



# **TIPS AND ADVICE ON MEDIA**

Handbook for the attendees to the  
Communication Seminar  
held in Barcelona

30<sup>th</sup> May 2017

A photograph of a desk with several rolled-up newspapers and documents. The papers are white and appear to be from a news outlet, with some text visible on the pages. The desk is dark, and the background is a plain, light-colored wall.

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# **BENEFITS OF IMPLEMENTING A GOOD COMMUNICATION STRATEGY**



- It will allow you to generate positive coverage about your project
- It will reach your target audience
- It will allow you to explain your project in detail
- It will give visibility and exposure to your project
- Your project will be perceived as credible (this is not advertising)
- It will contribute to boost your business
- It will position you as expert in your area
- It will control the coverage about your project
- It will improve your SEO strategy
- It will contribute to build a positive reputation about your project



# **HOW TO PREPARE YOUR KEY MESSAGES AND Q&A FACT SHEET**



**KEY MESSAGES** are the core attributes about your project you want your target audience to remember. They will be based on your project's values. They should be present in your communication tools to build a good image

### **WHAT TO CONSIDER WHEN SELECTING THEM**

- Analyze your project in depth from the communication point of view
- Detect your strengths and weak points (SWOT analysis)

### **REMEMBER**

- Keep it simple, short and easy to be understood
- Ensure you tailor your messages to your target groups
- Review and refresh them

**Q&A DOCUMENT** It is an internal document which will help the project's speakers to prepare their participation in media interviews or press conferences. It outlines challenging questions you expect from the media and foresees the appropriate responses to them

### **WHAT TO CONSIDER WHEN PREPARING IT**

- Make sure you are able to answer who, what, when, where, why, how and other standard questions that you will be expected to answer about your project

### **REMEMBER**

- If there is a question that you are not able to answer, prepare a good reason to explain it
- Try always to go beyond a simple yes or not answer



# **TEMPLATE TO CREATE YOUR OWN MEDIA DATABASE**



## NAME OF YOUR ORGANIZATION

Media	Type	Journalist's name	Positon/Field of competence	Phone	E-mail	Audience	Comments

- ✓ Your media list should compile: journalists, bloggers and freelance writers across print, online, blogs, radio and television. Include always local press and trade magazines
- ✓ Research media outlets and include the topics they cover, its readership or audience size and the frequency they publish
- ✓ Categorize them in Allies + Difficult journalists + Neutral

**By keeping all your contacts together you'll save a lot of time: you can quickly identify the appropriate contacts for each situation and you'll be ready to release your information at a moment's notice**

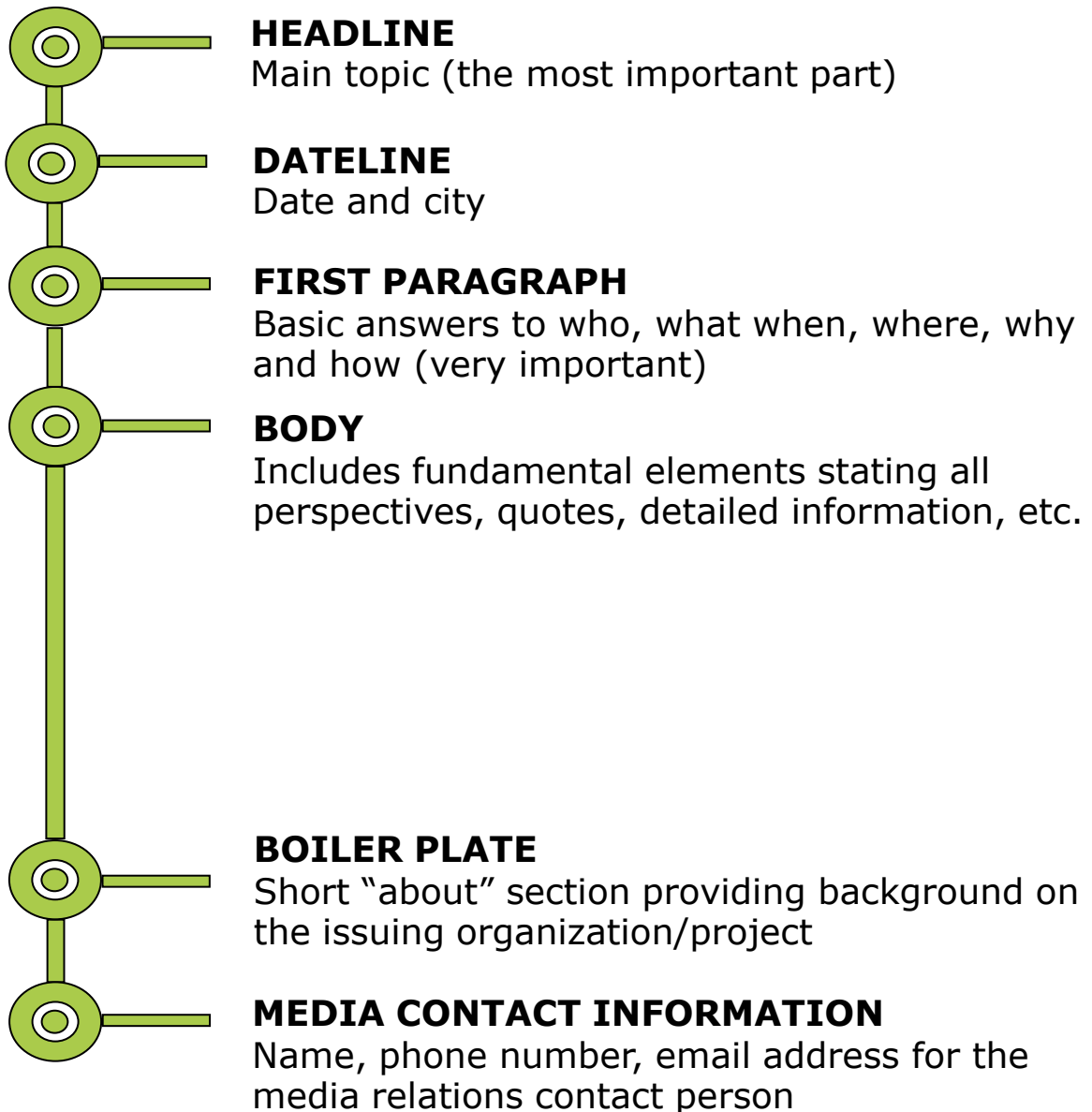




# **TEMPLATE TO WRITE AN EFFECTIVE PRESS RELEASE**



## PRESS RELEASE STRUCTURE: INVERTED TRIANGLE



**The press release is one of the most effective tools of any public relations strategy**



# PRESS RELEASE TEMPLATE

LOGOTYPES

LOGOTYPES

## HEADLINE

Make it bold, centered and in a larger font size than the body copy. It should be catchy, brief and accurate. It has to grab journalists' attention. Try to use the present tense. Including percentages and figures usually works very well

## Subhead (optional)

It should be a short summary sentence after the headline to make simpler for journalists and readers to get the idea of the press release content. Make it bold

## Body copy

Start with the date and the city in which the press release originates. Make it bold

**City and date:** Text

First paragraph: most important information about what you want to communicate (try to explain Who, What, When, Where, Why and how)

Next paragraphs: secondary information that develops and explains the headline and the subhead. Include here details, quotes, etc. and place the information in order of importance. (The most important information has to be put at the top: most readers don't read the article to the end).

## Boiler plate (optional)

Insert here a brief description of your company/project: who you are, your sector, your project, etc.

**For further information:**

Include your company's website and other relevant links to access to further information

**Contact information:**

Include here:

Your Name:  
Your Phone:  
Your e-mail adress:



# **CHECK LIST BEFORE SENDING OUT A PRESS RELEASE**



- ✓ Ask yourself “Is there news value in this story? If the journalist doesn’t consider it newsworthy, it won’t get coverage. **Look for a good hook!**
- ✓ **Prepare a good headline:** short (no more than 10 words if possible), catchy and objective
- ✓ The structure of the press release is similar to an inverted pyramid: **put the key information at the top** to engage your readers
- ✓ Write in **third person narrative**
- ✓ **Avoid Monday and Friday** to send out the press release. Do it always in the morning
- ✓ **Look for the right context** to distribute your press release. International Days (e.g. Environment Day), fairs, EU Presidencies, regional events, etc. can help you to get coverage if your project is linked to them
- ✓ Remember your information should answer to: **Who – What - Where - Why - When - How**
- ✓ **Use examples, easy comparisons,** stats and quotes
- ✓ **Keep your press release short:** one page and a half (two is the maximum)
- ✓ **Attach pictures, infographics or video** to your press release
- ✓ **Include your contact details and website**
- ✓ **Check you have a good media database**



# **FOLLOW UP YOUR PRESS RELEASE**



Journalists are bombarded with hundreds of press releases on a daily basis. Confirm they have received yours properly. Give them a call

Journalists are really busy. Prepare what you are going to say: when you have sent the press release, to whom, what it was about, why you think it might be interesting, etc.

Offer journalist background information: alternative sources, credible third part research, interviews, etc.. If you facilitate his/her work you're much more likely to get a call back

If you are organizing an event, it's a good idea sending a *save the date* email and follow up with a more specific invitation later.

Accept "no" for an answer when the reporter is not interested but ask if it would be ok to follow-up with new information so he/she can keep you in mind for further stories



# **TEMPLATE TO CREATE YOUR OWN ACTIVITY MONTHLY REPORT (an example)**





**PRESS CLIPPINGS GENERATED BY YOUR ORGANIZATION**  
**Month:**

Media	Type of media	Circulation/ Audience	Link	Date	Headline	About	Video/photo	Assessment

**Analyze the results generated by your press actions!**

**It will allow you to check if you are in the right way**



# **10 TIPS TO OPTIMIZE YOUR MEDIA RELATIONS**



- 1 Write catchy, short and objective headlines
- 2 Prepare a good media database and update it regularly (excel format is the best way)
- 3 Build a good personal relationship with media. Meet with them from time to time to exchange ideas
- 4 Don't waste journalists' time: do not organize press conferences if the reason to do it is not good enough
- 5 Attach pictures, infographics or video to the press release
- 6 Follow up the distribution of the press release, ensure it reaches the right person
- 7 Pay special attention to grab news agencies' attention. They ensure a wide distribution
- 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 an expert in your field



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