

Read the frequently asked questions (FAQs) from Marketing and Communications for media relations support.

I have a news item that I think would be worthy of media outreach. When should I contact Marketing and Communications?

As soon as possible. Please email your pitch idea at least two weeks in advance of an event or desired release date. That provides time to gather information, develop an announcement, and execute an outreach plan. The longer the team has to work on a project, the better the opportunity for media attention.

Remember, great news stories have strong news value. Learn what we consider newsworthy.

I have expertise in a certain subject matter and would like to make myself available to the media. What should I do to make that happen?

The Marketing & Communications team regularly connects journalists with Neuhaus experts and fulfills media requests. If you are interested in providing expert insight to journalists, email us.

What do I do if a reporter calls my office or leaves a message?

Use this Media Interview Guide to walk you through the next steps and important considerations.

What training is available?

Our team will sit down with you to share best practices, identify key messages, and conduct a practice interview. More rigorous training is available for sensitive topics that pose a reputational risk.

Email the Director of Marketing & Communications to request training.

Why didn't my event or news item get picked up by any media outlets?

Even if you have a great story, coverage is never a guarantee. Media outlets of all sizes struggle with allocating reporters' limited time. Many assignment editors receive hundreds of pitches each day, as teams weigh coverage decisions that must also include breaking news and long-form projects.