

Press relations training session

Interreg Med

Tuesday 1st December 2020

Episode 3

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Contents

PART I

- How media outlets **work**
- What do they **expect** from you?
- **Pitches**

PART II

- **Interviews** & press conferences
- Media **strategy**

Contents of this session – Part I

- How to communicate with the medias
- How media outlets work
- What do they expect from you?
- The challenges encountered by media outlets in their daily work
- Pitches, Press releases, Press Kits, Press conferences, Interviews
- Media strategy (Part II)

Context



- **Hyper-mediatisation** with thousands of media outlets (traditional medias, bi-medias, social medias)
- Highly **competitive environment** (as the more audience you have, the more money you get from advertisers)
- **Public disaffection** for the press (fake news vs. real news)
- It's impossible to maintain **a radio silence** in a world where transparency and openness are becoming the norm
- Nor is it possible to practice **double speaking or stonewalling**

Definition



- A relationship that an organization develops with journalists.
- Your strategy is two-pronged:
 - The media (the go-between)
 - The public at large (the real goal)



Media relations

- **It's free:** no down payment.
 - Yet in some countries when you want an article to be published you must pay like an ad.
- You must have **objectives:** to build momentum for your cause
 - To develop a detailed strategy towards media
 - To build trust
- It **takes time:** do not despair!
 - Media outlets receive a lot of news (including press releases) every second of their working hours.
- To establish good relations with the press: **speak their language** using their techniques as well as words everyone can understand

Method



- By presenting **how the press works**, what **challenges** it faces, the **techniques** used by journalists, you'll be better equipped to **develop a meaningful relationship** with the media.



The press: how it works

- Round the clock news
- Many topics to be covered every day, every hour
- Fast-moving cycle of news
- Facts: a constant quest often impaired by many causes (manipulation, lack of time to check facts, wrong information, misunderstandings etc.)
- Issues:
 - Budget
 - Controversies
 - A competitive environment

What do journalists expect from you?

- They want a « **good customer** »: someone who knows how to speak/write using a simple language
- Someone whose comments are **concise**
- Someone who can be **creative** when he/she delivers a message
- Someone who is **reactive** and **pro-active**
- Someone who can suggest **angles**
- Someone whose stories and facts are **reliable**
- Someone with **experience** and willing to speak and confront ideas
- Someone who knows the **media environment**

So, what is journalism?

- A French word meaning “daily newspaper”.
- It comes from the Latin expression: “Acta Diurna” meaning the act of the day.
- In ancient Rome, it was a handwritten bulletin, put up daily in the Forum, the main public square.
- Considered as the world's first newspaper.

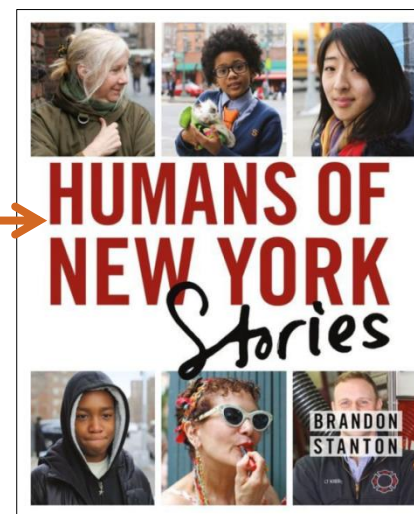
What constitutes « a story » for a journalist?

- A dog biting a postman is not newsworthy
- A postman biting a dog is!

- Speaking about trains on time is not newsworthy (unless you are a spokesperson for the train company)
- Speaking about delayed or cancelled trains is!

A good story

- **Timing:** if it happened today, it's news, if it happened last week, it's not;
- **Significance:** how many people are affected by the story
- **Proximity:** the closer a story hits to home, the more newsworthy it is
- **Prominence:** when famous people are affected, (i.e. car accident involving your family vs. a car accident involving the President)
- **Human Interest:** they are meant to generate empathy or other emotions. They often appear in special sections of the newspaper or at the end of the newscast (a closer) as a “feel good” story or to draw attention to something particularly amusing, quirky, or offbeat
 - Like a postman biting a dog



Gathering a story

- Three ways:
 - Observing
 - Interviewing
 - Researching

- The sources can be unique or various

- Unique source: it can be one-sided or wrong but it's fast
- Various sources: it is time-consuming but the story will be more accurate



The nickname of the informant inside the White House that forced Richard Nixon to resign the presidency in 1974

The angle

- Any story is made up of **various angles**
 - The angle of a news story is the **theme**.
 - Usually it is expressed in the **lead** (the introduction) of the article.
 - It's **the lens** through which the writer filters the information he or she has gathered.
-
- **Example:** Michigan and Washington are the latest US states to bring in strict measures to try and curb the spread of Covid-19. High schools and colleges are to halt on-site teaching and restaurants are prohibited from offering indoor dining in Michigan from Wednesday. Indoor restaurant dining is also banned in Washington State, and gyms, cinemas, theatres and museums will close.
 - **The theme:** Covid-19
 - **The angle:** Michigan and Washington implement health measures
- (Source: BBC.co.uk 16/11/2020)

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 - **The theme:** Covid-19
 - **The angle:** Michigan and Washington implement health measures
- (Source: BBC.co.uk 16/11/2020)

Topic: marine diversity

Question:

How would you approach such a subject? Give as many angles you can think of, in the chatbox

Topic: marine diversity

Angles: definition, pollution, geo-strategic aspects, economical, political, actors, NGOs, cinema, personalities, examples, crisis etc.

The 5 Ws (+ 1 H)

- They include Who, What, When Where, and Why (+ How).
 - They constitute a formula for getting the complete story on a subject.
-
- **Who** is it about?
 - **What** happened?
 - **When** did it take place?
 - **Where** did it take place?
 - **Why** did it happen?
 - **How** did it happen?

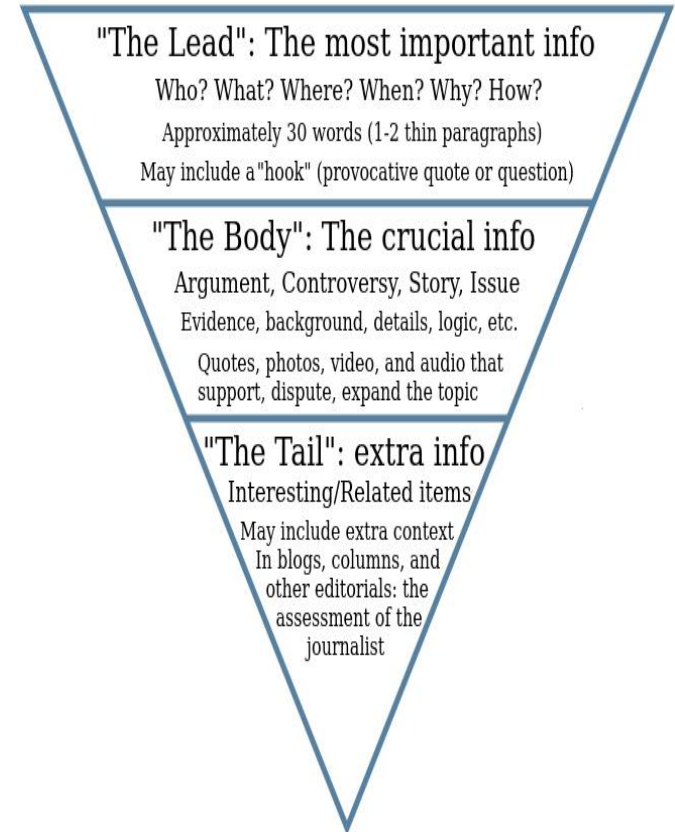


Using the 5 Ws technique, fill in the table below - Topic: today's seminar

WHO	WHAT	WHERE	WHY	WHEN	HOW
Participants from InterReg	A training session on media relations	Visioconf. Hôtel de Région, Marseilles (France)	To better relationship between the programme and the media (local, regional, national, international)	1/12/20 9h-12h15	Theoretical approach (PowerPoint) + exercises + documents + Visioconf.
Olivier Jacoulet					How much: budget
Barbara Girardi,					How many: -110 + participants
Konstantinos Zapounidis,					-3h15
Anne Remy, Moderators					

The inverted pyramid

- **The structure of a story** : where the most important information is presented first.
- Usually, the most important story is the **most recent one**.
- The **5 Ws** at the start of a story, followed by supporting details and background information.



Lifespan and length of a story

- For a daily outlet a story cannot be more than 24 hours old. (it's called the **news cycle**):
 - With **social media**, the news cycle is shorter than a newspaper articles, with stories being regularly updated
- **Length of a press article:** between 120 and 800 words (for a feature article)
- **Sources:** between 1 and 6-7



What's a news story?

- If you had to write a news story about today's conference: how would you write it? What would you say?

The challenges

- What to write if your editor gives you only 100 words (+/-10%) for your piece?
- What angle will you choose out of the 1000 + possible angles?
- Will it be factual? An interview with an expert? An oped (or editorial)? A reportage? Etc.

Caution when doing a story – Check your sources

The sources: colleagues, consultants, experts, organizers, press articles, TV and radio coverage, on-site report, observations etc.

For a sensitive topic, you need **AT LEAST 2 independent sources**: fake news are everywhere

Fake news: Ethiopia's Tigray conflict

- **Misinformation**
- Hundreds of Facebook users have been sharing a picture apparently showing a downed Ethiopian military plane.
- One post says: "Tigray special forces were attacked from the air. "They have destroyed one fighter jet and killed lots of special-force military. The fight is still going on."
- But a **reverse image search** reveals this picture is not from Ethiopia. An identical image appears:
 - in a July 2018 Iranian-run Press TV report about a Saudi warplane shot down in Yemen.
 - in a May 2015 Twitter post about a MiG-25 plane downed near the Libyan city of Zintan



Source:

<https://www.bbc.com/news/world-africa-54888234>

Writing a story

- What don't you write a 100-word story about **today's seminar?**
- It would be the **announcement of this seminar**, so it would have been written yesterday for this morning paper edition
- The story will be **factual**
- Try to use in your piece **all the technical elements** that we've discussed so far.
- If you can think also of a **title!**

- **You have 15 minutes to do the exercise**

Today's conference : A suggested run-up piece presenting the conference

Sustaining media relations

The Interreg MED Programme is holding today in Marseilles (France) a special session devoted to media relations.

It gathers 57 regions of 13 European countries, from the Northern shore of the Mediterranean. It aims "to work for the sustainable growth in the region".

As Paul Smith, spokesperson of the group, puts it: "We want to build momentum in favor of our causes, despite the fact that developing media relations is not an easy task".

Social media

Today's speakers include Olivier Jacoulet, former BBC journalist and spokesperson for Amnesty International, who teaches communication and media relations.

Two previous meetings were held in Marseilles in November on social media and advocacy.

107 words – not
counting headlines

So what should YOU do?

- Speak the media language in your press releases, press kits, interviews etc.
- Respect the **basic techniques**:
 - Newsworthiness
 - Angles/originality
 - 5 Ws (+ 1H)
 - Inverted pyramid
 - Concise, concrete
 - Reactive, pro-active
 - Reliable information
 - Use everyday words
 - Don't use too long sentences
 - No mistake
 - Quote(s)
 - Hook



Don't say	Say
Participatory approach	Involving the public
Result uptake	Accepting/understanding the results
Cross-cutting approach	An integrated approach/An approach integrating various interests/parties
with reference to with regard to on the subject of accounted for	about
by the fact that due to the fact that for the reason that in view of the fact that owing to the fact that	Because of

Words and sentences

- **Sentence:** « Tourism expenditure by Europeans aged 65 or over grew by 33% in the past five years. »
- **Simplification:** Europeans aged 65+ spent 33% more on tourism over the past five years

Abbreviations: examples

- CIA, FBI, IBM, PhD are okay
- But GOP (Grand Old Party – the Republican Party) is not
- Nor is AJPLA (American Journal of Plain Language Studies)!
- Better translate:
 - MPAs (Marine Protected Areas)
 - Med area (Mediterranean area)

To avoid if possible

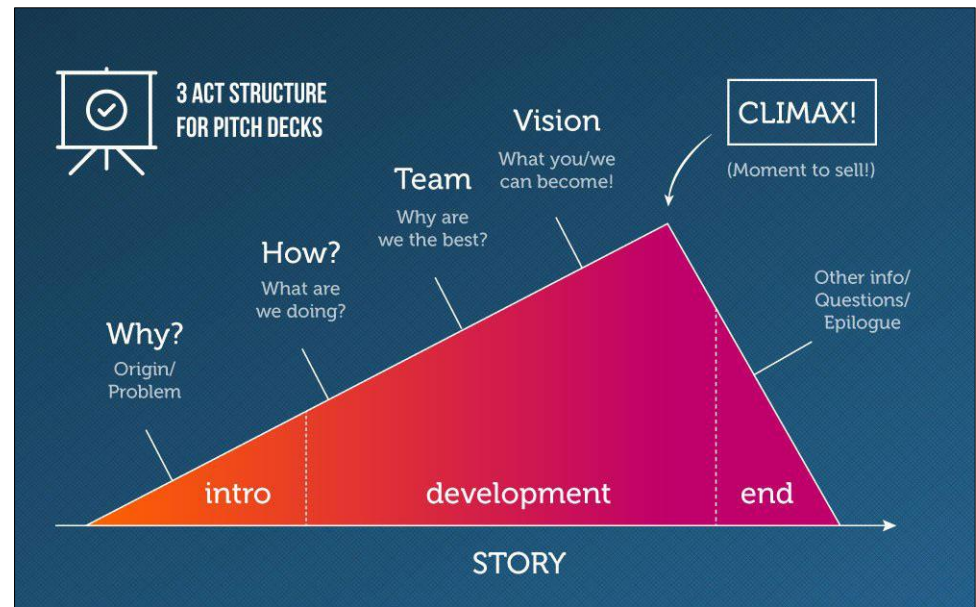
- **Within the framework of the Interreg MED programme:** in the Interreg MED programme
- **Transferability of results:** the sharing of results
- **Multilevel stakeholders:** various partners, interested parties, vested parties
- **Mainstreaming:** integrating
- **Liaising:** contacting, linking
- **4 helix actors:** Interaction between Science, Policy, Industry and Society to foster economic and social development



The do's and don'ts

- **Research** the media/reporters you are targeting:
 - Read, listen, watch on a daily basis
 - Find what angles the press prefers (factual vs. Human-oriented story with emotions)
- **Act** as a reporter does:
 - Be factual, respect the plurality of opinions, accept that you will not be quoted in the article, try to catch the press attention

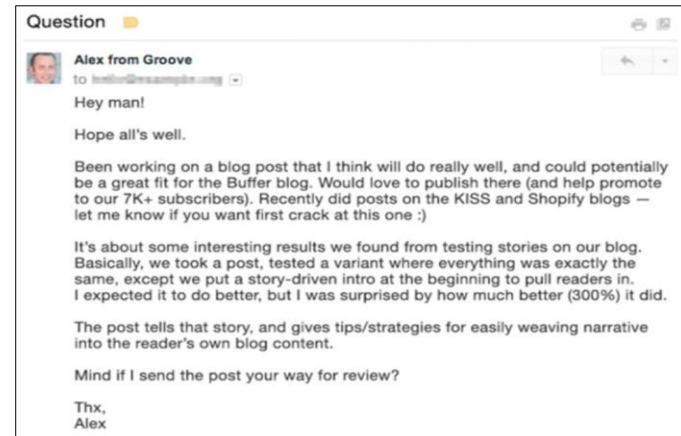
The pitch



- Definition: a media pitch is an attempt to get a journalist/editor or media outlet interested in your news so that they decide to cover it.
- Ask yourself: How newsworthy are the pieces of information you want to pass on to the press?
- Pitch the right people/medias (so do your media research)
- Then, be catchy, don't be too long in your pitch

The pitch

- Nowadays, **pitches are sent by mail.**
- 2 main elements:
 - you first need an **effective subject line** to get your email opened.
 - The subject line is potentially one of the most important elements of your pitch email.
 - Then **the core of the email** should be newsworthy
 - If your message doesn't get opened, your chances of getting coverage are zero.

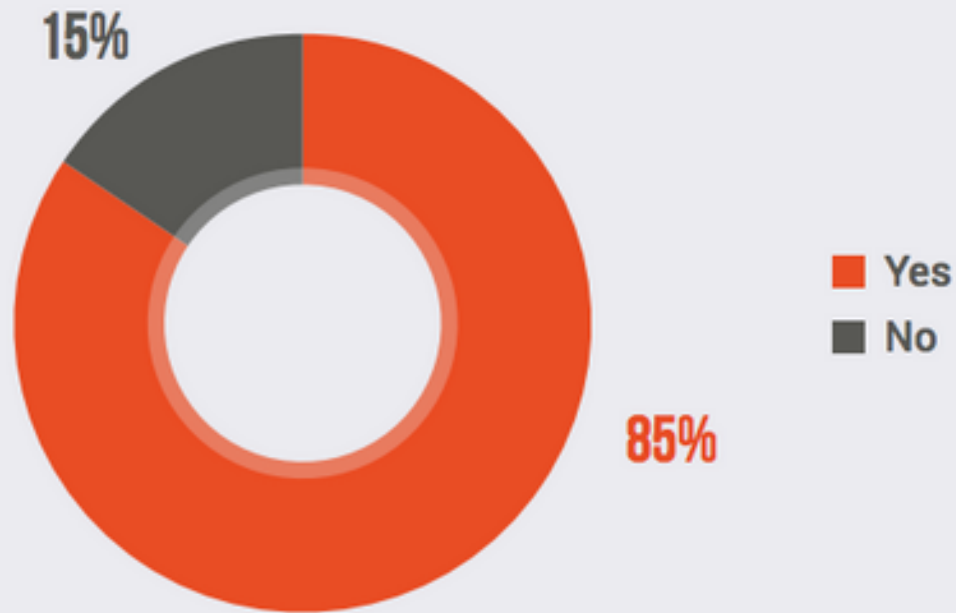


The pitch

- **Follow-up your pitch** (but not too often)
 - 2 follow-ups are usually the norm
- **Phone the journalists** you targeted and have a polite conversation about your pitch
- **Don't spam your pitch**: target it according to the media
- **Be available**: sending a pitch means that the press may want to contact you, so don't disappear!
- **Do not despair**: it is a long and tiring task to try and convince a journalist, or anyone for that matter!

The pitch

DO YOU OPEN AN EMAIL BASED ON ITS SUBJECT LINE?



RESEARCH BY
WWW.FRAC.TL



Journalistic pitches (or leads)

- **Straightforward:**

- “The United States announced it is suspending efforts to revive a cease-fire in Syria, blaming Russia’s support for a new round of airstrikes in the city of Aleppo”.

- **Anecdotal :**

- “At the dilapidated morgue in the northern Brazilian city of Natal, Director Marcos Brandao walks over the blood-smeared floor to where the corpses are kept. He points out the labels attached to the bright metal doors, counting out loud. It has not been a particularly bad night, yet there are nine shooting victims in cold storage”.

- **Scene-setting:**

- “On the second floor of an old Bavarian palace in Munich, Germany, there’s a library with high ceilings, a distinctly bookish smell and one of the world’s most extensive collections of Latin texts. About 20 researchers from all over the world work in small offices around the room”.

- **First-person:**

- “Sept. 11, 2001, is one of those touchstone dates; we remember exactly where we were when we heard that the planes hit the World Trade Centre and the Pentagon. I was in Afghanistan”.

- **Analytical:**

- “At the lowest point of Donald Trump’s quest for the presidency, the Republican nominee might have brought in a political handyman to sand his edges. Instead, he put his campaign in the hands of a true believer who promises to amplify the GOP nominee’s nationalist message and reinforce his populist impulses”.

- **Catchy:**

- “His last meal was worth \$30,000 and it killed him.” (Explanation: the story was about a man who died while trying to smuggle cocaine-filled condoms in his gut).

Bad pitch

“Authorities did Nazi this coming. (???!!!!)

Brazilian Civil Police were flying a helicopter over the municipality of Pomerode in Saint Caterina last week when they spotted a huge swastika apparently painted on the bottom of a swimming pool, CNN reports”.

Bad press releases

- Long **rambling** sentences
- **Vague ideas, empty sentences**
- Use of **clichés**
- Saying « **someone would have never predicted** »
- **Do not oversell**: « an exceptional product is coming out next summer » or “a very innovative cross-cutting policy-driven methodology »
- Do not mention the weather (except if it is directly related to your news story)

Business leaders identify print as a key strategic asset for growth and innovation

Tuesday, 22 May, 2018

Without new disruptive printing technologies, two-thirds of businesses say their organisation will fall behind competitors by 2023

Ricoh Europe, London, 22 May 2018 – European business leaders have identified new printing technologies as key enablers of agility and innovation. According to a [new study](#) commissioned by Ricoh Europe the majority of the 3,150 decision makers surveyed say agility (77%) and innovation (69%) benefits are key investment drivers for new printing technologies.

These findings show that new forms of printing have become crucial components of business leaders' strategies for success. The research also shows that 69% think printing will unlock revenue and 67% believe it will provide a source of competitive differentiation. These leaders back up this belief with financial commitment: 51% have already invested in new forms of printing with a further 36% planning to do so in the next five years.

David Mills, CEO of Ricoh Europe, says: "The refrain that "print is dead" is utterly misguided. New printing technologies are helping businesses fundamentally transform their operations. In healthcare, pharmaceutical companies are manufacturing 3D printed prosthetic limbs tailored to specific patients. In retail, vendors are manufacturing shoes and printing unique designs on demand, reducing stock wastage. In education, students can buy personalised textbooks, reducing costs and improving learning."

Businesses are prioritising printing technologies in areas that directly improve the experience for their customers. Marketing (79%), product development (79%), and manufacturing (76%) departments have so far received the most investment from business leaders. Similarly, the need for faster product development (80%) and the ability to localise manufacturing closer to the end user (69%) have driven investment in additive manufacturing, catering for consumer demands for speed and personalisation.

Mills adds: "New printing technologies are enabling businesses to deepen their relationships with customers, respond quicker to their expectations and offer a more personalised experience. It is telling that 78% of those questioned think printing is integral to maintaining customers' trust. These results show that without the dynamic, personal approach that new printing technologies allow, businesses will struggle to remain competitive in the future."

Find out more at www.ricoh-europe.com/thoughtleadership

« Print » as a key asset for a business to grow? C'mon! Trying to be headline grabbing without thinking of the value of what that headline says about your company

« New printing technology (...) to deepen relationship with customers »??? Customers don't care about printing technology: they just want results

Too long. PR with some long sentences

Analysis of a PR

What is PANORAMED?
B-BLUE, BEST MED
etc.?

Vague title –
Be specific

STOCKTAKING OF PANORAMED AND THE WAY AHEAD

04/11/2020

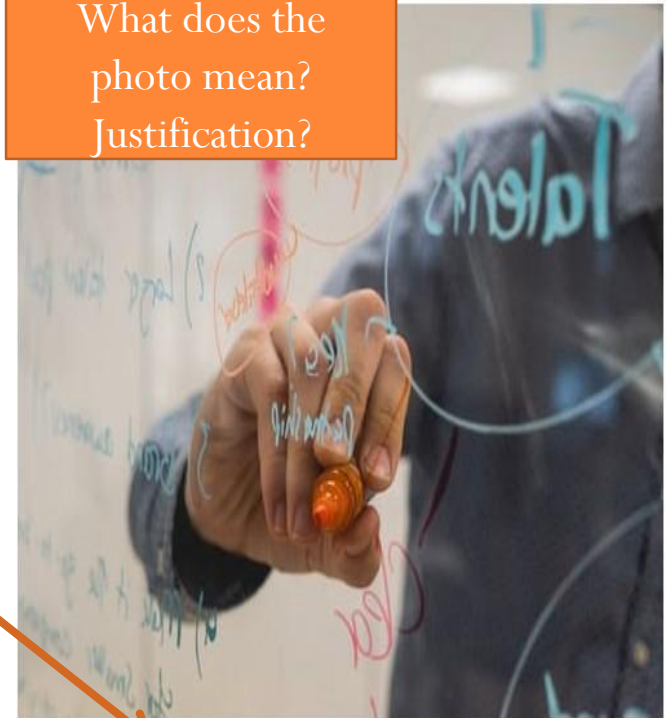
The new PANORAMED paper entitled "Better Governance for a Mediterranean Green Deal" is the result of a collective reflection exercise in the occasion of Interreg MED annual event 2020, focused on governance issues

This new PANORAMED paper consists of a stocktaking of the actions undertaken during the first three years of implementation of PANORAMED project and proposes ideas and recommendations for the way ahead.

The drafting of the document has been coordinated by Regione Emilia-Romagna with the support of Generalitat de Catalunya and tailored with contributions by WP5 (Ministry of Regional Development and EU Funds of Croatia and Regione Toscana), WP6 (Secretariat General for the Sea of France), WP9 (Région Sud, Provence Alpes Côte d'Azur), WP10 (Generalitat de Catalunya and Jožef Stefan Institute) and the six Interreg MED Strategic Projects (B-BLUE, BEST MED, BLUE BIO MED, MED OSMoSIS, SHAREMED, SMARTMED).

Through this paper PANORAMED partners, associates, horizontal projects and strategic projects jointly reflect on Interreg MED 2020-2024 intermediate results, with a focus on PANORAMED design and activities; thematic work packages and cross-cutting work packages. Additionally, the paper provides short-term and long-term recommendations for improving MED governance in the fields of Coastal and Maritime Tourism, Maritime Surveillance and Innovation. Lastly, it takes stock of current actions in order to support new priorities for the next programming period (2021-2027) and outlines the way forward.

What does the
photo mean?
Justification?



Background:
should be
last parag.

What actions, ideas
and
recommendations?

Title is too vague

3RD STEERING COMMITTEE & PARTNERS MEETING

05/04/2018

CAMARG partners met at 3rd Steering Committee and Project meeting in Avignon, France from 5th to 6th of April, 2018 in order to discuss project activities done so far and to make important conclusions for future steps in the project implementation.

What activities and what important conclusions?

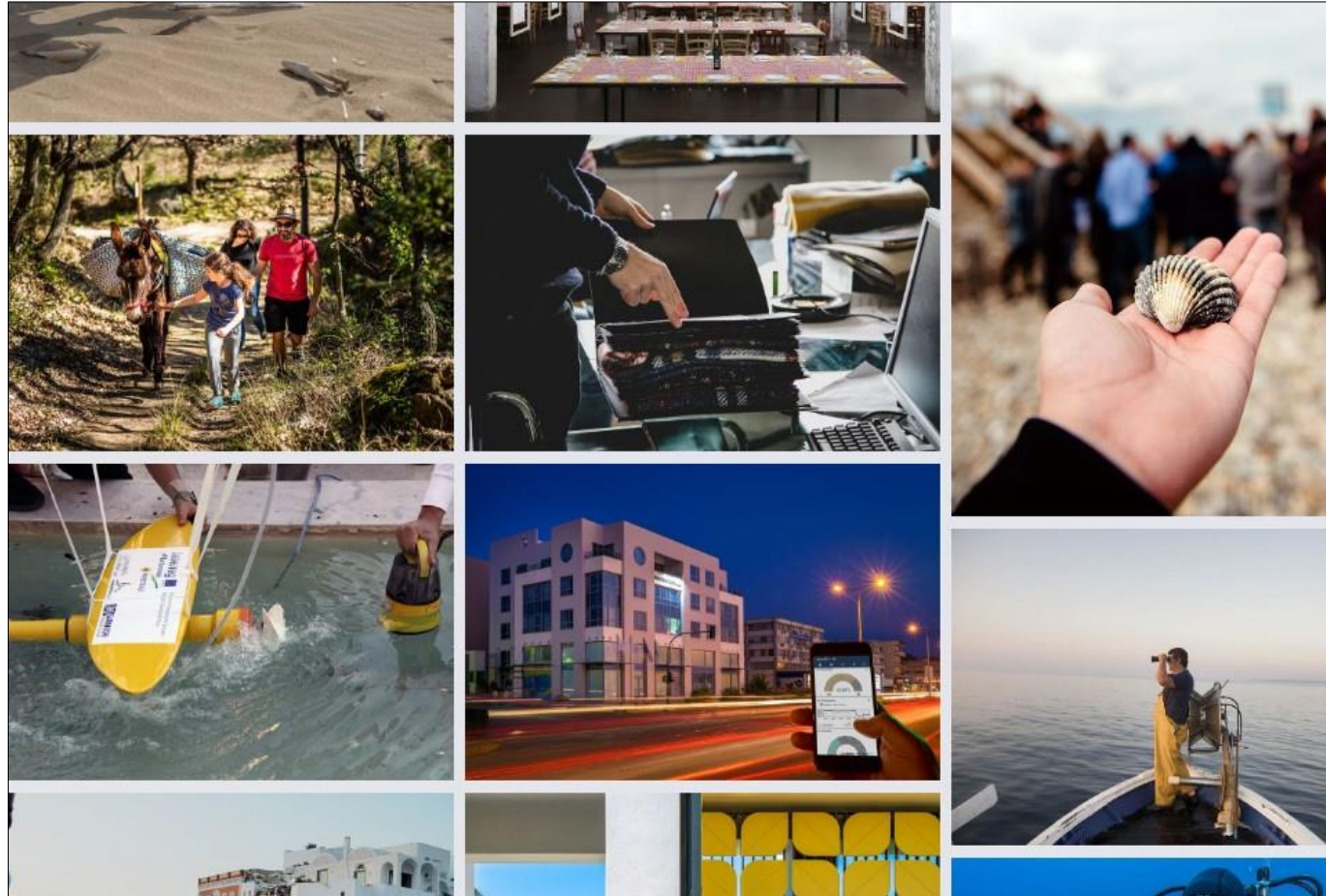
Partners talked about development of the DEMO of the CAMARG platform (web shop) and its customization activities for each region involved in the project. Representatives of each country presented the state of the art and strategy for the pilot activities they are planning to implement on their territories and make some conclusions related to the testing phase of the project.

What is DEMO?
CAMARG?

The content of the press release is vague and general. There are no detail, no explanation.

The pictures: you'd better use pictures that illustrate your issues

Why not using pictures from the photo competition?



- <https://www.facebook.com/media/set/?vanity=InterregMED&set=a.2556899401022617>

Final words on pitches

- If you have a good story, you will find a good pitch
- Write the pitch after writing your press release
- The same goes for the title of your press release

Other tools

- Press Kit
- Press conference
- Interviews

Exercises on headlines

- You are part of the Press service of your organization and you are about to send a press release on today's seminar. One thing is missing: the headline. Can you think of an **attractive headline?**
- Be **creative**
- **Engage the reader**
- Be **informative**
- Between **3 and 10 words**
- Time: **10 mn**

Exercise on hook

- A hook is a **catchy sentence** to start the press release
- It is very much used in the print press **to attract the reader's attention.**
- It can be a **slogan, a quote, an anecdote, a figure** etc.
- **Examples:**
 - “You can’t cuddle or stroke them, and God forbid you should take them for a walk. Yet the humble goldfish is making a comeback as more Britons embrace pet ownership”. (The Guardian, 27/11/20)
 - “Millions of Americans took to the skies and the highways ahead of Thanksgiving at the risk of pouring gasoline on the coronavirus fire” (Time Magazine – 27/11/20)
 - “It was the day my grandmother exploded.” (The Crow Road – Ian Banks)

**STAKEHOLDER WORKSHOP,
CIVITAVECCHIA, ITALY 21 JUNE 2018**

Civitavecchia, Italy 21 June 2018

Port Authority System of the Centre-North Tyrrhenian organized in Civitavecchia on 21 June 2018 a Stakeholder Workshop with the goal of analyzing the current situation of Med Cruise sector and elaborating suggestions and proposals to increase its long-term competitiveness and sustainability.

The main problems of Med cruise sector highlighted by attendees during the event are the following:

- the low level of expenditures incurred by tourists in destination areas. This makes more difficult the recovery of cruise port Investments;
- small cruise ports are not capable of managing mass cruise tourism;
- it is very difficult proposing alternative touristic options;
- investment process in cruise destinations is too slow and bureaucratic because cruise ports are often owned by municipalities;
- cooperation among stakeholders of the same destination is often missing;

•scheduling of cruise ship arrivals is not balanced.

In order to increase the long-term competitiveness and sustainability of the sector, participants have elaborated some advices and referrals:

- it is necessary to improve cooperation among stakeholders operating within the same port destination;
- synergies among cruise ports of different Med countries must be strengthened also to balance the scheduling of cruise ships arrivals;
- the level of investments in cruise port infrastructures must be increased;
- the diversification of tourist offer is very important in order to raise the level of expenditures incurred in port destinations.

The Workshop has been attended by representatives of project partners, Greek Port Association, Split Dalmatia County and Civitavecchia cruise value chain as port agents, customs brokers, cruise ancillary services suppliers, ship agents, tour operators, port general service providers.

**A catchy hook
for
this PR** 

**STAKEHOLDER WORKSHOP,
CIVITAVECCHIA, ITALY 21 JUNE 2018**

Civitavecchia, Italy 21 June 2018

Suggestion



Cooperate and invest: these are two of the recommendations made by..... (the rest will have to be changed accordingly)

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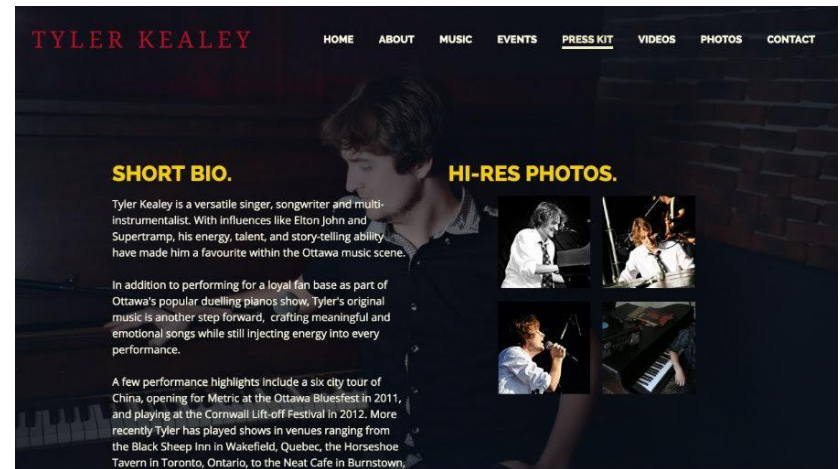
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Press kit

• • •

- It is not
 - A commercial brochure
 - A marketing argument
 - You are not selling a car
- It is:
 - A working tool for the press
 - It includes elements that may help the journalist write the story



Objectives

- To engage the media
- To offer data that are complete, credible, rigorous
- Can be archived for future references



Principles

- Complete and structured
- Several angles
- Can include other documents: background doc, photos, links, memory stick, video etc.



Contents

- A general Press Release regarding the kit and its contents
- Structured like an article (inverted pyramid, newsworthiness, prominence, impact, proximity etc.)
- A summary at the beginning
- Sheets containing texts, biographies, articles, photos etc.



How to Make a Press Kit! *For Your Book!*

ASK YOURSELF:
Do you want book reviewers and bloggers to write about your book? Are you ready for a book signing and reading? Would you like to be interviewed on the radio or a podcast?
Then you need a Press Kit for your book.

A press kit makes it easy to show why your book needs to be read & shared.

- 1 Create the Pieces**
 - Sell Sheet**
A quick list of your book's basic data plus marketing, promotion, and availability information.
 - Press Release**
This is your book's official release announcement.
 - Interview Q&A**
Write 10 sample questions that an interviewer may want to ask you about your writing or your book.
 - Cover Art**
A high-res 8 1/2 x 11 JPEG of your cover
 - Sample Pages or Table of Contents**
Choose the first chapter or the table of contents to use as a sample of your book's awesomeness.
- 2 Build Your Kit**
 - Convert everything to PDFs
 - Put all PDFs into one master PDF:
 - Cover Art
 - Press Release
 - Sell Sheet
 - Sample Q&A
 - Samples Pages / Table of Contents
- 3 Share Your Kit**
 - Upload to your website
 - Create a list of book reviewers, bloggers, and media who may be interested in your book.
 - Email, snail mail, and share links to download your press kit!

Need help?
Calamus has **FREE** tutorials to help you create each piece, and also offers custom press kits & marketing services for authors.
www.CalamusWorks.com

Pitfalls to avoid

- **Rambling** sentences vs. facts
- **Overselling** the events instead of showing in what ways the event is original, unique, interesting etc.
- **Jargon** vs. simple language
- **Wrong facts**
- **Ready-to-use** articles
- Inappropriate use of **lettering**

Interviews



- An interview is an effective way to forward your message
- **5 reasons** for you to do interviews:
 - **News:** You deliver news (the raw material journalists love)
 - **Publicity:** You give your organization some visibility
 - **Transparency:** as your organization is accountable, media relations are essential
 - **Impact:** your message is part of a larger process of engaging in debates in order to change habits or influence the public at large
 - **Contacts:** by multiplying interviews, you increase your media data base, as well as develop a sound relationship with the press

3 steps

- **Before** the interview: what to do?
- **During** : how to behave, how to answer
- **After**: the evaluation



Before



- Questions to put to the journalist ahead of an interview:
 - What programme?
 - Live or pre-recorded?
 - By phone, by satellite link (earpiece), in a studio?
 - Length of the live/pre-recorded interview?
 - Who is the interviewer? (Google him/her)
 - What is the context: Reactive? Pro-active? A follow-up to a news story? (check, check, check)
 - Other people interviewed on the same topic or present at the same time?
 - What's the angle?
 - Why me?



- **Prepare yourself:** check your topic, your message, rehearse with colleagues, think of the questions the journalists might want to ask you?
- Be ready on time (arrive at the studio in advance, be ready to answer the phone)
- **TV interviews:** make-up (yes!!!! Beg for it 😊 !) and appropriate dress code (not flashy!)
- **No Dutch courage:** no alcohol to gain confidence
- **Just before the interview starts,** ask the journalist what question he/she will start with: it'll give you a few seconds to think of a ear-catching sentence

During

- **Concentrate**: listen to the questions
- **Keep calm** (and think of England), don't go into a heated argument
- **Non verbal attitude**: « sharing posture » →
- Move **your hands** to accentuate your words
- **Short answers** (about 30-45 seconds)
- **Speak clearly** and slowly
- **Avoid jargon**, long sentences
- **Use concrete/practical examples** to illustrate your ideas



After



- Right after the interview, ask the journalist how it went
- Ask for a copy of the interview
- Have colleagues record the interview
- Debrief your interview with colleagues
- Pass the media contacts to the Press Service of your organization

Exercise n°1

- Journalist: can you present in a few words what you do?
- Who would like to answer that question?
 - In 40 seconds
 - Be concise
 - Be concrete (example)
 - No jargon
 - Use your voice

Exercise n°2

- Journalist: can you give us an example of what of your project's activity?
- Who wants to answer that question?
 - In 60 seconds
 - Be concise
 - Be concrete in the example you chose
 - No jargon
 - Use your voice

Press conference



Objectives

- To gather various media in the same place at the same time
- To increase your impact among the medias
- To spread your message easily
- To announce an important news
- To react to a news story

Limits

- Do not do too many press conferences (risk of media weariness)
- It's expensive and time-consuming
- The press can ask you questions unrelated to the topic of the press conference
- Be prepared

The characters of the play

- Members on the panel (an expert, a witness, a technician)
- Members of the organization (moderator, someone high in the hierarchy)
- The press corps
- The public
- The security service



Tools

- Tables, chairs, boards, rostrum
- Documents (press releases, media kits, pictures)
- Microphones, cameras, loud-speakers, lights, video projector, computers etc.
- Sign-off sheets
- Catering
- And a plan B



Sequences

- **Before:** guests, speakers, moderator, reasons why you want to organize a press conference, documentation, room, tools etc.
- **During:** welcome the media, sign-off sheets
- **After:** evaluating the press conference and the media coverage (press review)

Sequences

- Entrance
- Introduction by moderator
- Rules of the game by moderator
- Short presentation by guest/speaker on the topic of the day
- Questions & answer
- Ending and thanks
- Exit and/or individual interviews with members of the panel



A few tips

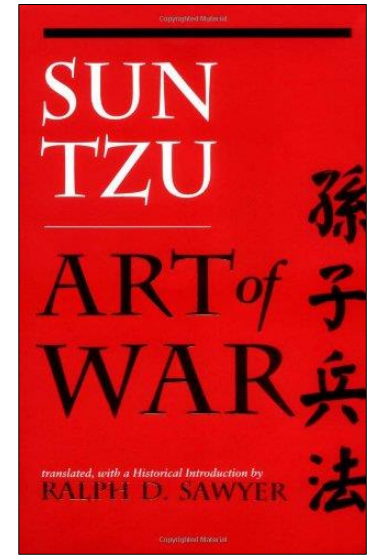
- Be professional
- Try and control the event from beginning to the end
- Prepare yourself to face « difficult » questions by the media
- Rehearse the press conference

Media strategy – Part II

Media strategy

- Definition:

1. The art of war;
2. The management of an army or armies in a campaign;
3. A plan or action or policy in business, politics etc.



Difference with tactics:

The art of disposing armed forces in order of battle and of organizing operations, especially during contact with an enemy.

Tactics is when you adapt because of a change of plan.

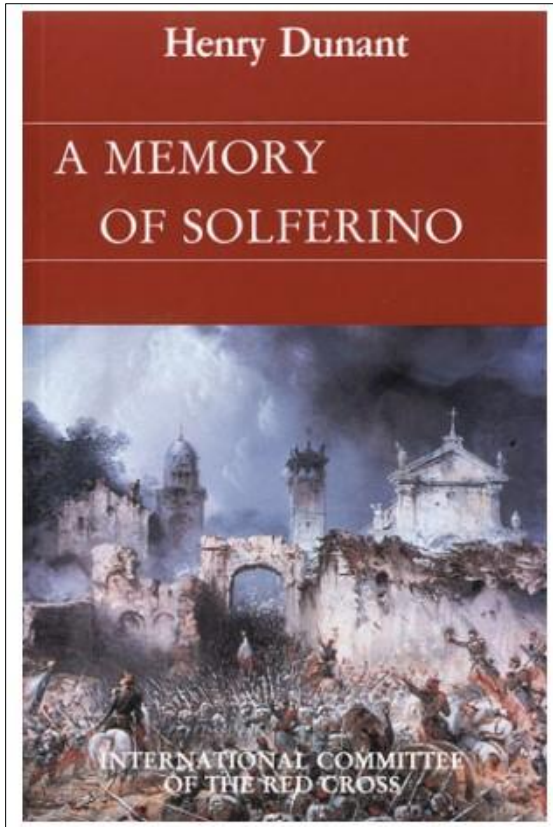
Strategy is planning ahead. Tactics is adapting according to changes

2 examples

- 1961: **Amnesty International** is founded in London by Peter Benenson, a lawyer:
 - « "It's the publicity function of Amnesty that I think has made its name so widely known, not only to readers in the world but to governments - and that's what matters"
 - After several Portuguese students were arrested for raising their glasses for freedom, Benenson decided to write an article in The Observer, untitled "The Forgotten Prisoners"
 - Benenson asked readers to write to the dictatorship that led Portugal at the time and more generally to protest against any "Forgotten Prisoners" in the world
 - The article had such an impact it was reprinted everywhere in the world



Henri Dunant and the Red Cross



- Almost a century before AI's campaign through the media, another man used almost the same technique: Henri Dunant founder of the Red Cross
- After the battle of Solferino in 1864, Henri Dunant persuaded the Geneva Public Welfare Society to set up a committee to address the problem of relief for wounded soldiers.
- To gather more support from the “international community”, he wrote a book: “A Memory of Solferino” which became rapidly a best-seller.
- It prompted the creation of what is now a worldwide movement with millions of members.

Media strategy

- In both cases, the protagonists used the **words** and a **book** and the **publicity** around an article to gain the interest of the public
- They did it with much **success** (Amnesty International and the Red Cross still exist today)
- They used the **media** (press, print) to make their points
- Through the media, they **engaged the public** at large
- The **style** is comprehensible by the vast majority of the readers
- The **titles** are short and easy to understand (you understand them immediately)

Three players

- The organization
- The medias
- The targets

SWOT Analysis: a diagnostic of the communication skills of your entity

INTERNAL	EXTERNAL
Strengths	Opportunities
Weaknesses	Threats

Questions to ask before a media strategy

- Where does the **organization** stand today in terms of media relations?
- What **tools** does it use to communicate?
 - Press release, press kit, press conference, blogs, social medias, website, mails, contacts (both formal or informal), special events (breakfasts, reception) etc.
- What **media-monitoring** has been established?
 - Is there a dedicated pole that monitors the impact of your organization on the medias?
- What **successes/failures** did the organization meet?
 - The causes should be determined if at all possible
- Which **topics have /have not been covered** by the media in the past 12 months?
- Which **medias are more/less interested** in your stories?
 - -use questionnaires, survey, telephone calls, direct contacts with journalists etc.
- What can you do **to improve your visibility** among:
 - the media,
 - the public,
 - other targets (stakeholders, lawmakers, partners etc.)?
- What **events** have been organized over the past 12 months?
 - Did the media cover any of these events? How many? Were there follow-up articles?

What to consider

Set Measurable Goals and Objectives: be smart!



Identify and Research Your Target Audience

- Understand your audience's key demographic traits.
- Ask yourself these questions:
 - Where and how do they spend most of their time?
 - What does a typical day look like for them?
 - What are their interests?
 - What media channels do they use?
- This will help you to determine the best channels/tactics to use in your media plan to hit your target audience



Determine Your Media Budget

- Go back to your media objectives and determine if they can be realistically achieved with the budget you have in mind for the media campaign.
 - Set realistic expectations.
 -

Your key messages

- Key messages = core values
- Simple language, almost like slogans
- Easy to understand
- Adapted to your targets
- Limited to three or four messages

KEY MESSAGES

- ◆ Key messages give the most important information that you want the public to know. One or two sentences get to the heart of the matter.
- ◆ Key messages help you to take charge of a situation that requires firm, unambiguous communication, e.g. to refute a misleading rumour or inaccurate report in the media.

SIMPLE MESSAGES

- ◆ Simple messages are "jargon free" and easy for the general public to understand.
- ◆ They "translate" complex concepts and information into readily accessible ideas and examples.
- ◆ They may be short (e.g. slogans used in a campaign poster), or much longer (e.g. an article in a magazine or on a website).

Developing key messages

- Collect **a team** together to develop words and phrases as the core of sentences that will form key messages.
 - On a chart or flipboard
- Confirm your **target audiences**, or stakeholders.
- Messages should present the **point of view of your organization program**.
- **Focus on benefits** that distinguish your organization from others, highlighting the value and innovative features.
- **Quote facts and statistics**, validation from experts, stories and visuals.

Features of key messages

- **Concise:** Maximum 3 key messages with only 1-3 sentences long or under 30 seconds when spoken.
- **Strategic:** Underline the benefits of your propositions
- **Compelling:** Meaningful information designed to stimulate action.
- **Simple:** Easy-to-understand language; minimal jargon and acronyms, active rather than passive voice.
- **Memorable:** Easy to recall and repeat; avoid run-on sentences.
- **Tailored:** Adaptable to different target audiences.

Evaluating = to assess the effectiveness of your strategy

- **Media coverage:** all blogs or print articles, radio interviews, video or other types of digital content that broadcast your news stories
- **Tools evaluation:** which tools were most/least effective
- **2 criteria:**
 - **Quantity:** how many articles for example, how many radio/TV interviews, how many “hits” on Facebook etc.
 - **Quality:** what topics interested the media

Evaluating your media coverage: examples

- **STEPPING (2019)**

- 30 PR to 1620 media outlets
- 112 articles published (7%)
- Themes: regional events, progress of project activities, results

- **FishMPABlue 2**

- Targets: traditional medias (national TV and newspapers outlets)
- Events : 3 international press trips
- Results: 50 “media hits” + raising awareness of public opinion to find a common solution

- **The Emblematic Project**

- Deliverable-press trips and kits
- One partner by country mobilized a press agency and/or other professionals to promote touristic products to the specialised media and to organise press trips
- 1 or 2 media trips with 2 or 3 journalists
- Each eco-itinerary had dedicated budget to cover cost of press inserts and press releases for the promotion of the eco-itineraries, in specialized magazines

Indicators of media coverage

Activity indicators – examples	
Number of communication actions with potential media impact	
Results indicators – examples	
Coverage evolution	No. of published articles / news items for each day / month (quantitative trend)
Acceptance quotient	Percentage of positive, negative and ambivalent reports (qualitative)
Penetration index	Percentage of articles / news where keywords are mentioned
Initiative quotient	Percentage of own initiated press coverage
Media quotient	Ratings for individual media types to overall press coverage
Distribution	Geographical dispersion of press coverage
Topic rating	Rate of reporting on specific schemes, projects, topics

You can add:

Number of queries by media: tel. calls, mails, background calls etc.

Source: https://ec.europa.eu/regional_policy/archive/country/commu/2000-2006/docoutils/fiches/EN/06_EN.pdf

News Agencies: a valuable target

- An **organization that gathers news reports** and sells them to subscribing organizations, such as newspapers, magazines and radio and television broadcasters, businesses, government services, institutions etc.
- It **saves time (but it costs a lot)**
- It increases your effectiveness by **amplifying** your message
- **Four major news agencies:** AP, UPI, Reuters, AFP
 - + regional, local news wire services

A News Agency

SOURCES

CUSTOMERS

Correspondents

Medias

Businesses

Government
services

Institutions

Businesses

Other organizations

Private subscribers

News agency
Processing
news, videos,
audios,
pictures,
charts, etc

```
graph LR; subgraph SOURCES; C[Correspondents]; B[Businesses]; I[Institutions]; O[Other organizations]; end; subgraph CUSTOMERS; M[Medias]; G[Government services]; BU[Businesses]; P[Private subscribers]; end; C --> NA((News agency Processing news, videos, audios, pictures, charts, etc)); B --> NA; I --> NA; O --> NA; NA --> M; NA --> G; NA --> BU; NA --> P;
```



Social media strategy

A quick guide to social media strategy



- Not very different from traditional media strategy **but...**
- 1) **Reactivity** (tactics) is paramount
- 2) Round the clock **monitoring capacities** (media coverage, watching the competitors, analytics tools like socialbakers, hootsuite etc.)
- 3) The **audiences are wider**, so it's more difficult to determine your targets
- 4) **Data gathering**: no assumption, be objective, research, research, research
- 5) A must: **be concise** (simple and unique message, simple words, no acronyms etc.)
- 6) **Selection**: do not use all social media at the same time, chose the most appropriate according to your strategy, targets, messages etc.

Tweeter

- Remember your exercise on writing a story about this seminar? 😊
- With that story, you are going to write a **tweet** about today's seminar:
 - Make it **catchy**
 - Make it **informative**
 - You are only allowed **240 characters** (including spaces)



Sustaining media relations: 120 + participants from [#InterregMed](#), 13 European countries from the Northern shore of the Mediterranean, meet on line today to take part in a media training session. Engaging the media about a sustainable growth in the region <https://interreg-med.eu/>

 **Tout le monde peut répondre**



Tweeter

THANK YOU!

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