

Lena' Burns

Emmy Award winning television news veteran. With more than 20 years experience in news stations across the nation, including Washington DC, Lena now runs her own consulting business (lenaistalking.com) where she shares her invaluable insight and lessons learned from her time in front of the camera.

5 Questions...

Five Crucial Questions You Must Ask Before Hiring a Professional to do Media Outreach:

Reporters ask these questions every time they do a story.

WHO, WHAT, WHEN, WHERE AND WHY?

Learn how these questions can help you make the right decision in who to trust to reach your audience.



WHO...

Who is the agency reaching out to, to communicate your message? If your media outreach isn't targeting the right outlets you are wasting money and time.



WHAT...

What is the strategy for outreach? There should be a clear plan and direction.



WHEN...

When will the strategy be implemented? What is the timeline?



WHERE...

Where will the outreach extend? Is there a quality media list?



WHY...

Why is the agency choosing the path presented? The more you know and understand, the better return on your money.



Lená is talking...

lessons from the front line

www.lenaistalking.com

