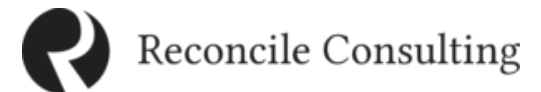


# 20/twenty

STRATEGIC  
CONSULTANTS

*Strategic Leadership  
Conference  
Tuesday, October 4<sup>th</sup>, 2022*



1

**Speaker Bios**

2

**Media Landscape**

3

**Staying Relevant**

4

**Preparation for Media Coverage**

5

**Now what?**



# EARNED MEDIA PLAN OVERVIEW

# MEET THE PRESENTERS



# MEDIA LANDSCAPE

WWW.2020STRATEGIC.COM



# HOW TO COMMUNICATE WITH THE MEDIA

Today, local reporters are far more transient than 15-20 years ago. Many may not be local to the community. They need clarity on the local impact, how this fits into the community and why it is important.



**Be Clear**



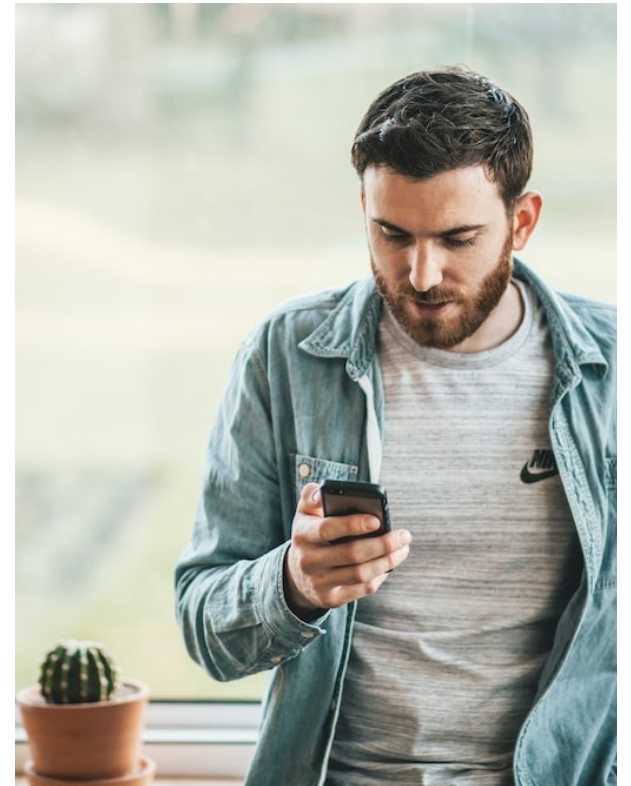
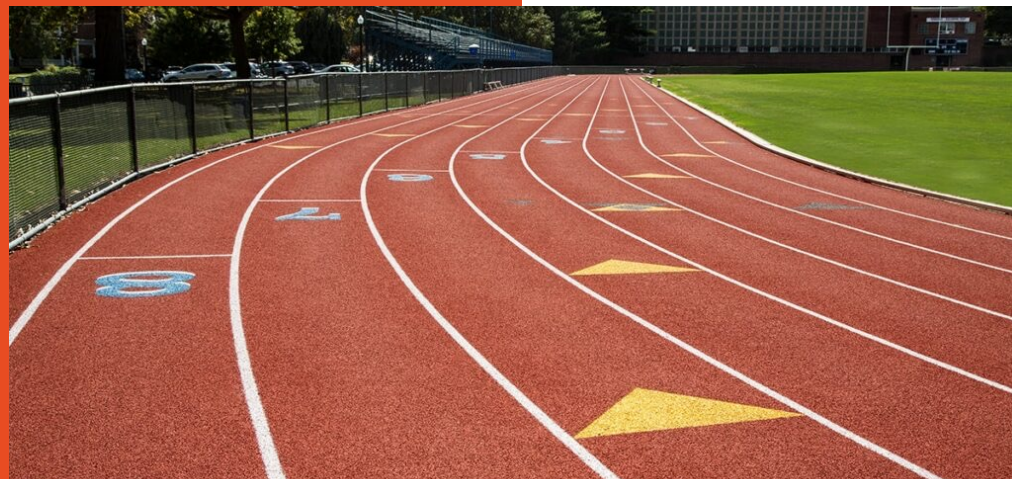
**Be Concise**



**Identify The  
Visual  
Elements**

# HOW TO STAY RELEVANT

- Have a stance
- Do Research
- Be Authentic
- Be Available
- Stay In Your Lane



# QUESTIONS TO ASK A REPORTER IN ADVANCE

- Who are you with?
- What do you need?
- When do you need it?
- What is the focus of the story?
- When/where will the story air/print?



# HOW TO PREPARE FOR THE INTERVIEW

- Know the media format
- Anticipate the questions to be asked
- Know the subject
- Develop key talking points
- Keep it simple





WHAT

NOW?



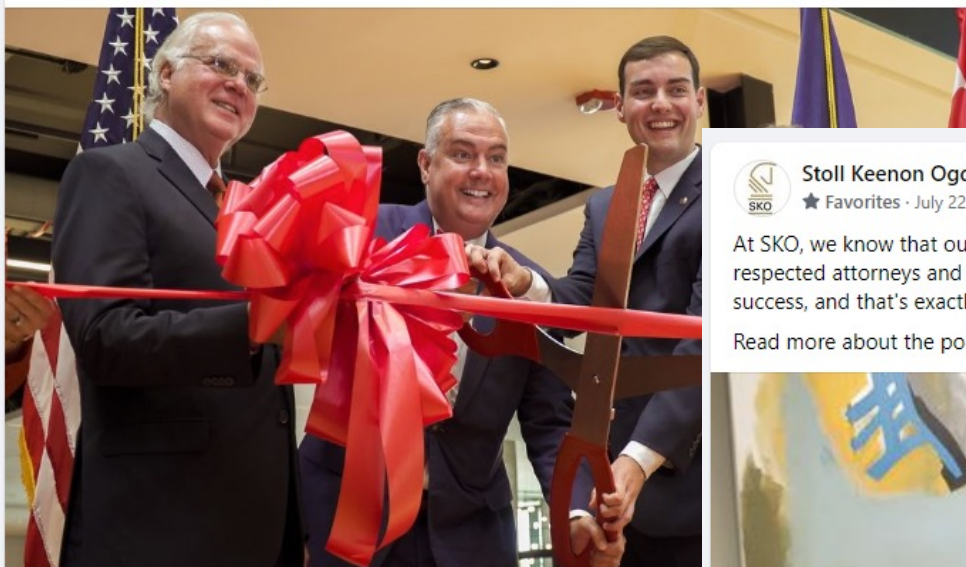
Lockett & Farley

September 2 at 2:10 PM · 🌐



It's official! The Commons at Helm Library was dedicated Wednesday by a group of project leaders including [Western Kentucky University](#) President Tim Caboni and Lockett & Farley's Jessica Gilbert.

Local news was abuzz about all the ways this space benefits students, faculty and staff. Read more in [The Bowling Green Daily News](#) or watch this clip from WBKO: <https://hubs.ly/Q01lvys10>.



👍❤️ 10

👍 Like

💬 Comment



Stoll Keenon Ogden PLLC

★ Favorites · July 22 · 🌐



At SKO, we know that our people are our greatest strength. Any merger must include skilled and respected attorneys and staff, with a client-first mindset to help foster continued growth and success, and that's exactly what we found.

Read more about the positive change happening in the article below.



THEINDIANALAWYER.COM

The right partner: Merger with Katz Korin Cunningham has Stoll Keenon Ogden looking to grow - The Indiana Lawyer

👍❤️ You, Gian Prabhudas and 38 others

14 Shares

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Stock Yards Bank & Trust

July 29 · 🌐



Our very own Tracy Biddix has been recognized in Louisville Business First's list of 20 people to know in banking! Subscribers can read more at <https://brev.is/KhxN4>.

LOUISVILLE  
BUSINESS FIRST



Tracy Biddix  
20 People to Know in Banking

19 Comments 13 Shares



# WHAT QUESTIONS DO YOU HAVE?

[veteransclubinc.org](http://veteransclubinc.org)

[C2strategic.com](http://C2strategic.com)

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