MEDIA READY

GATEHOUSE COMMUNICATIONS STRATEGIES

ACCELERATE

MEDIA 101

[noun]
Pub-lic re-la-tions /pub-lik ri-ley-shuhnz/

The strategic management discipline that builds **trust**, enhances **reputation**, and helps leaders navigate complexity and manage volatility—delivering measurable outcomes like **stakeholder confidence**, **commercial growth**, and **long-term value**.*

*Public Relations and Communications Association, Feb. 2026

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MEDIA 101

Earned media drives GEO.

Generative Engine Optimization

The practice of ensuring your brand is cited and summarized by **AI platforms** like ChatGPT, Claude, Gemini, Perplexity & others.

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HOW TO DETERMINE THE **RIGHT OPPORTUNITIES**

Who is your target audience?

Where are they?

Be there, alongside them, demonstrating that you understand their desires/challenges and can solve the problem they're facing.

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WORKSHOPPING YOUR MESSAGE

ANCHOR: [General takeaway/message for internal alignment only; Not public facing]

TALKING POINTS: [2-3 key points that convey your message and you can bridge back to when appropriate]

SOUND BITES: [2-3 phrases that are short, memorable, quotable]

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WORKSHOPPING YOUR MESSAGE

ANCHOR:

Village Café is reopening after Hurricane Helene flooded the Siesta Key staple restaurant, causing substantial damage and forcing a three-month closure.

TALKING POINTS:

In 30 years, we've never been impacted by a hurricane this directly or seen this level of destruction, and in the same breath, we've never seen our community rally together quite the way they have over these past few months. Neighbors helping neighbors.

On Friday, we'll be reopening with limited hours, from 8 to 1. We'd love if our community would come show support for our team, enjoy a cinnamon roll and a latte, and say hello!

SOUND BITES:

Siesta is strong. Siesta is resilient. Siesta is unshakable.

It's going to take more than a hurricane to bring us down.

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WELCOME TO...

THE HOT SEAT



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Your story is being told, whether you're the one telling it or not.

Own your narrative.

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