



Earned Media

Get Noticed. Shape the Conversation.

WE PROVIDE

- Media strategy and planning
- Press release writing/distribution
- Op-ed writing/placement
- Media and spokesperson training
- Story development and pitching
- Press conferences
- Editorial board engagement
- Media monitoring and analysis

THE TEAM

Our team of former journalists, communications directors, and policy experts understands the media landscape and how to help you get the coverage you need. With years of experience and extensive media contacts, we understand what it takes to stand out and get noticed.

Develop effective media outreach plans.

In today's fast-changing media environment, it's easy to be ignored. The Hatcher Group's team of media experts helps clients break through the noise and garner positive media coverage in national and local media outlets. Leveraging years of experience and extensive media contacts, we work with clients to clarify their earned media goals, develop a media strategy, prepare media-ready messages, train spokespeople, and more. Hatcher has successfully written and placed stories and op-eds in high-profile outlets, including the New York Times, the Washington Post, and USA Today. Our team also conducts media analysis and monitoring so that you stay tapped into the conversation and ahead of the story.

Comprehensive media training delivers confident messages.

Don't be caught flat-footed when a story breaks or a reporter calls. Having trained spokespeople, compelling talking points, and answers to tough questions is essential. One of the key benefits of media training is that it teaches participants how to present their case with increased clarity and persuasiveness. Ultimately, we help our clients be responsive to media inquiries while advancing their own messages at the same time.

Hatcher provides virtual and in-person media training that prepares clients to respond quickly and confidently to media inquiries. We also work with clients to develop key talking points, remarks, and other materials ahead of press conferences and other news events. With years of media training experience, Hatcher will help you take your media strategy from reactive to proactive and ensure that you're prepared to tell your story.