COMMUNICATION INSTRUCTIONS:

• You are in listen-only mode

• You can raise your hand or use an emoticon using the icon at the top left of your screen.

• Type text in the Chat area to send a message or ask questions at any time.
Christine Dunn is an award-winning media strategist who has received global recognition for her multimedia campaigns. In 2014, she formed ArcPoint Strategic Communications to offer media advisory and education services to senior executives. She honed her skills at Bloomberg News, working as a reported, editor and senior manager, in Bureau Chief of Boston, the company’s second-largest market in North American. Christine also serves on the Executive Committee of Tufts University’s Entrepreneurship and Leadership Program Advisory Board.
ArcPoint Strategic Communications is an advisory firm that helps senior executives develop strategies to align their marketing and media objectives with their business goals.

Services Provided:

- Strategic planning
- Marketing
  - Collateral development
  - Presentation Development
  - Event planning/trade shows
- Public relations
  - Writing/editing
  - Media relations outreach
  - Media training
  - Social media
- Website strategy and project management
What Is The Pitch?

- PR: Storytelling
- Strategic Communications: Story **building**
What is The Pitch?

What are you trying to achieve?
Execution

Let’s move up the media value chain
Strategic Communications Process

Research → Homework → Research → Homework → EXECUTE

Christine Dunn: 'Pitch Perfect'
Making The Pitch

- FACTS ARE YOUR FRIENDS
  (aka: Don’t use adjectives in description)

- Avoid:
  - Unique
  - Novel
  - Original
Making The Pitch

Why?

- Overrated and overused
- Crutch
- It’s more accurate and actually sounds better
A Bit About Credibility

- Truth, and nothing but the truth
  - Wal-Mart exec resigned over false statement on resumé from 20 years ago

- Confidence

- Belief in your words
Christine’s Key Principles of PR

- Say what you know
- Two-way engagement
- Know your natural bridges
- Find your ticks
- A good story will sell itself in its time. Don’t be afraid to take time to build a good one.
What are the hot stories going to be for you in the next year?
Types of News Stories

- Breaking News
- Features
- Junk
Where does the story fit?

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Type of Story</th>
<th>Type of Writer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>News</td>
<td>Full Time Reporter</td>
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<tr>
<td>Broadcast</td>
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Questions?
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ArcPoint Strategic Communications

Christine Dunn: 'Pitch Perfect'
BRANDEIS GPS MASTER’S DEGREES

- Bioinformatics
- Digital Marketing and Design
- Health & Medical Informatics
- Information Security
- IT Management
- Instructional Design & Technology
- Project & Program Management
- Software Engineering
- Strategic Analytics
- User-Centered Design
Thank you for attending!

@BrandeisGPS

Connect with us!

Christine Dunn: 'Pitch Perfect'