

# So What's Your Story?

*How to leverage your role  
to engage the media and the  
public*

Carrie Fox, President, C. Fox Communications

# The PR Team



Carrie Fox

President, C.Fox Communications

Arron Robinson/Lauren Reese

Will be assisting with many on the ground events, and implementation of much of our strategic PR campaign over the next 10 months

# Overview of PR Strategy to Date



Next 30 minutes:

- Brief overview of success of the PR campaign to date
- Media training basics
- Making sure we have got the best details of YOUR story, and offering some tips to keep the media wanting more

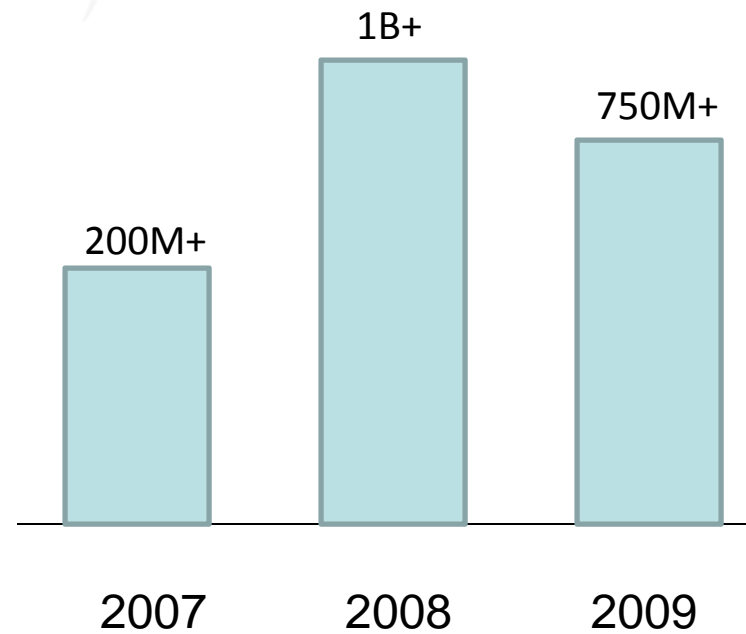
# Overview of PR Strategy to Date



## Media Highlights to Date

Since 2007, the Progressive Insurance Automotive X PRIZE has been featured in:

- Over **2,400** articles and feature stories
  - Over 170 print publications worldwide
  - Over 400 radio and TV stories
  - Over 1900 online articles
- Coverage in **13 countries worldwide**
- **OVER 2 BILLION IMPRESSIONS WORLDWIDE TO DATE**



**THE INDEPENDENT** GREEN LIVING

Mean, green racing machines: £10m prize to inventor of the world's fastest eco car

Fifty international teams of nascent inventors are racing to build the world's fastest eco car — and win \$10m. The Walker catches up with the leaders

Wednesday, 27 January 2009

This year, the future of the motorcar may be decided not in the F1 or NASCAR, nor on the Fiat factory floor, but around the kitchen table of a home inventor with a very big idea. Such is the democratizing power of the automotive X Prize, or XPrize, which will offer a \$10m (£6.3m) pot and a manufacturing deal to whoever can design and build the world's fastest car that will



**edmunds.com**

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**Automotive X Prize**  
Five Teams and 100+ Miles Per Gallon  
By Dave Chermak, Cars Editor  
Date Posted: 10-09-2007

Building a car from scratch, producing a capable vehicle, and emitting less greenhouse gas in less than two years — it's



**THE WALL STREET JOURNAL**

Today's Newspaper My Online Journal

**AUTO SHOW TRACKER**  
2009 New York Auto Show

Award Alert: World Car of the Year Goes [...]

March 20, 2008, 3:40 pm

POWERED BY YOU AND **Detroit Free Press**



The Progressive Automotive X PRIZE vehicle at the New York auto show on Wednesday. The car is to be officially unveiled today; the contest seeks cars that can

**msnbc**

Technology & science / Innovation

**\$10 million bounty for super-efficient cars**  
Insurance company provides the purse for Automotive X Prize

By Alan Boyle

**Consumer Ponies Up to Sponsor X Prize**

Prize Foundation and Progressive Corp. announced development of a production viable, 100-mile-per-gallon

More than 50 vehicles will be entered in contest

Expert • Independent • Nonpartisan

**ConsumerReports.org**



Late Night with **Conan O'Brien**



**THE CHRISTIAN SCIENCE MONITOR**

AutoWeek



This three-week series of Progressive contest for the 2009 New York Auto Show March 10 - March 12, 2009

**TODAY** msnbc.com



Video



**THE WALL STREET JOURNAL**

**AutoWeek**

**Forbes**

**DRIVING INTO THE FUTURE**

BEHIND THE WHEEL

DISCOVERY NEWS



**WIRED**

100 MPG!  
THE RACE TO BUILD THE ULTIMATE FUEL-EFFICIENT CAR



**\$10 MILLION QUEST FOR 100-MPG CAR**

Small innovators rule so far in the entries for the Progressive most fuel-efficient car.

**Green cars prize**  
Mar 20, 2008

New York (AFP) — extended competition organizers said Tuesday

The Progressive Auto September 2008 is set per gallon for miles to

Building the concept laboratory decided to spur solutions to car's

"The environmental p



**PLENTY**

In Depth

**\$10 million up for car competition**

Fifty international teams will vie for an energy-efficient, clean, and safe

By Brandon Katz



**Discovery**

TV SHOWS | TV SCHEDULE

**Discovery NEWS**

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**Auto X Prize Targets 100 Miles Per Gallon**  
Irene Klotz, Discovery News

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Where am I? > Home > Life & Style > Driving > Features

From The Sunday Times  
January 13, 2008

**The first 100mpg car - now that's a cone with legs**

**washingtonpost.com**

**POPSCI.COM**

PPX CARS GEAR & GADGETS DIY MILITARY, AVIATION & SPACE ENTERTAINMENT & CULTURE

**Automotive X-Prize is Official; Progressive to Sponsor**

So far 65 teams have signed up to compete for a piece of the \$10 million prize

By Seth Fiedler Updated 13/01/2008 at 3:25 pm 1 Comment



**A GLIMPSE OF MEDIA COVERAGE TO DATE**

# Overview of PR Strategy to Date



## Master Goals of PR Campaign

- **Increasing public and media awareness of the competition and building an international movement towards cleaner, more efficient technologies**
- **Introducing consumers to key concepts that inform their buying decisions** (e.g. MPGe, PHEV, battery cycle life, "range anxiety", etc.)
- **Positioning MPGe as a new definition** within the industry
- **Focusing on innovation, especially within Progressive's role as Title Sponsor**
- **Increasing overall awareness and driving traffic to the website**

# Overview of PR Strategy to Date



Focus to date has been to engage the media – “new” and “old” – on a variety of levels, which has given our story longer legs to grow

## A mix of PR tactics:

- Traditional press conferences and events/auto shows
- Telepress conferences
- Live blogging events
- Social Media
- ***Media exclusives***

As qualified Teams, you sit at the heart of our story, and rarely do we get an interview request that doesn't involve questions about YOU!

## The Importance of Exclusives

- We have used exclusives to garner some significant coverage for this competition to date
- When an exclusive opportunity comes about, we must **respect the “embargo”** that is set and not distribute any material during this “quiet time” when the reporter is working on his/her story
- I will inform Teams when an exclusive is underway, and appreciate in advance your help in honoring the need to remain quiet until the story is published

# Overview of PR Strategy to Date



## Media Targets

- Consumer magazines
- Top 100 U.S. daily newspapers, top international publications
- National and regional morning and daytime talk shows
- National/international business outlets
- National news websites
- Auto publications
- Blogs and New Media (Facebook/Twitter)
- Media in YOUR markets

# One Consistent Message



## Importance of Key Messages in a Multi-Year PR Campaign

- Consistency is key in getting media to use the proper name of the competition: **Progressive Insurance Automotive X PRIZE**
- Consistency and repetitiveness is also key in getting media and consumers to become familiar with terms such as **MPGe**
- **KEY MESSAGES** have been developed and given to all of you; It's important that you use these and refer to them often, especially when speaking about your role in the competition

# Key Messages Overview



## Important Notes on Style

- While it is a mouthful, we ask that you please refer to the competition as the **Progressive Insurance Automotive X PRIZE**
- The acronym PIAXP should never be used in public or press documents and should only be used in internal communications

# Key Messages



- The goal of the Progressive Insurance Automotive X PRIZE is to inspire a **new generation of viable, super-efficient vehicles** to offer consumers more choices and make their lives better as a result
- The competition's gauge of success will be a new benchmark, called **MPGe (miles per gallon or its energy equivalent)** that will take into account energy equivalence no matter what the source; this competition will place a major focus on affordability, safety, and the environment
- The Progressive Insurance Automotive X PRIZE is **about real cars, meeting real standards** that consumers want to buy, **not science projects or concept cars**
- \$10 million in prizes will be awarded to the Teams that win a **stage competition for clean, production-capable vehicles that exceed 100 MPGe**

# Media Training Basics

# Media Training Basics

- Know what reporters need and how they work
- Focus on your own messages

*You cannot control the outcome of a news interview — but you can influence the outcome by knowing what to do and what not to do*

**You control what you say**

## Principles of Working with the Media

- **Answer questions**
- **Be truthful and accurate**
- **Be professional**
- **Sound like a human being**

# Media Training Basics

## Always Remember

- **The microphone is always on & the notebook is always open**
- **Choose your words wisely**
- **Maintain your composure**
- **Stay positive!**

## Know What You Are Getting Into

Before the interview takes place, you will want to know:

- The reporter's name and credentials
- The reporter's reputation for fairness
- The reporter's history on this issue: what related and unrelated stories are already in the news by this reporter
- The key audiences
- Scheduled air/run date of the story and why
- Others being interviewed for this story

**I am happy to supply this information for you – just ask!**

# Media Training Basics



## Always Remember

**If you are unsure how to answer, or do not have the requested information, it is OK to say:**

I am sorry, I am going to need to get back to you with that requested information. If this is an urgent request, you can also call Carrie Fox, who manages PR for the competition. She can assist in finding that information in a timely manner:

Carrie Fox  
202-255-9214 cell  
carrie.fox@xprize.org  
carrie@cfoxcommunications.com

# Helping Me “Sell” Your Story to the Media

# What 'Sells' For Journalists

- **Human interest elements are key**  
*What makes YOU and YOUR TEAM so unique?*
- **Make information accessible!**
- **There must always be a new, or refreshed angle!**

# What 'Sells' For Journalists

- **Speak in soundbites!**  
What do you want people to know about your company?  
*Can you describe it in 45 seconds or less?*
- **Offer expert content:**  
Opinions and commentary are important, but reporters will come back again and again if you can offer them factual information that they can not find elsewhere

*We are here to serve as your  
communications/PR resource:*

**Carrie Fox**

**202-255-9214 cell**

**carrie.fox@xprize.org**

**carrie@cfoxcommunications.com**