

Introduction to Media Relations

Today's agenda

- The media environment
- What makes news
- Packaging your messages
- Who to contact in the newsroom
- What makes a good media release
- Dealing with difficult issues

The changing face of the media

- Social media
- Competition
- Cutbacks
- Deadlines
- Inexperience

Reporter's agenda

- Relevant
- Unexpected
- Today

- Health
- Heart
- Handbag/hip-pocket

Packaging your message

- Make your news relevant – who are you talking to?
- What is the news-hook – the unexpected?
- Why is it news now, what's the today angle?
- Be clear on your key themes
- Think of how you can illustrate them
- Avoid jargon

Contacting the newsroom

- Chief reporter/assignments editor
- Rounds reporters
- Consider deadlines/lead times
- Consider different audiences
- Pitch the story – look for opportunities
- Follow-up email contact
- Ensure your spokesperson is available

Writing a good media release

- Your headline and lead should a message
- Write in news style
- Use attribution
- Use reported speech and quotes
- Repeat your messages
- Provide 24/7 contact details

Dealing with difficult issues

- Be prepared – “an issue ignored is a crisis ensured”
- Have a strategy, stakeholder management
- Do you front – what are the risks?
- What can you say?
- Think about your reputation
- Ensure your people are prepared

Questions