

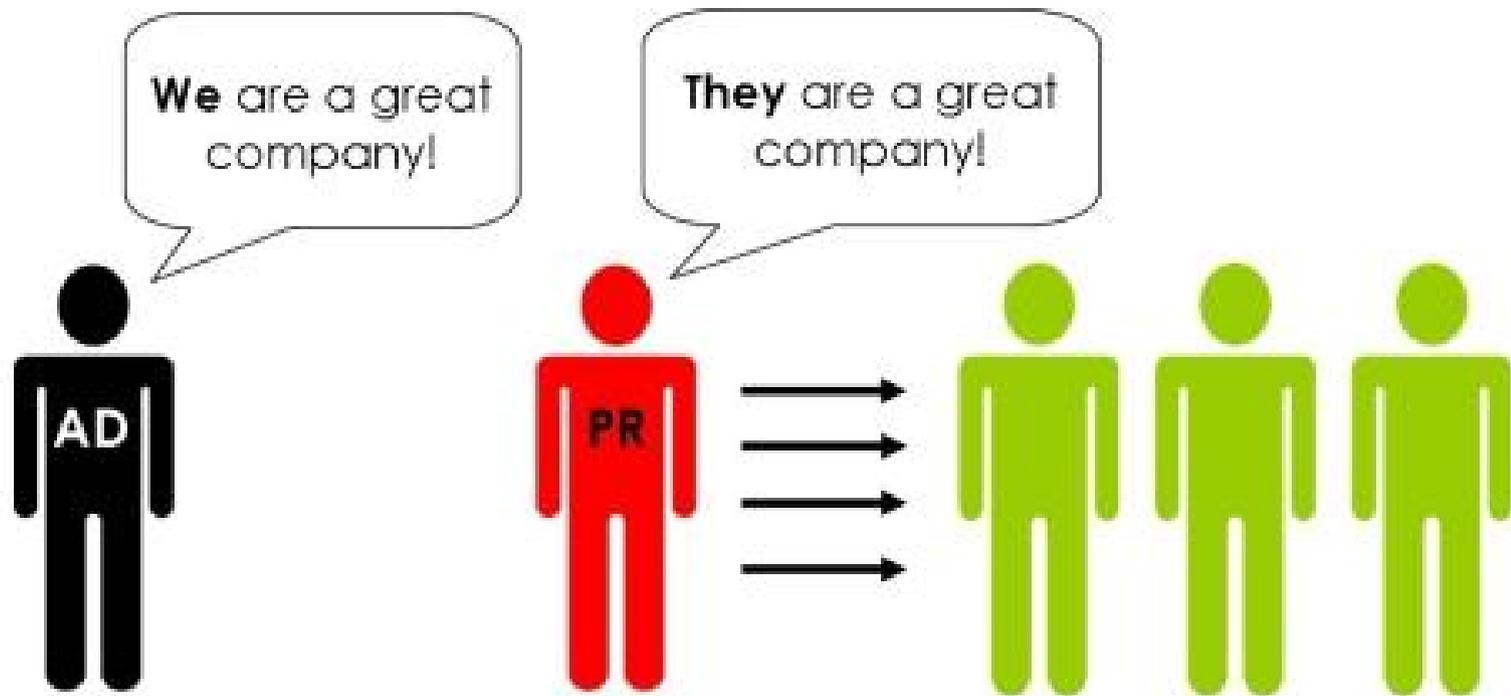


Dealing with Journalists

- ▾ Italo Vignoli



Advertising vs. Public Relations

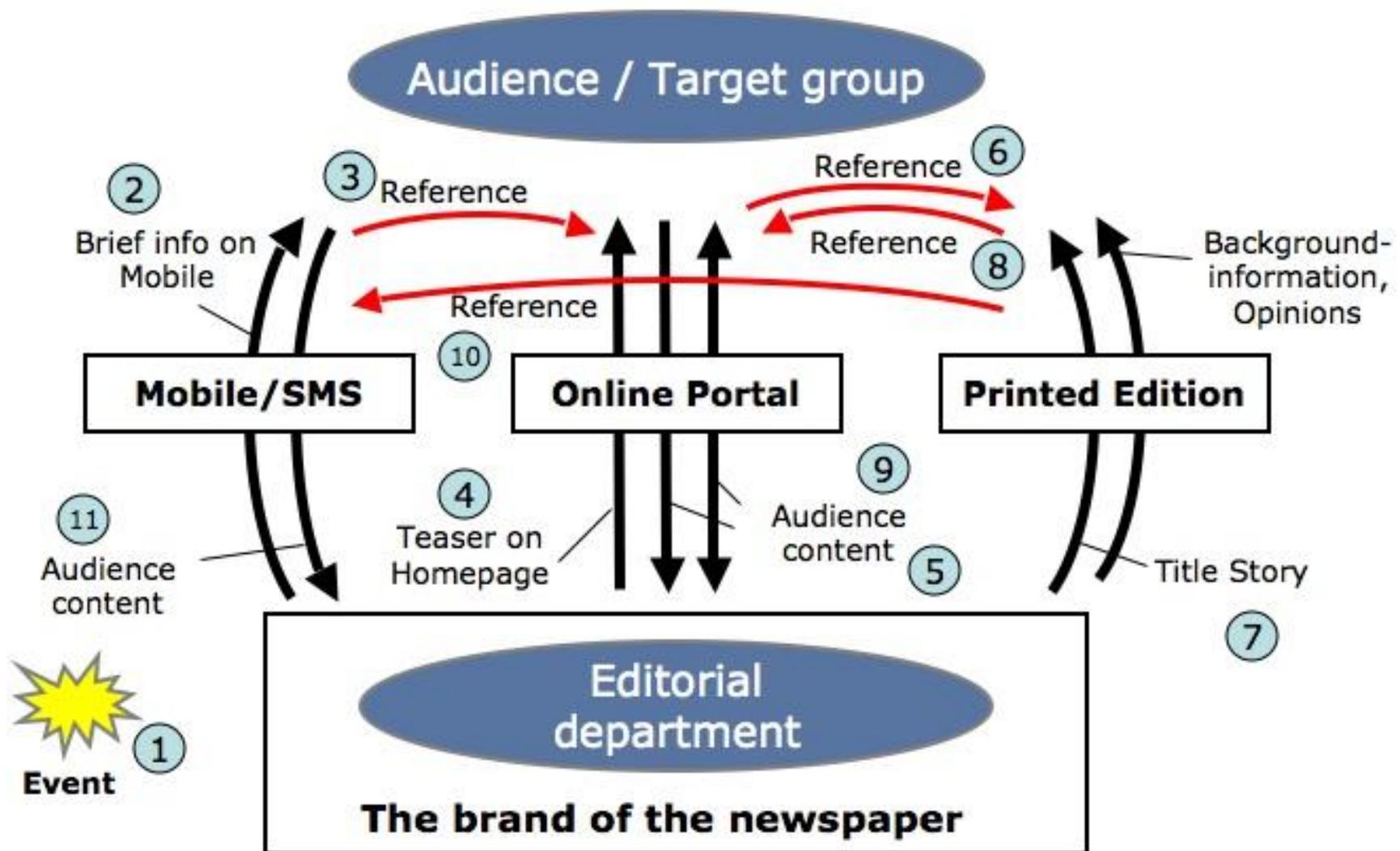


Source: John Moore, Brand Autopsy

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Media Workflow



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What's In It For Me?



- ▼ Informing and influencing key audiences
- ▼ Strengthening links and promoting dialogue
- ▼ Marketing and accountability
- ▼ The media are the means, not the end
- ▼ The media are only one part of a larger communication strategy



Tech vs the Media



- ▼ Tech people think that the media
 - Distort and sensationalize
 - Act shallow and ignorant
 - Don't understand technology
 - Take a “gotcha” approach

The Media vs Tech



- ▼ Reporters think that tech people
 - Are bad communicators
 - Hide behind jargon
 - Do boring work
 - Are out of touch

Understanding Media



- ▼ Are deadline driven
- ▼ Are often stressed
- ▼ Seek new and interesting stories
- ▼ Thrive on conflict
- ▼ Need to convince editors
- ▼ Don't like to give out interview questions in advance
- ▼ Are not into promotion



Types of Stories



- ▼ News
- ▼ Features
- ▼ Opinion
- ▼ Interviews
- ▼ Letters to the Editor

Media Messages



- ▼ Focus on three to five key messages
- ▼ Emphasize the impact on people
- ▼ Keep messages succinct and simple
- ▼ Use active verbs
- ▼ Find the “sticky message”



Making a Media Pitch



- ▼ Compile a list of reporters
- ▼ See the story from a reporter's perspective
- ▼ Be clear and concise
- ▼ Be timely



Making a Media Pitch



▼ The Issues

- Boil down to the basics
- Focus on the human angle
- Highlight conflict
- Link to current events

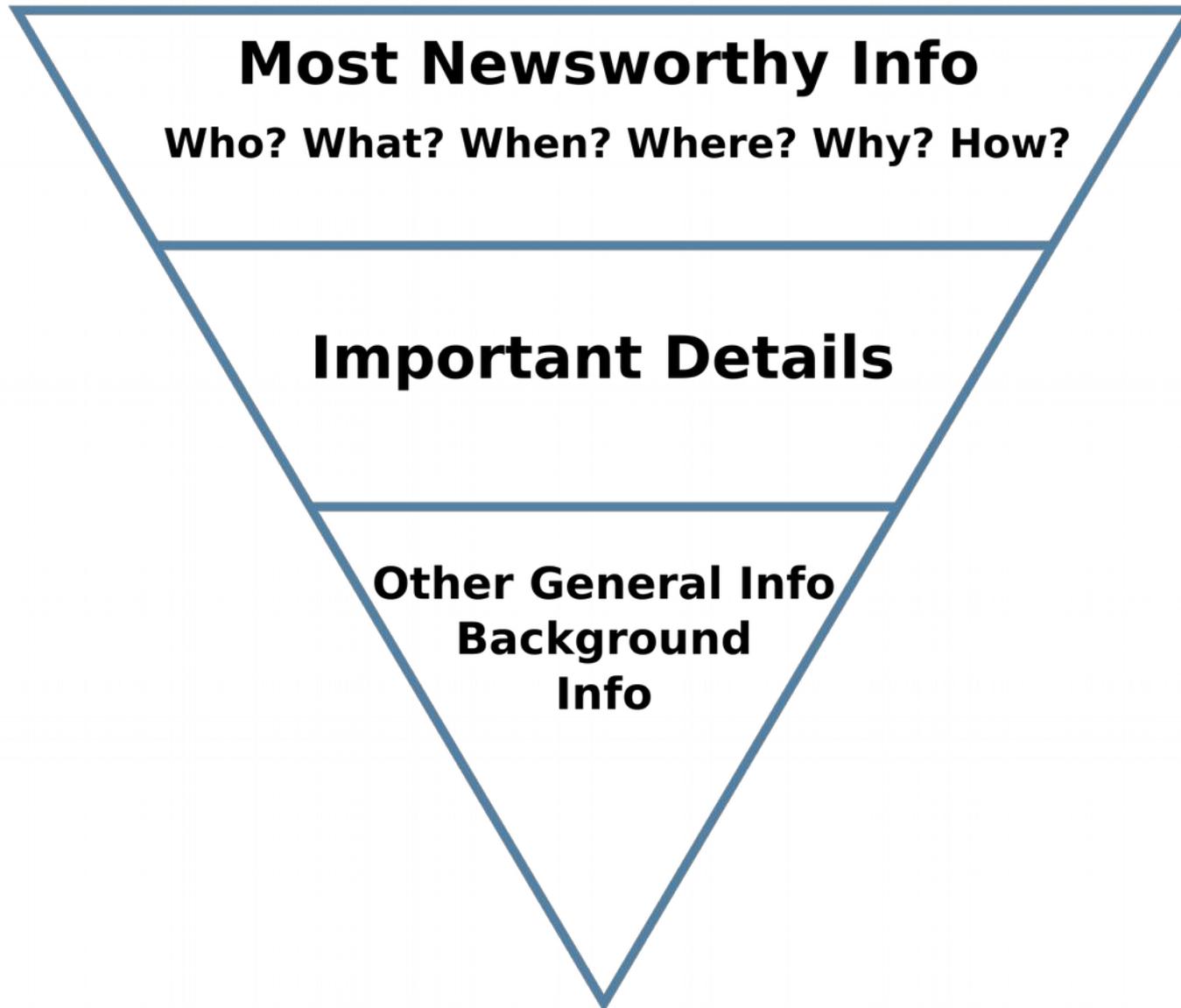
▼ The Characters

- Showcase key individuals

▼ The Stories

- Suggest a narrative
- Think visuals

Inverted Pyramid



News Release



- ▼ Include organization's name and date
- ▼ Follow with a headline
- ▼ Start with conclusion
- ▼ Arrange in short paragraphs
- ▼ Use a quote
- ▼ Include backgrounder and/or bios
- ▼ Include contact information and website



News Release Tips



- ▼ Use simple, everyday language
- ▼ Give it the human touch
- ▼ Avoid jargon and acronyms
- ▼ Use the active voice
- ▼ Send two or three days ahead of time

News Release Tips



- ▼ Consider attaching a backgrounder or bio
- ▼ Remember that news releases are not always effective
- ▼ Consider other ways to get a reporter's attention



Cultivate Reporters



- ▼ Update your list of key reporters
- ▼ Arrange face-to-face meetings
- ▼ Have some information to offer
- ▼ Try to understand their needs



The Exclusive



- ▼ Journalists are competitive
- ▼ Exclusive stories help their careers
- ▼ Respect an offer of exclusivity
- ▼ Feel free to recycle the story to other reporters later



How to Handle Media Requests



- ▼ Always be prompt
- ▼ Keep reporter in the loop
- ▼ Be prepared with facts and figures
- ▼ Be both professional and personable

Be Ready to Respond



- ▼ Monitor the media
- ▼ Monitor events
- ▼ Consider a letter to editor or op-ed

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Thanks

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