

# 10 TIPS

working with the media

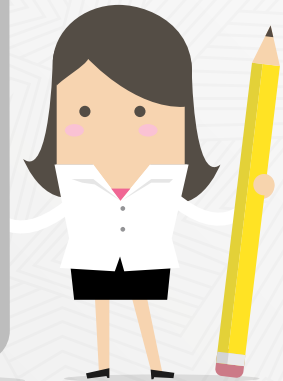


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Much is said about the demise of traditional media relations. But a shortlist of credible and trusted news sources can be influential and vital for advocacy efforts.

Relationships with journalists matter more than ever in the crowded European lobbying landscape where bureau numbers are dwindling. Often a journalist won't open an email let alone answer a call unless they know and rate the person it's from.

Cambre Associates' dedicated media team is happy to guide you through the dos and don'ts of working effectively and fruitfully with the media.



# #1

## DEFINE YOUR GOAL

Determine in advance what you want to achieve when engaging with journalists. Why are you sending a press release? Why are you calling them? Why are you inviting them to an event?



## #2

### HAVE SOMETHING RELEVANT TO SAY

**SO WHAT ?**

Try to be as impartial as possible. Ask yourself why journalists should care about your story. To catch a reporter's attention, you have to provide them with compelling, relevant and timely news.



# #3

## TARGET THE RIGHT JOURNALISTS

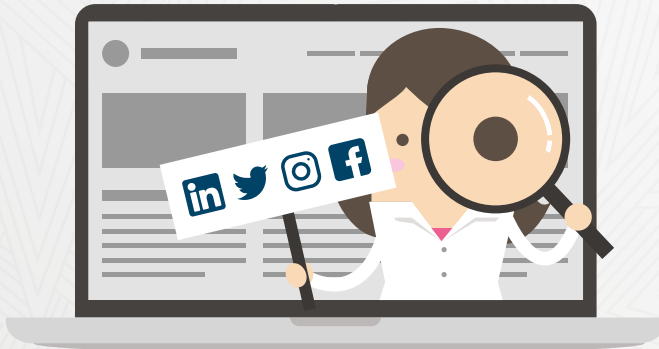
Make sure you contact the right reporters for your story. Journalists often complain about the tsunamis of irrelevant emails and press releases they receive. Don't become a spammer.



# #4

## PREPARE YOUR MEETINGS, DO YOUR HOMEWORK

Once you've found your target, bone up on the media outlet, the journalist's biography and the published work ahead of your meeting. Tailor your message for a productive chat and maximum impact.



# #5

## BE CLEAR, INTERESTING AND PASSIONATE

Show that you care about what you have to say. The journalist won't do that for you. Use the right dose of facts and figures to illustrate your points and to make them more concrete. Say no to acronyms and jargon.



# #6

## PUT YOURSELF IN THE JOURNALIST'S SHOES

Reporters have their own objectives, challenges and needs... so do their editors! A meeting may not end with an article but it can set the foundation for a solid relationship and position you and the organisation you represent as a go-to authority in the sector.

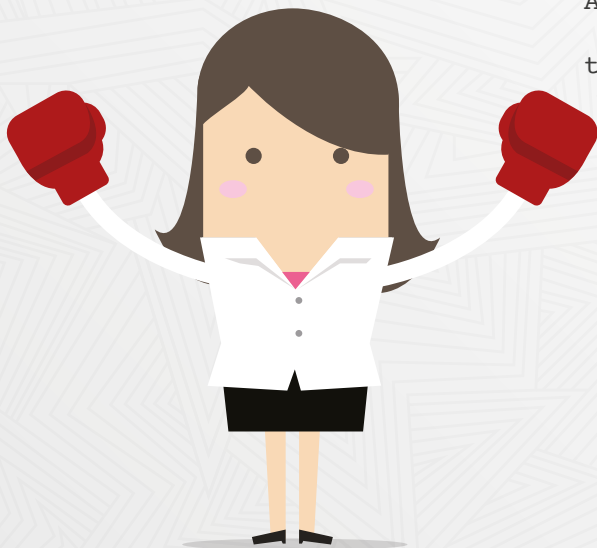




# #7

## NEVER DROP YOUR GUARD

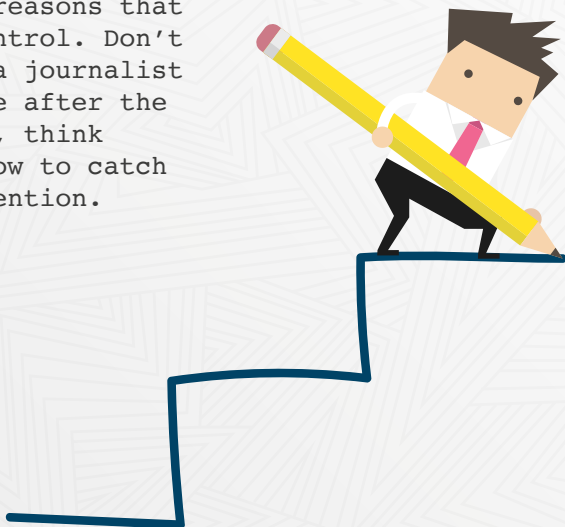
Stay alert. An unfortunate answer or slip of the tongue could ruin the entire interview. Also, do not try to hide behind “no comment”, as this may be mentioned in an article. Even when the interview is over, take care to avoid unexpected blows.



# #8

## BE CREATIVE

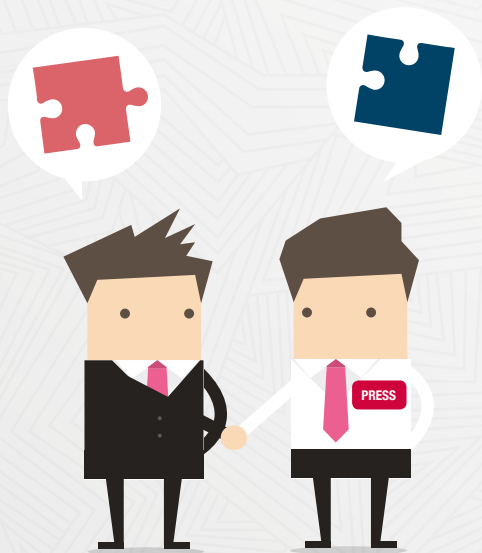
Keep in mind that it isn't all about you. If you don't manage to be quoted in an article, there may be many reasons that are out of your control. Don't ever try to force a journalist to write an article after the interview. Instead, think creatively about how to catch the reporter's attention.



# #9

## RIGHT WRONGS THE RIGHT WAY

Journalists are people, too. Ask yourself if what you object to is actually a mistake or just an interpretation that you don't like and whether it's worth asking for a correction. Journalists are usually happy to correct factual errors but if there is no inaccuracy, then it might be better to wait and discuss it face to face next time.



# #10 NEVER GIVE UP

Don't capitulate too soon.  
Effective media engagement is an endurance race  
requiring hard work, stamina and time.  
All things come to those who wait.





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