

Capturing Media Attention

Strategy + Clarity + Focus = Maximum
Exposure



The Barnabas Agency

**Dedicated to Helping You Communicate
Your Message & Connect with Your World**

There is no shortage of social media and online communication platforms. In fact, there are so many methods and messages in today's virtual world, it is becoming increasingly difficult to be heard. At times, it seems almost impossible. It takes more than a post, picture, tweet or video to truly engage your audience and connect them with your message, ministry, or product.

Traditional media isn't DEAD! Radio, TV, magazines, and newspapers still represent a vital and critical medium in reaching the public with your message. Strategic, intentional, and targeted publicity will deliver your message to the right people, at the right time, and in the right way. As publicity coaches, we are experts in helping you know what to say, how to say it, when to say it and who to say it to.

Here are a few of our coaching solutions:

Press Releases and other written material: We will review and assess your press material and other ancillary pieces and offer guidance in maximizing their effectiveness. (Editing or writing may be provided for an additional fee.)

Pitches and Talking Points: We will provide input in crafting your pitches and clarifying your talking points.

Headlines: We will suggest creative headlines designed to grab media attention.

Target Audience: We will help you identify your target audience and the most suitable markets for your message.

Media Approach: We will explain media expectations and advise you on the best way to reach them.

Media Contacts: We will suggest specific media outlets to pursue and provide you with the contact information from our personal database for you to make the necessary connections.

Social Media: We will provide direction on the most suitable social media platforms for your message and/or product and how to effectively engage the audience on each platform.

Events: We will provide creative ideas for conventions, festivals, and events.





Campaign Distinctive and Goals: We will help identify what sets you apart, define your goals, and provide a strategy on reaching your objective.

Timelines: We will help you determine the best timeline for the delivery of your message.

Media Interview Feedback: We will provide feedback on your interviews and tips for sharpening your communication skills for the next opportunity.

Obstacles: We will provide guidance on the best way to navigate the inevitable obstacles to your communication success.

Continuous Evaluation: We will provide an ongoing assessment throughout your campaign and advise you on adjustments or corrections that may be needed and point you to the best pathway to success.

How do we work with you?

- Unlimited emails
- 30 minute phone consultation weekly or one hour phone consultation every other week
- We are available for in-person meetings for an additional fee.

What does it cost you?

- \$550 per month, 3-month minimum. This includes 15 media contacts for you to connect with regarding your message.

**Additional media contacts will be provided at an additional fee. Our lists consist of more than 2,500 media contacts. We update it continuously as we receive new information, and we intentionally update our lists twice a year.*

Call or Email Tina Jacobson or Diane Morrow to discuss how we can help you!

Tina@barnabasagency.com, 1-800-927-0517 ext. 101

Diane@barnabasagency.com, 1-800-927-1517

Since 1987, The B & B Media Group, Inc. has provided specialized services that achieve the communications and public relations goals of each client. The Barnabas Agency, a division of The B & B Media Group, Inc., was formed in 2002 to come alongside ministries, organizations and individuals needing assistance and guidance with their overall public platform, strategy, branding and communications needs.

