

# Discover Naramata

## COMPANY BIO QUESTIONNAIRE (FOR MEDIA PITCHING)

1. **Company Name:**
2. **Company Bio/Background:**  
*List bullet points and/or provide weblink to this info, if applicable*
3. **Company Vision:**  
*What is the company's overarching long-term goal i.e. based on economic foresight which guides your decision-making?*
4. **Primary Goal:**  
*What do you aim to achieve through PR/Media Relations?*
5. **Additional Goals:**
6. **Audience:**  
*Who do you want to speak to i.e. current customers, potential customers, staff, etc.*
7. **Competitive Advantage:**  
*What sets your company apart from your competition?*
8. **Competition:**  
*Who do you consider your direct competition?*
9. **Challenges:**  
*What issues, if any, are currently impacting your company?*
10. **Partnerships:**  
*List any industry associations/marketing partnerships you are a member of and/or charities you support.*

**11. Awards:**

*List specific names and years of your top 3 awards that you'd like us to know about.*

**12. Key Messages:**

*List up to 3 maximum. What do you want your stakeholders to know about you that sets you apart?*

**13. Story Ideas:**

*What unique news, milestones, experiences, offerings, trends, techniques, characters, etc. do you have to share?*

**14. Recent media coverage:**

*List outlets you have received coverage in/on within the last year, if applicable.*

**15. Target media outlets:**

*Which outlets would you like to see coverage in/on? i.e. newspapers, magazines, TV programs, blogs/websites, social media influencers*

**16. Communication Channels:**

*What channels are you currently using to communicate with your audience i.e. social media, e-newsletter, etc.*

**17. Blue Sky:**

*If budget and other limitations were not an issue, we would love to...*

**18. Additional notes:**

*Anything else you would like us to know*