CES.tech

What you get today:

- How to successfully work with journalists and editors to improve your media pitch
- Developing a compelling op-ed and press release
- Leveraging news stories to get increased media attention for your issue

Evolving Media Landscape

The New York Times

Media Websites Battle Faltering Ad Revenue and Traffic

- This month, Mashable, a site that had just raised $15 million, **laid off 30 people.**
- Salon, a web publishing pioneer, announced **a new round of budget cuts and layoffs.**
- BuzzFeed, which has been held up as a success story, was **forced to bat back questions about its revenue**

Case Study: #CTATechWeek

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Goal: Maximize our policy events, lobby day to get our policy message out

Tool Box:

- Members of Congress
- CTA members
- Key policies

Don’t over think it,
just humanize.

Developing compelling content

Start the car

- Press release
- Social posts
- ABC – Always Be Contacting

Drive the car

- Infographics, Videos
- Blog Q&A
- Snapchats
- Twitter Cards

Start the car

Overview

Digital Answer Man Tour

News Releases

Media Contacts

Publications

CEO Speeches and Columns

Innovation Scorecard

CTA Honors Sen. Cory Booker and Rep. Blake Farenthold for Supporting Innovation Friendly Policies

Arlington, VA – 03/24/2016 – The Consumer Technology Association (CTA)™ today announced Sen. Cory Booker (D-NJ) and Rep. Blake Farenthold (R-TX) as the association's 2016 Digital Patriot honorees for their efforts and dedication in shaping the policies affecting the consumer technology industry. Sen. Booker and Rep. Farenthold will be recognized at CTA's 12th annual Digital Patriots Dinner at the Marriott Marquis in Washington, D.C. on April 20. Past award winners include some of the biggest names in technology such as Bill Gates, Steve Case and Michael Dell; and influential policymakers such as Reps. Bob Goodlatte and Anna Eshoo, and Sens. Amy Klobuchar and Rob Portman.

Start the car

- Personalize pitches
  - Reference earlier work, how it relates to today/you
- Pitch includes: timeliness and impacts on readers/viewers
- Sometimes a pitch starts with a simple question

Pitching

Original

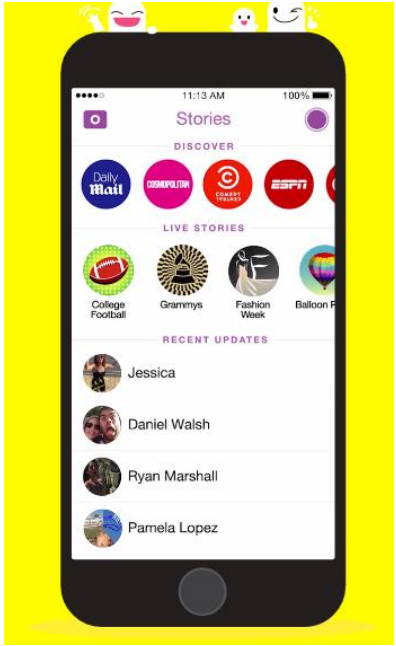
- I know you cover tech…

Refined

- I know you cover …
  - ✓ Rep. Smith due to his role in E&C and wanted to let you know…
  - ✓ Rising stars in the Green Party that are involved in patent reform and this week…

Offer exclusives, preview stories

Drive the car



Snapchat

- Identify outlets/reporters
- Ask how it is being used
- Describe your story (visuals)

Snapchat

- **TheHillDotCom** and **Mashable** have their reporters/editors take over the account to report on tech gadgets or events.
- Dan Balz at **The Washington Post** gives us sneak peeks off the campaign trail.

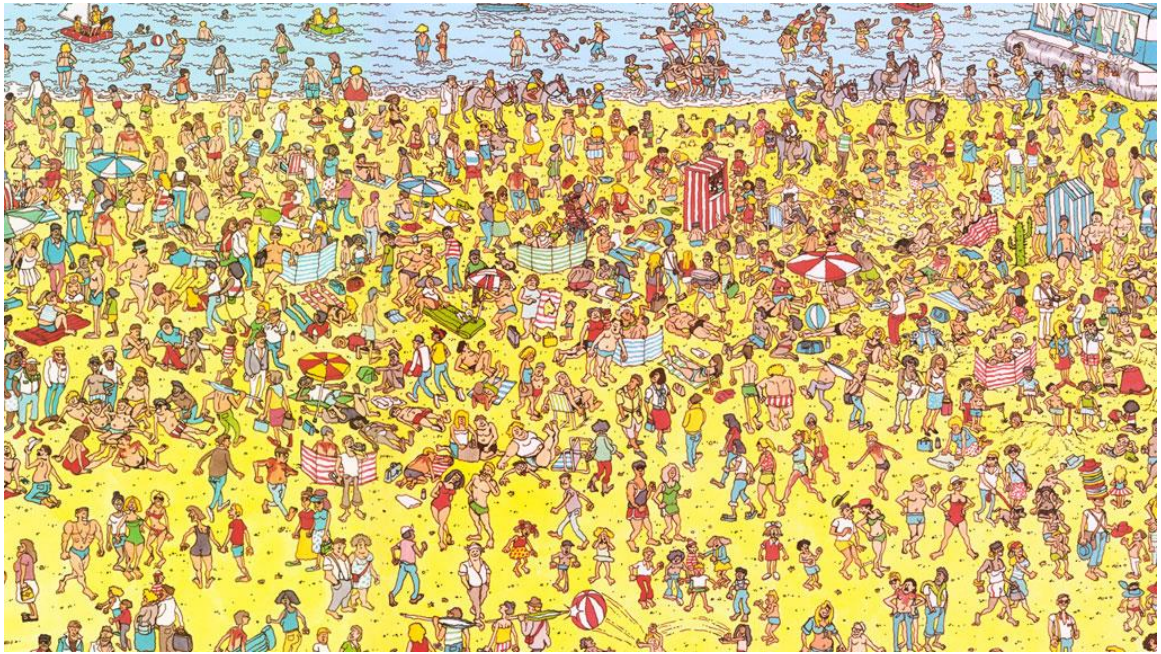
Drive the car

Take your tweet to the next level

Drive the car

Turn your tweet into a Twitter Card

With Twitter Cards, you can attach rich photos, videos and media experience to Tweets that drive traffic to your website. Simply add a few lines of HTML to your webpage, and users who Tweet links to your content will have a “Card” added to the Tweet that's visible to all of their followers.

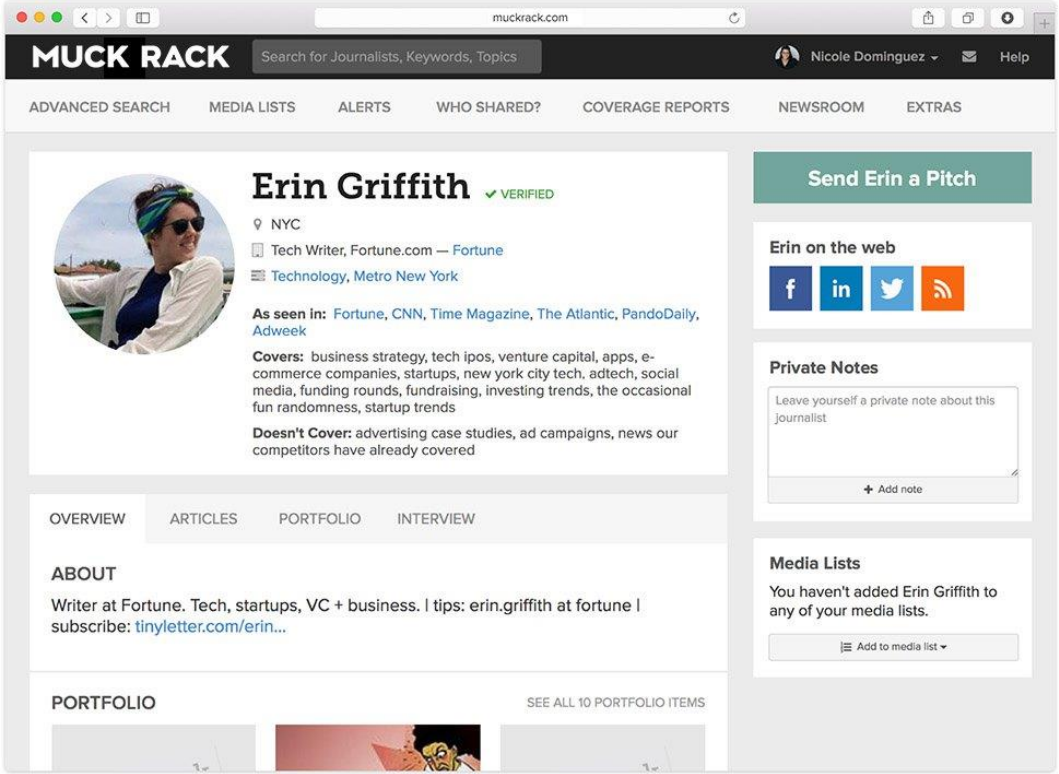


How do I find reporters/editors?

Muck Rack

Features:

- Create lists
- Search by topic
- Social monitoring
- Track coverage



Outcomes: #CTATechWeek

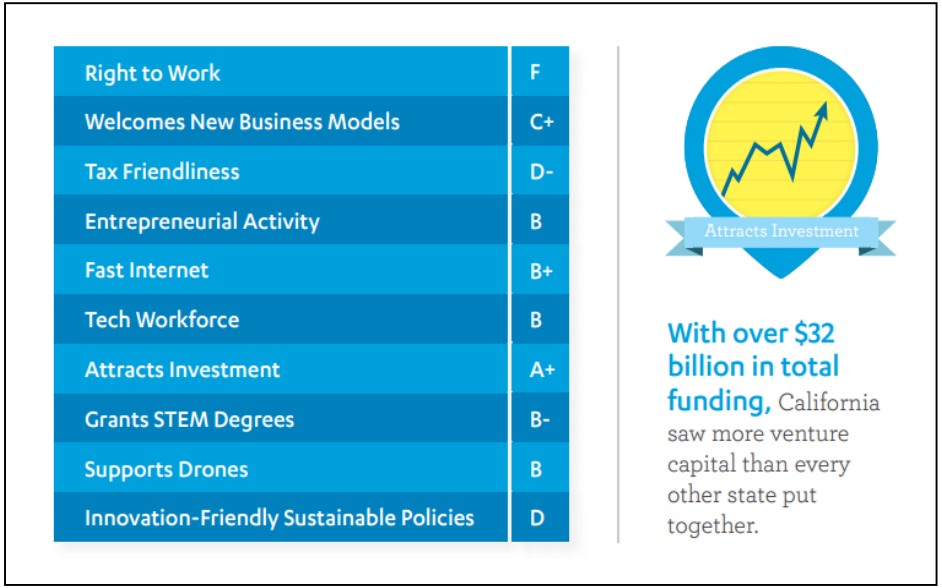
- Landed first Snapchat story
- Gained support from 1,200 Twitter users
- Coverage from *DC Inno, Morning Consult, Politico, The Hill, Roll Call*

Case Study: 2016 Innovation Scorecard

Goal: Position CTA as a policy influencer on state-level issues

Tool Box:

- Scorecard, covers key issues such as sharing economy and drones



CALIFORNIA STATE PROFILE, INNOVATION ADOPTER

Road Map

Strategy: Help with 2nd day stories

Tactic: Turn national stories into regional, state or local (or vice versa)

Defining opportunities: What might go viral?

Visuals: Unleash the creatives

Innovations

Here's which states are most innovative in America

By Gary Shapiro April 15, 2015

Wisconsin's hidden tech gems emerging

Nathan Phelps, USA TODAY NETWORK-Wisconsin 7:57 a.m. CDT May 2, 2016

"There's innovation all over the county, all around the world," said Shapiro of the Consumer Technology Association. "What's changed in the last 20 or 30 years, dramatically, is with the internet, anyone with a broadband connection or some type of device, can create a company."

The association produces an **annual scorecard**, based on categories like internet speed, tech workforce and business investment. Wisconsin, North Dakota, Nebraska and Kansas all moved into the "Innovation Champion" category for the first time in the most recent edition.

Thank you

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