

# Working with traditional Media



**UNION OF EUROPEAN FEDERALISTS  
WORKSHOP**

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# What do journalist want?



- News
- The most important thing to a journalist
- Controversial statements
- The human story
- Quotes from top individuals in the organisation
- People their readers can relate to
- A hook, a link to current political or legislative debate/a political opinion
- Facts
- Monetary figures, statistics, anecdotes

# Press Releases should...



- Be concise and to the point
- Use facts and figures
- Use specific examples to illustrate
- Be timely

# Who is involved in developing a press release



- Communications Officer, Policy experts, Head of Organisation, key/board members,
- Why does this present a challenge?
  - Anything newsworthy gets lost in the process
  - Comes across as press release by Committee
  - Internal dynamics can delay progress
  - By time the press release has been approved by all parties, the news cycle has moved on

# How to structure your press release



- **Strong Headline**
  - This is the first thing the journalist will read, it has to grab their attention
- **Most newsworthy aspect in in first paragraph**
  - The hook, the news element has to draw the journalist in
- **Body of press release**
  - The press release needs to be concise, if possible fit it onto one side of A4
- **Quote from important figure in organisation**
  - The media respond to known names and leaders

# And to End



- Ensure you include as much contact information as possible
  - Make it as easy as possible for journalists to get in touch with you
- ...So your press release has been written, edited, approved and signed-off

## WHAT HAPPENS NOW?



# Sending out your press release



- Need to be clear who will receive your press release
  - Focused, Targeted sending to media outlets who are more likely to publish the press release
  - Be aware of editorial schedules, make sure your release arrives before key editorial deadlines
- Resist sending the press release to one and all
  - Internally it might be seen as good to have sent your press release to a 100 or 200 contacts, but if the vast majority ignore your release because it does not fit into their editorial framework or schedule, then you are not helping your cause

After sending your press release ... WHAT NOW?

# After Pressing Send



- The Follow-up call

- Check whether the publication or the right journalist has received your release
- Check that they have fully understood your key points
- Do they need any additional information
- Do they want a follow-up interview with someone in your organisation

- The Follow-up call

- Allows you to build a personal relationship with individual journalists. You can take this opportunity to arrange a face-to-face meeting to talk about your organisation and future initiatives

# Rarely use the press release alone



- The press release should be complimented with other communication tools...Such as
- Social Media: Twitter, Facebook
- Article on your website
- You Tube interview or infographics