



TIPS AND ADVICE ON MEDIA INTERREG EUROPE COMMUNICATION SEMINAR

30th May 2017, Barcelona
Mar Velarde

What are we going to talk about?

The importance
of good
communication

How to write an
effective press
release

Practical
exercises

How the media
work

How to distribute
the press release

How to keep the
relations with
media

How to reach the
media

Conclusions
report

10 rules to
optimize your
media relations

THE IMPORTANCE OF GOOD COMMUNICATION

- To gain your audience's attention
- To boost your project's visibility
- To explain your project and reach relevant people
- To create brand awareness and exposure of your project
- To promote your project
- To demonstrate the success of your project/good practices
- To gain credibility and build a good reputation
- To position your organization as experts



HOW THE MEDIA WORK?

- Most journalists are extremely busy and are expected to produce wide content in the mid of constant interruptions
- Journalists are bombarded with hundreds of press releases from lots of organizations on a daily basis
- Reporters have tight-deadlines
- Current media situation: staff cutbacks
- In some cases specialization has disappeared (many interns)



HOW TO REACH THE MEDIA

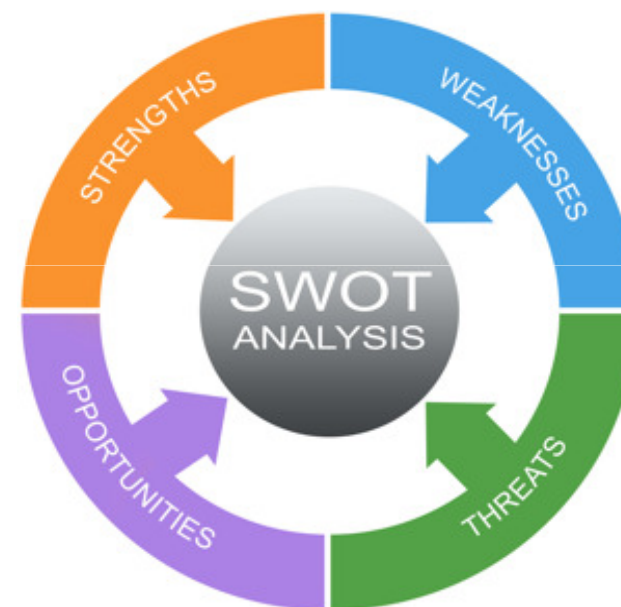
Consider the person on the other end of the e mail or phone circumstances

Your pitch has to be spot-on to get noticed and you have to connect with the right information at the right time to have a chance

Remember: media planning is key to reach good results

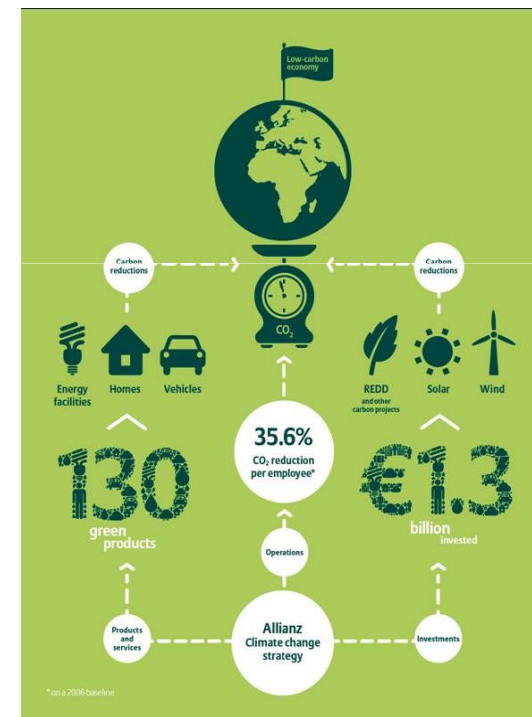
HOW TO REACH THE MEDIA: preparatory work

- Analyze your project in depth from the communication point of view
- Define your project's values (Q&A)
- Work on a PEST and SWOT analysis
- Define your target audience
- Define your goals
- Select a spokesperson



HOW TO REACH THE MEDIA: some tips

- Prepare an Action Plan with milestones and calendar topics
- Prepare your materials: do we have pictures? Can we prepare infographics?
- Search for special supplements of trade magazines and newspapers, call the journalist to ask him about this
- Detect International Days linked to your topic, e.g. International Day of Environment



HOW TO REACH THE MEDIA: the database

- ✓ Our media list should compile the right media contacts: journalists, bloggers (new journalism), freelance writers across print, online, blogs, radio and television
- ✓ Research media outlets and include the topics they cover (Technology, Environment, Future, European Affairs, Science and Nature, Entrepreneurship), the medium (online, radio etc.) and the readership or audience size
- ✓ Take note of the frequency the media outlets publish
- ✓ Categorize them in Allies + Difficult journalists + Neutral
- ✓ Include local press
- ✓ Include the trade press

HOW TO REACH THE MEDIA: the database

- ✓ Look at articles written about your topic in your target publications and note the name of the journalists who wrote those stories
- ✓ Look at the job titles of journalists (their particular area of expertise is often reflected in their job title, for example 'social affairs reporter')
- ✓ Avoid sending your press release to the email address for general enquiries "info@.....com", as often it will not reach the right person



HOW TO WRITE AN EFFECTIVE PRESS RELEASE

The press release is an essential tool of any public relations strategy

Your stakeholders read media news

It is not expensive

It can provide SEO benefits

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the content, some tips and ideas

- Presentation of the project (expectations, goals)
- Funding opportunities (e.g. microfinancing of SMEs, EU investment, etc.)
- Good practices
- Relevant project activities (technical meetings)
- Statement of position regarding a local, regional or national issue
- Announcing free information available
- Local approach (relevant information for your city or region)



HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the content, some ideas

- Milestones (of your sector, e.g. H2020; of your project)
- Results of research or surveys you have conducted (e.g. by regions, with %)
- Public statements on future sector's trends (figures, %)
- New strategic partnership or alliance
- Readers like contents related to *"Did you know that?"* e.g.

"Most wood energy schemes are a 'disaster' for climate change"
By Matt McGrath Environment correspondent

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the content, some tips and ideas

"Using wood pellets to generate low-carbon electricity is a flawed policy that is speeding up not slowing down climate warming"

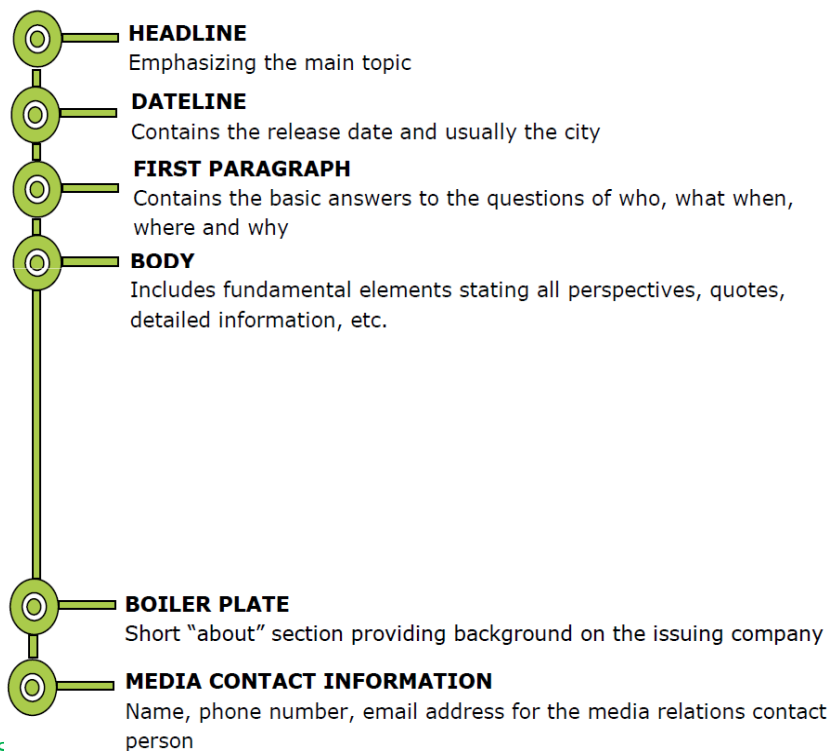
"Could insects be the wonder food of the future?"

"What will we be eating in 20 years' time?"

- Timeless but interesting information about your sector linked to an International Day (e.g. *International Day of Environment, European Week of Mobility, etc.*)

"Solving transport headaches in the city of 2050"

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the structure



© ASECOM, S.L.

PRESS RELEASE

FOR IMMEDIATE RELEASE



"The voice of crafts and SMEs in Europe"

European chemicals policy: SMEs need intensive support

Vienna, 10th March 2017 – At the two-day REACH regulation workshop, organised by UEAPME and the European Chemicals Agency ECHA, with the support of WKÖ (Austrian Federal Economic Chamber), SMEs and authorities discussed chemical legislation in view of the upcoming REACH registration deadline. The specific focus was how to maintain some chemicals on the market for longer.

The EU chemical regulation REACH only allows marketing with a valid registration. This, however, poses a big challenge for enterprises involved. UEAPME President Ulrike Rabmer-Koller highlighted that "already now, many companies may start to think about giving up their business because of too high regulatory burdens. This is why small companies especially need as much support as only possible in this crucial phase." Indeed, this event – that came out of the cooperation between the business sector and many European authorities – is a role model for a functioning social partnership at European level.



At the same time Ms Rabmer-Koller stipulated that "more has to be done for SMEs in relation to chemical legislation. Once the REACH registration has ended, the game is not over. For example, the REACH authorisation is an even more resource intensive process. We simply need more hands-on possibilities for financial support."

One of Ms Rabmer-Koller's utmost concern is that enterprises be able to equally use their official language. In that context, she underlined that "the use of an official language is a fundamental EU right and it makes it easier to better identify regulatory requirements and risks. This is for example important when elaborating on critical legal interpretations. However, for me it is not only about saving costs, it is even more about being able to have simpler everyday assignments in the best suited language. This is important, so that very complex content is communicated correctly."

EDITORS' NOTES: UEAPME is the employers' organisation representing Crafts and SMEs from the EU and accession countries at European level. UEAPME has 84 member organisations covering about 12 million enterprises with 55 million employees. UEAPME is a European Social Partner. For further information please visit <http://www.ueapme.com/> or follow [@UEAPME](https://twitter.com/UEAPME) on Twitter.

FOR FURTHER INFORMATION PLEASE CONTACT:

Guido Lena, Sustainable Development Director, Tel. +32 2 230 75 99, Email: g.lena@ueapme.com
Jenny Manin, Press and Communications Officer, Tel. +32 496 52 03 29, Email: pressoffice@ueapme.com

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the structure, some tips

- One page and a half (two is the maximum)
- The headline (short, catchy, objective)
- Most people don't read to the end of the article: focus on giving them what they want as soon as possible
- First paragraph: get to the point
- **Put the best information at the top to engage your readers**
- The content (facts, figures, %, quotes)

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the structure, some tips

- Remember you should answer these Ws and H:
Who - What - Where - Why - When - How
- Use examples and easy comparisons
- Include your contact details (to drive traffic to your website)
- Relevant links to access to further information
- Be consistent with other documents about your project

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: the headline

SHORT

CATCHY: NEWSWORTHY

OBJECTIVE

INFORMATIVE

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: some considerations and tips

The 'hook': What makes your information newsworthy?: figures, data, local approach, interesting for general consumers, fun facts



"SMEs represent 99% of all businesses in the EU"



"Malmö and Brussels receive sustainable mobility awards"



"Renewables: Europe on track to reach its 20% target by 2020"



"University of Bristol announces new fossil fuel divestment and carbon reduction plans"

HOW TO WRITE AN EFFECTIVE PRESS RELEASE: some considerations and tips

- Adapt the information to the type of media you want to reach: ask journalists what data they would like to know about your project
- Include your keywords (SEO). Include your key messages
- Your press release must be understood by a wider audience
- Local approach: local adaptation of messages
- Attach pictures, infographics, etc.



THE PRESS RELEASE: distribution

- Prepare and Email to send out the press release
- Choose the right date and time: TU – WD - TH
- Some specific emailing tools (e.g. Mail Chimp)
- Follow up of the distribution (phone calls)
- Reminder
- Try to get the attention from news agencies
- A good option to appear on TV: the video release
- The monitoring service: evaluate your results



CONCLUSIONS REPORT: example of template

PRESS CLIPPINGS GENERATED BY xxxxxx Month:								
Media	Type of media	Circulation/ Audience	Link	Date	Headline	About	Video/ Photo	Assessment

HOW TO KEEP THE RELATIONS WITH MEDIA

- Define an Action Plan to be implemented in the long term
- Meet with the journalists you need to get their attention
- Read their articles, be informed about their work
- Say thank you when they cover your news
- Give them background information
- Be informed about possible supplements they may prepare
- Don't call them only when you need them



10 RULES TO OPTIMIZE YOUR MEDIA RELATIONS

1. Write catchy headlines and objective, accurate and interesting information
2. Prepare a good media database and update it regularly
3. Build a good personal relationship with media (pay special attention to news agencies)
4. Don't waste journalists' time: do not organize press conferences if the reason is not good enough
5. Attach pictures, infographics or video to the press release

10 RULES TO OPTIMIZE YOUR MEDIA RELATIONS

6. Follow up the distribution of the press release, ensure it reaches the right person
7. Meet with the journalists personally from time to time
8. Give background information to journalists
9. Analyze the results of your press actions to check if you are in the right way
10. Become a good source of information. Make sure journalists see you as expert in your field





THANK YOU FOR YOUR ATTENTION!

Remember you may reach us here :

[ASECOMS, S.L.](#)
mvelarde@asecom.es
jmagaz@asecom.es
c/Claudio Coello, 124. 5º
28006 Madrid
Tel. (34) 91 015 04 42