

# BioBusiness Resource Network Media Guide

The media can play a supportive role in helping your company gain visibility, credibility and even funding. At the BioBusiness Alliance of Minnesota (BBAM), we want to make sure our BioBusiness Resource Network (BRN) companies are engaging with the media because of these benefits.

Know what's unique about your product and/or company



Go in with a media strategy



Greater awareness, credibility and funding

Reporters want to know why your company is **newsworthy**

When preparing your pitch to a reporter, ask yourself the following:

What are the benefits and customer base of your product?

Can you explain the technology of your product effectively?

Have clinical/independent studies been conducted on your product?

Is your product cost-effective?

Who funds your company?

Who is on your advisory board/endorse your product?

Choose media outlets that reach your **target audience**

Your media efforts can either be broad or specific based on the publication's audience and your organization's strategy.

Keep in mind that all media compete with one another, regardless of delivery. If you reach out to multiple media outlets, conduct your efforts at the same time so all have a chance to "get the story first."

The **benefits**

The media offers free publicity for your organization. By creating strong working relationships with reporters, you can help ensure the nature of that publicity is positive.

You will benefit first by associating your organization with the credibility of the news publications. You will benefit further by introducing your unique philosophy/method/product to a new audience of potential investors.