

Media Relations 2.0
Beyond the Basics

Canadian Health Network

March 2007

Who Gets Great Coverage?

- Competitive landscape
- Coverage we admire
- Why?
- Our own media mindsets

Good Coverage

- Strategy
- Brand
- Consistency
- The Media Mindset

The Canadian Media Landscape

- Less papers, fewer readers
- 100 TV stations / 14 networks
- Similar numbers for radio
- New Media taking hold: Canada online

= new challenges for media relations

Trends in media

- Social media (Youtube, wikis, blogs, etc.)
- Greater involvement of audiences with polls, supply of content, citizen journalist reporter, etc.
- Greater visibility of how media work
- Creating partnerships that will benefit audiences
- Filter of information that is growing at astounding rates (Provide perspective / expertise)
- Media personalities (Dr Marla Shapiro)

Health Coverage in Canada

- 1.5% of total coverage is health coverage

The Bigger Picture

Media relations and social marketing
fit into the broader strategy
of your organization

Good Health Promotion Media

- heightens identity
- builds donor bases
- attracts quality staff
- attracts clients / patients
- policy or funding impact

Context

The Media Backdrop:

What we love,
what we don't

How the Media Sees the Story

- What: Is it news?
- So what? Is it interesting?
- Now what? Is it relevant?

Media Relations Strategy

What do you want to accomplish:

- Raise awareness?
- Get policymakers attention?
- Information out to the public?

Media Relations Strategy

The Media and the Message

Who needs to know?

What do you want to say?

How are you going to say it?

Media Relations Strategy

What the media looks for:

- First
- Best
- Only
- Trend

Media Relations Strategy

Framing the Story

- Angles
- Spikes
- “Legs”

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Media Relations Strategy

- Telling your story to the media
- Pitch tips
- Think before you pick up that phone

Be aware of their challenges

- Newsroom is shrinking
- Information (access, cost, speed)
- 24/7 news cycle
- Improve quality skills
- Reliability of information
- Fragmentation of market
- Concentration of media
- Loss of readership/advertising
- Internet (changes, acceleration, new technology)

Comments from Media

- Know your pitch
- Know your media (medium/journalist)
- Press releases (headline make or break, one per org or list to whom, i.e.. Health/news editors)
- They want to be part of community
- Emails (no attachments, no group, to the point)
- They want the story (personal), not the topic

Getting the Story Out There

Ready Set Go

Common sense rules for media success

What's Your Story?

- Media wants:
 - First
 - Best
 - Only
 - Trend

Intersection with

- Research
- Policies and Programs

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