with a Media Plan for just \$599.**

**Discover what is newsworthy about your business, how to package it for media, and where, how and with whom to share your stories with. Or book in an expertly crafted press releases for just \$450.**