

Media Relations

COMM 386R
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October 11, 2017

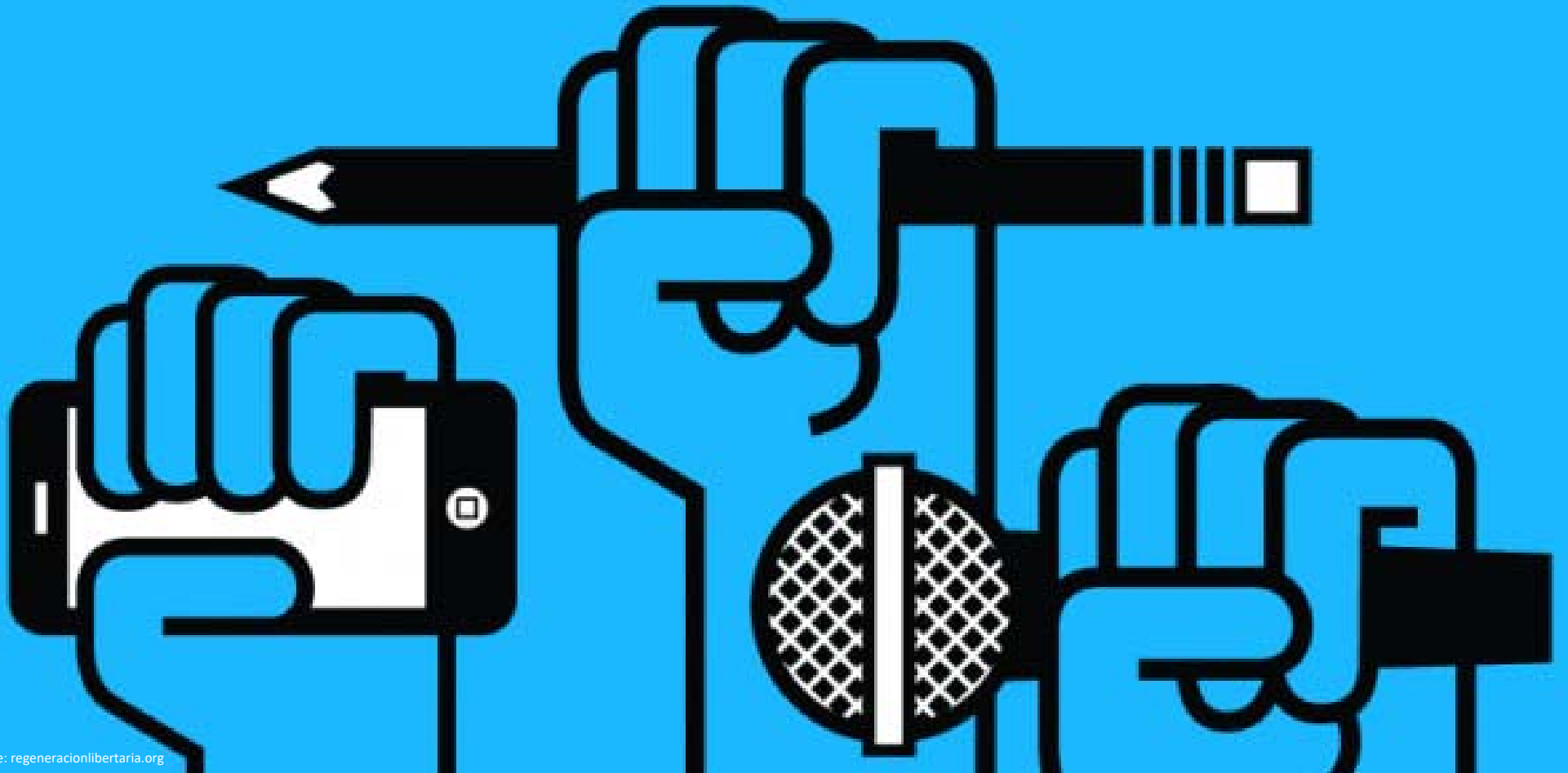



Image source: regeneracionlibertaria.org

Agenda

1. Early feedback
2. Definitions and media/news context
3. Media trends
4. Canadian media
5. Newsworthiness



**Your early
feedback**

Definition: Media Relations

“ Developing a relationship with **media** for the purpose of informing the public of an organization’s mission, policies, or activities in a positive, consistent, and credible manner. Typically, this means coordinating directly with **the people responsible for producing the news and features in the media.** ”

What are media?

What is news?

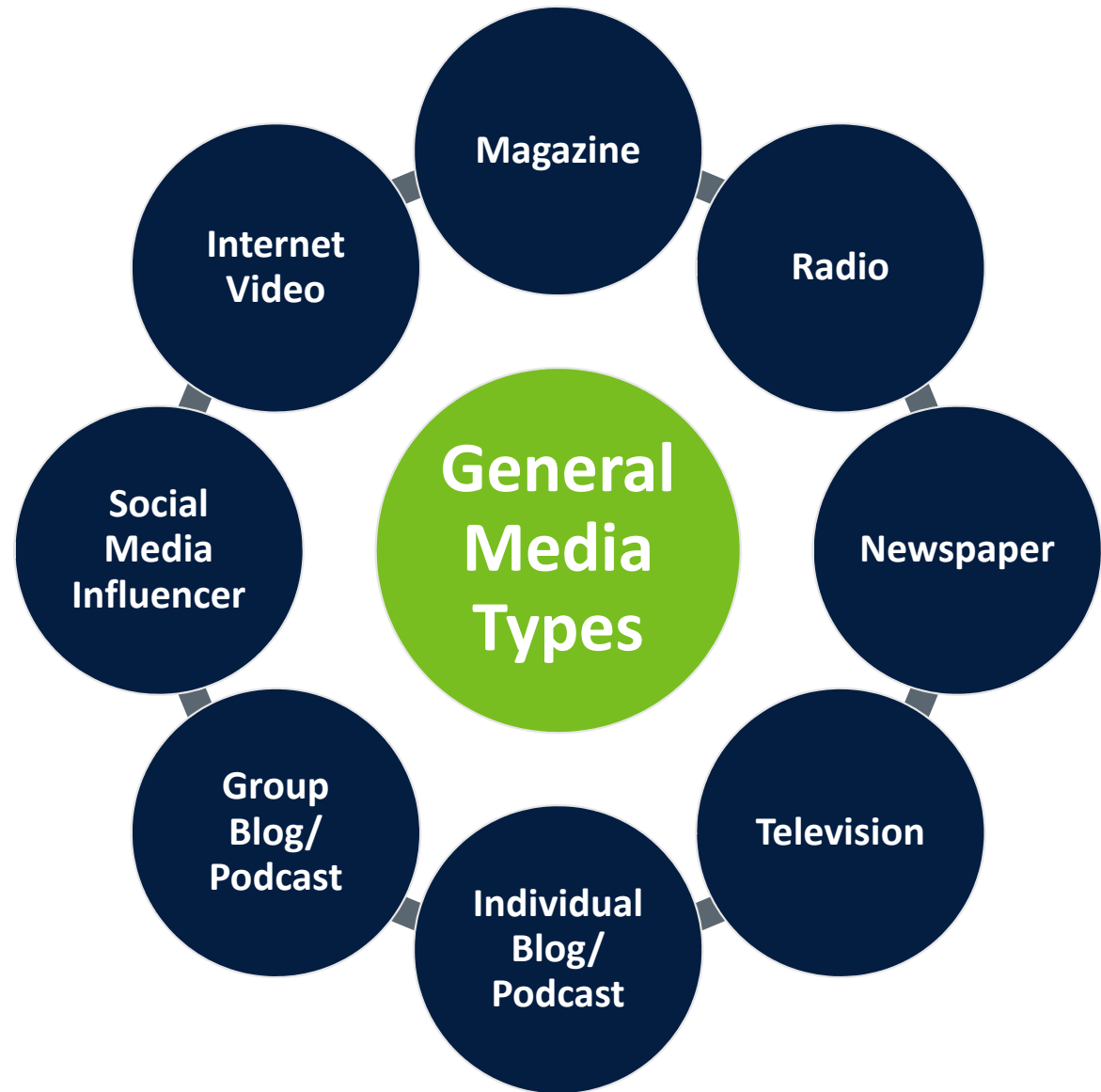
Where does news come from?

Why does any of this matter to an organization?

Media Trends

- Public trust of traditional media is lower than ever
 - Now at same level of distrust as government officials
 - Corporate brands are more trusted!
 - Public values facts over opinions and feelings
- Print media cutting circulation, moving to digital and mobile
- Rise of “DIY social media” and hyperlocal sources
- Video and image-based content
- Facebook dominates for audience engagement
- Decline in native advertising and sponsored content

Today's Media



Canadian Journalists: Social Archetypes



Source: "2017 Canadian Social Journalism Study", Cision.com



Newsworthiness

- New
- Relevant to media's audience
- Timely
- People are affected
- Unusual
- Dramatic
- **Storytelling**

Exercise: Analyzing Positive Coverage

Looking at the good news story you brought to class:

- Why did that story get covered? What makes it newsworthy?
- Can you find it anywhere else?
- What is the article's tone?
- How could the company leverage it?
- What other media options does it have?



Generating Positive Coverage

1. Research: understand journalists and media
2. Relevance, newsworthiness (less promotional)
3. Short and sweet
4. Multimedia: images, B-roll, sound clips, data interactives
5. Email is preferred by Canadian media
6. Social media: Facebook, Twitter, YouTube, Instagram
7. Be available to answer questions and interview
8. Build a relationship over time

Reminder

Next class: bring an internet-enabled device

