

The logo for CLEAR EUROPE, featuring the text "CLEAR EUROPE" in a bold, black, sans-serif font inside a white rectangular box with a yellow border. The box is set against a yellow trapezoidal background that tapers to the left.

CLEAR EUROPE

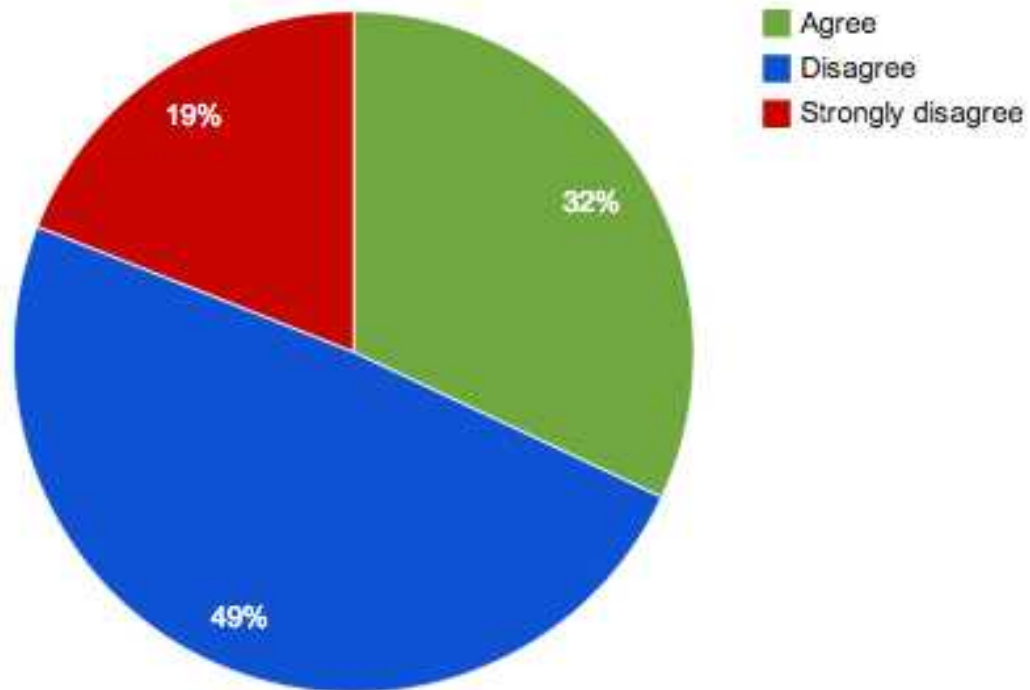
WORKING WITH JOURNALISTS

GARETH HARDING

OCTOBER 13, 2015

WHY ARE WE HERE?

Journalists' views on the statement: "Most PR people understand my needs."



Source: Media relations and Europe – from the journalist's perspective, APCO, 2008

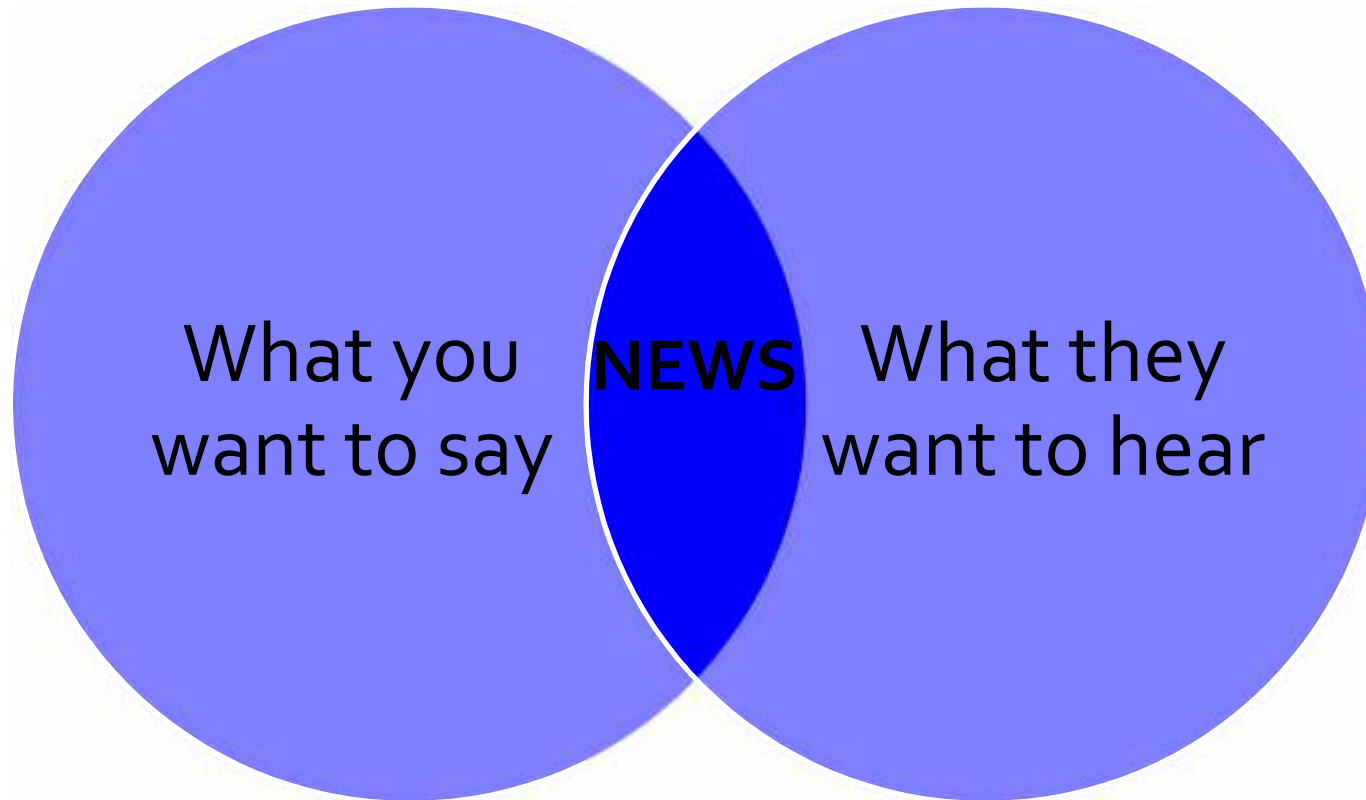
HOW JOURNALISTS SEE THEMSELVES



...AND THE REALITY!



WHAT'S NEWS?



CREATE NEWS

- Polls
- League tables
- Exclusive interviews
- Conferences
- Op-eds
- Press trips
- Press conferences

	Economy	Score ¹	Prev. ²	Trend ³
1	Switzerland	5.76	1
2	Singapore	5.68	2
3	United States	5.61	3
4	Germany	5.53	5
5	Netherlands	5.50	8
6	Japan	5.47	6
7	Hong Kong SAR	5.46	7
8	Finland	5.45	4
9	Sweden	5.43	10
10	United Kingdom	5.43	9
11	Norway	5.41	11
12	Denmark	5.33	13
13	Canada	5.31	15
14	Qatar	5.30	16
15	Taiwan, China	5.28	14
16	New Zealand	5.25	17
17	United Arab Emirates	5.24	12
18	Malaysia	5.23	20
19	Belgium	5.20	18
20	Luxembourg	5.20	19

WHO IS YOUR AUDIENCE?



EUROPEAN PARLIAMENT
EP rolls out red carpet for Angela Merkel Page 10

EUROS
Google case highlights uncertainty over data retention rules Page 17

INTERVIEW
Vladimir Drobnyak, Croatia's chief EU negotiator Page 23

EUROPOLITICS

[The European edition daily] [Friday 23 June 2007] [A1 2007] [50¢ per year]

Table of contents

Can opt-outs be circumvented?
By Philip Davies

Portugal's EU PRESIDENCY
Portugal hopes to wrap up IGC ahead of the October summit

... contribution and we will have to seek something other than the markets" he continues.

... Franco can make on the way out.







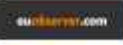



... "We will not depart from the strict framework given to the intergovernmental Conference (IGC)," stressed the Portuguese secretary of state dealing with EU Affairs, Manuel Lobo Antunes, on 25 June in Brussels. Portugal will be taking on the presidency of the EU from 1 July for the first time since its accession (after 1972 and 2003). Portugal's priorities during its six-month presidency will be the IGC work relating to the drafting of the reform treaty, plus several external relationships.

... The General Affairs and External Relations Council of 25-26 July in Brussels will officially launch the IGC. It will take place under the overall authority of EU heads of state and government with the assistance of the foreign affairs ministers. With the help of a group of legal experts and the support of the Council's general secretary, the Portuguese EU presidency will be given the task of coming up with a draft text. Should there be political difficulties, they would, in the first instance, act as far as possible, be resolved by the thir-

... The IGC's final text, however, will be...

... "During his speech in the Portuguese parliament on 27 June, Portugal's socialist Prime Minister José Sócrates said that the treaty needs to...

EU MEDIA

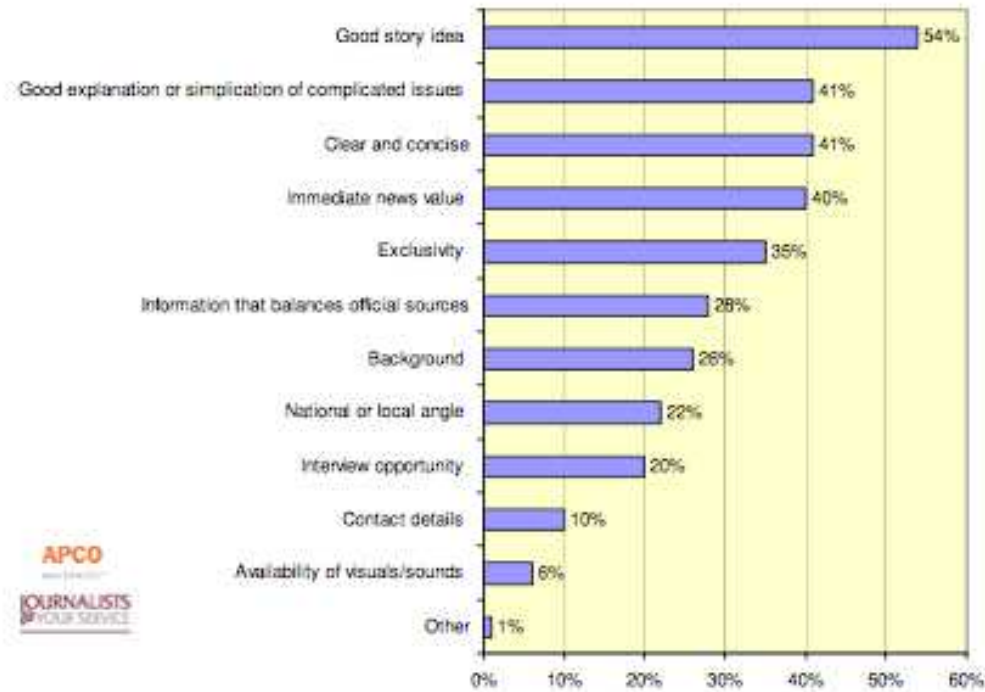
	MEPs	MEPs' assistants	Parliament staff	Commission staff	Permanent Reps	EU agencies	EU representatives of businesses	European trade associations	EU-level NGOs	Think tanks	Academics with EU dimension	Brussels-based journalists
	52%	59%	58%	64%	55%	48%	25%	46%	54%	73%	68%	47%
	47%	57%	55%	62%	41%	17%	56%	46%	54%	36%	42%	41%
	52%	47%	58%	60%	40%	38%	63%	54%	27%	82%	53%	65%
	43%	47%	58%	57%	36%	26%	50%	40%	32%	82%	74%	47%
	39%	39%	45%	37%	47%	12%	38%	60%	61%	45%	37%	53%
	20%	22%	35%	31%	52%	7%	6%	7%	17%	27%	-	6%
	26%	49%	48%	27%	47%	9%	6%	22%	44%	36%	32%	53%
	31%	29%	16%	15%	28%	2%	19%	9%	22%	18%	-	6%
	9%	14%	13%	6%	10%	3%	13%	13%	5%	5%	-	18%
	19%	6%	6%	4%	9%	7%	19%	10%	5%	32%	5%	18%
Fieldwork dates	18/5 – 25/7	5/10 – 18/10	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9

Source: ComRes ZN EU Social Media Monitor, 2012

PITCH PERFECT

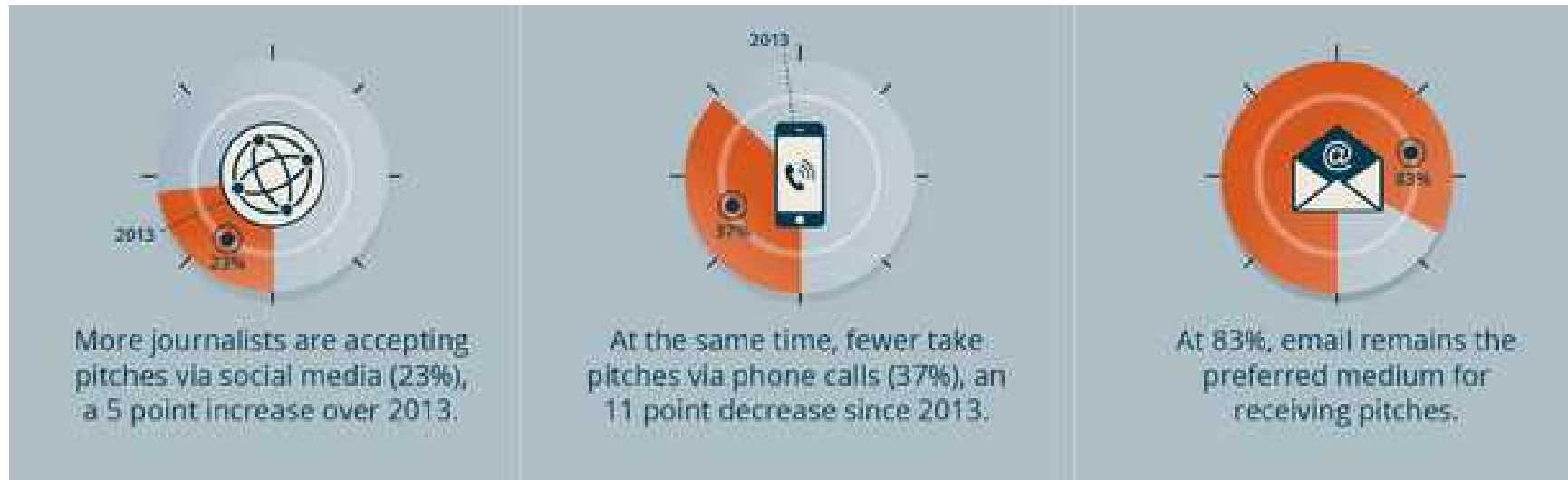
What are the most important elements of a good story pitch?

APCO
worldwide*



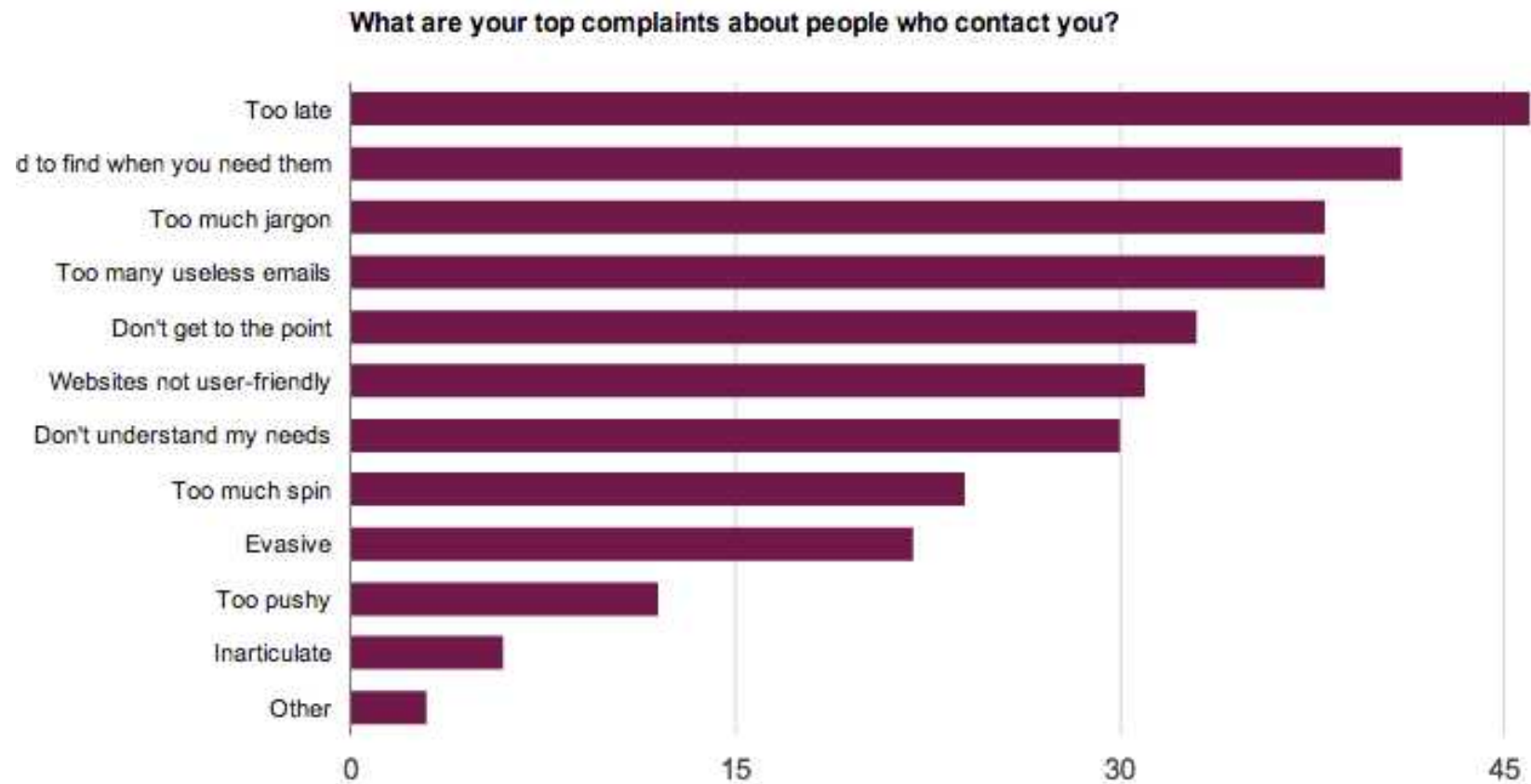
APCO
worldwide*
JOURNALISTS
BY YOUR SERVICE

PITCH BY EMAIL



SOURCE: 2015 SOCIAL JOURNALISM STUDY

PITCH ON TIME



Source: Media relations and Europe – from the journalist's perspective, APCO, 2008

SPARKLING PRESS RELEASES

- Keep PRs to a minimum
- Alert journalists well in advance
- Provide a story for the journalists
- Give great quotes
- Remind by email
- Don't follow up with a phone call

PR – NO, NO, NO

IP/01/910

Brussels, 27 June 2001

Commission proposes a new framework for co-operation on activities concerning the Information and Communication Policy of the European Union

The Commission today adopted a communication suggesting a new framework for co-operation on the information and communication activities of the European Union. It explains how inter-institutional co-operation, particularly between the Commission, the European Parliament and the Council should take place; the framework is open for participation from the Council, the other institutions and the authorities of the Member States. New forms of co-operation will be established where relations with Member States, National Parliaments, Local Authorities and Civil Society are concerned. The Communication adopted at the initiative of Commissioner Antonio Vitorino invites to an open debate where all would have their word to say.

PR – YES, YES, YES

Up to 25 million more Europeans at risk of poverty by 2025 if austerity drags on

Published: 11 September 2013

It could take up to 25 years to regain living standards prior to the economic crisis

If left unchecked, austerity policies could put between 15 and 25 million more Europeans at risk of poverty by 2025 – nearing the population of the Netherlands and Austria combined. This would bring the number of people at risk of poverty in Europe up to 146 million, over a quarter of the population, warns international agency Oxfam as EU Finance Ministers meet in Vilnius tomorrow.

Oxfam's new report, **A Cautionary Tale**, finds that austerity measures introduced to balance the books following the €4.5 trillion bank bail-out are instead causing more poverty and inequality that could last for the next two decades.

“Europe’s handling of the economic crisis threatens to roll-back decades of social rights.”

*Natalia Alonso
Head of Oxfam's EU Office*

PRESS RELEASE PLUS

- Video
- Photos
- Infographics
- Fact-sheets
- Backgrounders
- Case studies
- FAQs
- 3rd party links

The New Multi-Screen World

Understanding Cross-Platform Consumer Behavior

Majority of media consumption is screen-based



Consumers move between multiple devices to accomplish their goals



Television no longer commands our full attention



Online shopping is a multi-screen activity



PRESS CONFERENCES

- Keep them between 10-12
- Near Schuman area
- Maximum 30 minute presentation
- Name tags and banners



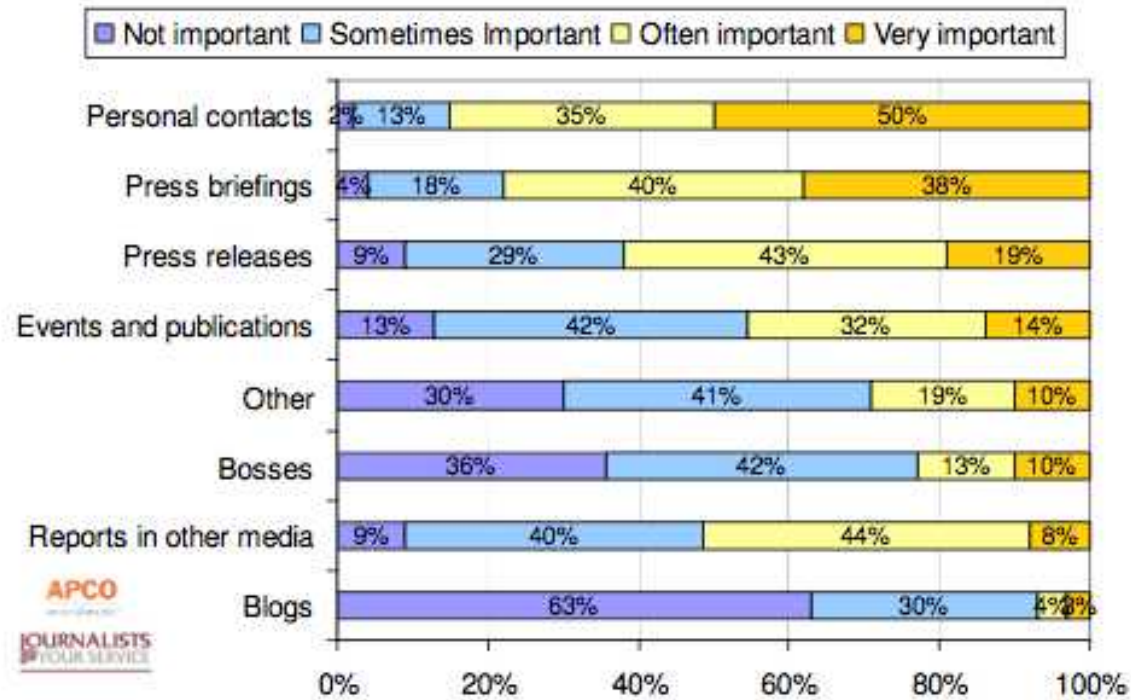
PRESS TRIPS WORK



CONTACTS ARE KEY

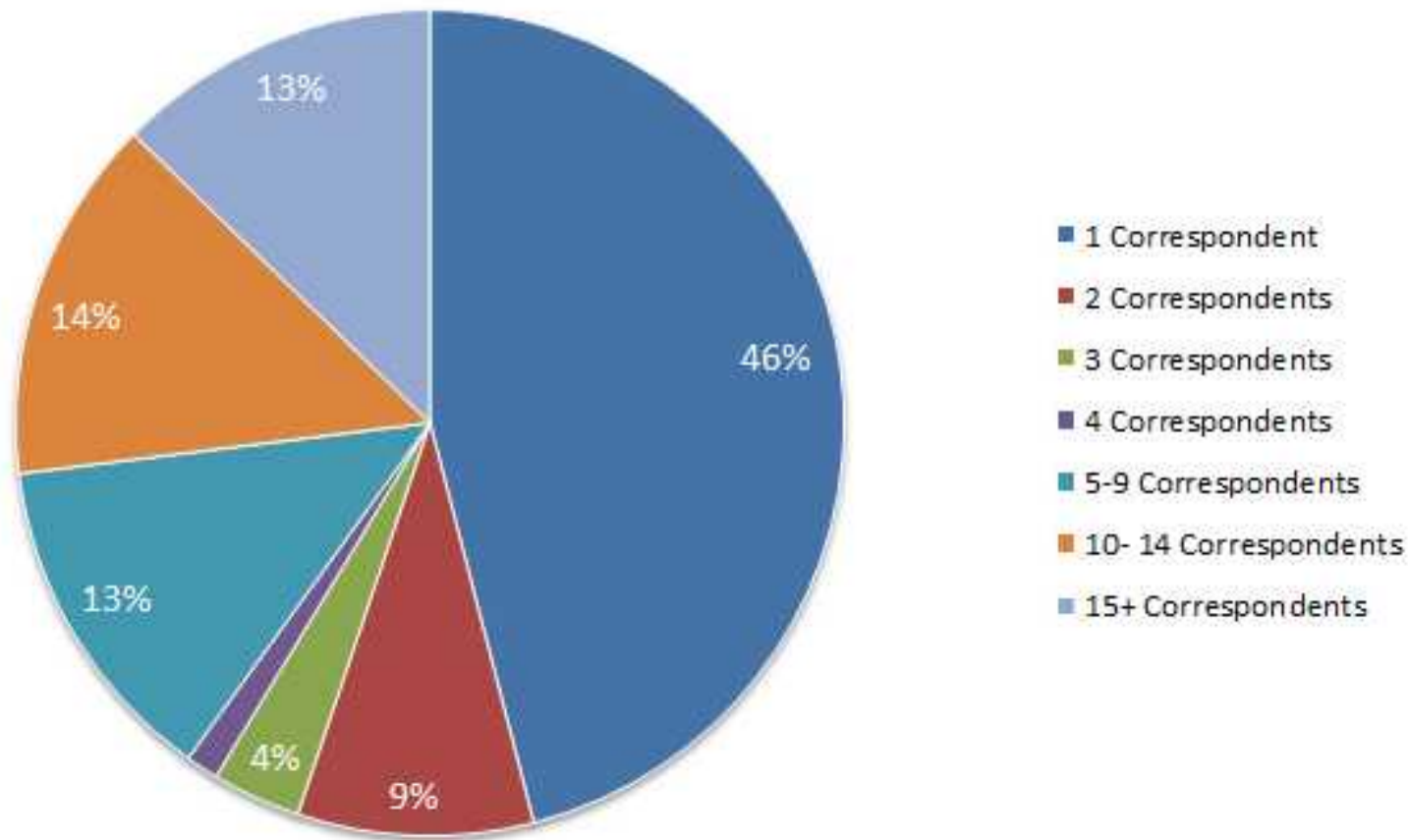
What are your most Important sources for story ideas?

APCO
worldwide*

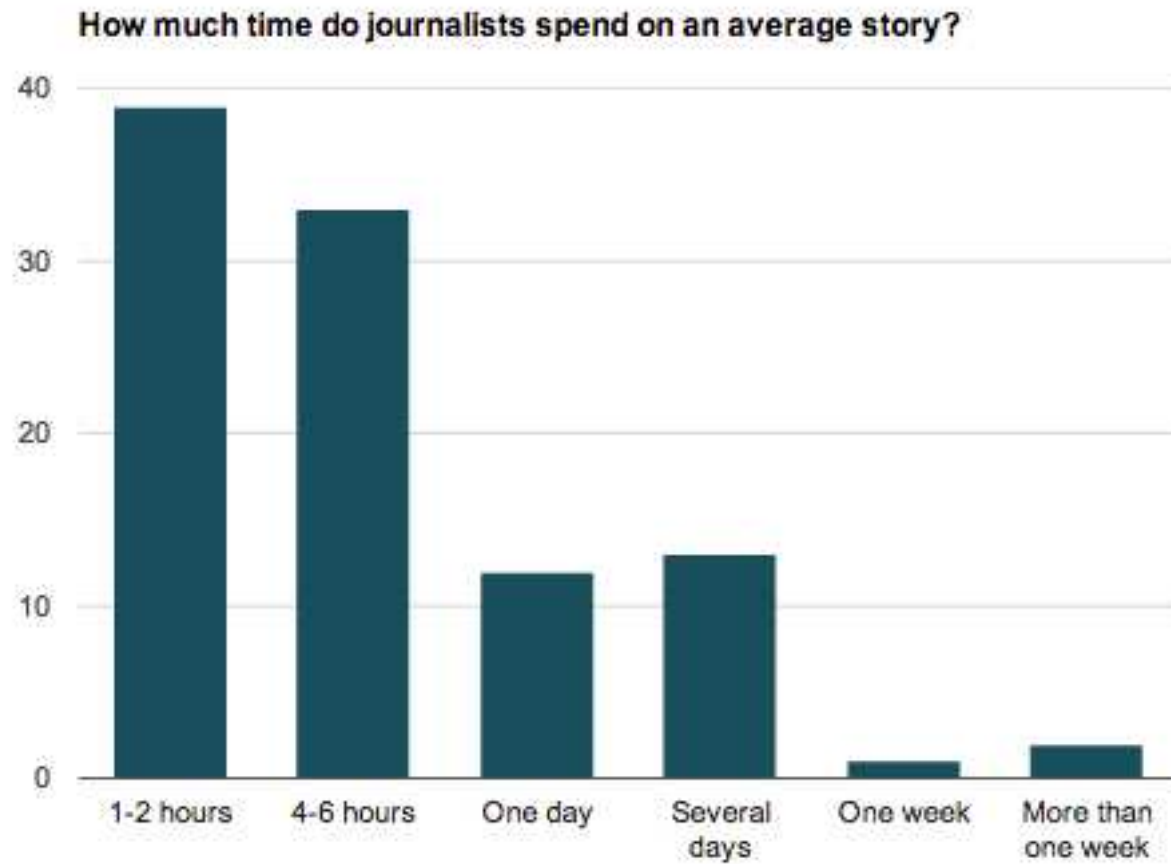


BUSY JOURNALISTS

Correspondents by Media Organisation



GET TO THE POINT



Source: Media relations and Europe – from the journalist’s perspective, APCO, 2008

BE ACTIVE ON SOCIAL MEDIA

JOURNALISTS' VIEWS ABOUT THE IMPACT OF SOCIAL MEDIA (% WHO AGREE)

	2012	2013	2014
I would not be able to carry out my work without social media	28	41	51
Social media has improved the productivity of my work	37	50	57

Table 4: Journalists' views about the impact of social media (% who agree)

SOURCE: 2015 SOCIAL JOURNALISM STUDY

WHO TO FOLLOW ON TWITTER?

- Jean Quatremer - @quatremere
- Peter Spiegel - @SpiegelPeter
- Ryan Heath - @PoliticoRyan
- Bruno Waterfield - @BrunoBrussels
- Jon Worth - @jonworth
- Katya Adler - @BBCKatyaadler

ENGAGE ON SoMe



.@garethharding The video tries to show how we need to get beyond the #EU bubble & engage Thanks for feedback & happy to hear suggestions

10:17am · 10 Feb 2015 · Twitter Web Client



@garethharding @BrunoBrussels @euobs Stalin would be proud if you.

4:20pm · 6 Feb 2015 · Twitter for iPad

POSITION YOURSELF AS EXPERT

FleishmanHillardEU @fleishmanEU · Sep 9

#SOTEU - Did #Juncker deliver the "so what?" Here's what @BressonMartin of @FleishmanEU has to say

FleishmanHillardEU



A man with glasses and a dark suit is speaking. Behind him are several large screens displaying presentation slides. One screen shows a graphic with the letters 'A C'.

Pinned Tweet

FleishmanHillardEU @fleishmanEU · Oct 1

Our @kobiebrett is presenting this right now @EurActiv Full deck: bit.ly/1QMASoT Tune in: #MEPDigital



A hand-drawn diagram on a whiteboard. The central text reads "5 WAYS THE (DIGITAL) BRUSSELS BUBBLE WILL CHANGE." with "BRUSSELS BUBBLE" underlined. To the left, it says "SHORT, TEND-LIKE HIGHLY VISUAL SLIDE DECKS". To the right, it says "CLASSIC SQUARE FORMAT DISPLAYS BEST" and "UPDAS TO SLIDE SHARE AND THEN THEY, THIS CREATES FLEETING UX BY TWITTER." Below the central text, it says "WHY DIGITAL". The diagram is enclosed in a red box with navigation arrows at the bottom.

GIF

RETWEETS 5 FAVORITES 3



A row of small icons and avatars representing users who interacted with the tweet.

PREP FOR INTERVIEWS

Read, research

Prepare messages, proof-points

Angle the news; find a peg

Draw up a Q&A document

Rehearse

DON'T SHOOT FROM THE HIP



NATHALIE BENNETT, UK GREEN PARTY LEADER, 2015

QUESTIONS JOURNALISTS ASK

- What's new?
- Why does this matter?
- What does it change?
- How much will it cost?
- Why is this important to your org?
- What's your org doing about this?
- Give me an example
- SO WHAT?



REBUT FALSE STORIES

Today's Daily Mail said we spend less than half our money on programmes. Here are five things you may not have realised from reading it:

1. It doesn't include basic costs like all the equipment in newsrooms or edit suites and studio lighting when adding up programme costs – and without those you wouldn't have any programmes.
2. It doesn't include the money it costs to get the programme from a studio to your home – programmes aren't much good if you can't watch or listen to them.
3. More than £250m of the licence fee didn't even go to the BBC last year – it went to S4C and government projects like broadband roll out and local TV.
4. The BBC didn't "pump money into its commercial arm, BBC Worldwide" – Worldwide isn't funded by the licence fee but its success as a commercial business meant it returned £174m to the BBC for UK programmes and services.
5. In fact, more than 90% of the spending we control is on content, distribution and their related support costs, leaving just 9% of spend on the professional support needed to run the BBC. And that's independently verified.

Value for money is important and that's why we're now saving licence fee payers £1.1 billion a year thanks to a concerted savings drive.

BBC Press Office

@bbcpress | Monday 15 June 2015



BBC Press Office @bbcpress · Jun 15

Final thoughts on Daily Mail's "BBC spends less than half its cash on programmes" story – here's a summary.

← 3.6K ★ 1.4K 👤 ⋮

DON'T SHOOT THE MESSENGER



PRINCE CHARLES MIC GAFFE
DECEMBER 2005

CONCLUSIONS

- Give journalists news
- Target media
- Get to know journalists
- Engage with them – on and offline
- Don't be afraid – they don't bite!

HOW WILL YOU

WORK

WITH JOURNALISTS

DIFFERENTLY?

The logo for CLEAR EUROPE, featuring the text "CLEAR EUROPE" in a bold, black, sans-serif font, centered within a white rectangular box with a yellow border. The box is slightly tilted and has a yellow shadow effect.

CLEAR EUROPE

gareth@cleareurope.eu

[@garethharding](#)