

CONTENT

Part 1: European media

Overview of European media and correspondents present in Brussels.

Press agencies, printed press media, radio and television channels, online press and media, readership, the audience for these media

European journalists in Brussels: specific constraints on them and the way they work.

Daily/weekly/annual work pattern
Professional constraints
Structure of different European media
Working practices and culture, according to countries of origin

Communicating with European media.

Learning to quickly identify journalists and their fields of expertise, and how to contact them
Working on one's message according to the desired objective
What to communicate? When?
By what means? Press release, press kit, press conference, press briefing, press contact, address book, networks, etc.
Means of contact: post, email, telephone/mobile phone, etc.

Part 2: Workshop on press releases and kits

This second part introduces useful general tools for communicating with journalists. The trainer will review the relevant elements to consider in the context of European journalism.

Introduction to general tools.

Differences between a press release and press kit. Choosing which to use.
According to what communication objective?
Different types of press releases and press kits
Form and content
Types of presentation

The content of a press release or press kit

Essential information

Structuring a message (prioritisation of information)

Writing style (precise, short, informative, factual, eye-catching, etc.)

Angle, title

- Find an original angle.
- Informative, provocative titles: conveying the company's message in the title

Writing for specific press media (general, specialised, corporate, regional or local, international, etc.)

Contact and relationships with journalists

Who to send a press release to, and how?

When and in what context does one produce a press kit, and how is it sent out?

The website, a key tool

How to manage conflicts?

What journalistic ethics?

Building mutual trust relationships

How to manage (and prevent) an incident with the press. (Separating fact from commentary, settling matters by amicable agreement, proposing alternative solutions, making use of the right of reply.)

Setting up appropriate media monitoring

Measuring impact.

Measuring impact

Evaluation methods, etc.

Practical exercises.

Exercises in writing and communicating with the press and media

Organising and managing a press conference

Role-play exercises: written and audiovisual interviews

Reviews of press releases