

## **PROGRAM: ENSURING EUROPEAN MEDIA COVERAGE**

### ***Knowing the constraints on European journalists in Brussels, so as to better influence them***

#### ***Part I: European media***

##### ***Overview of European media and correspondents present in Brussels:***

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- 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.***

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- 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***

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- 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 II: 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:***

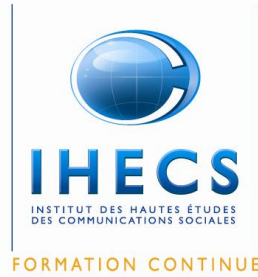
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- Differences between a press release and press kit. Choosing which to use. According to what communication objective?
- Different types of press releases and press kits
- Form and content
- Types of presentation
- The content of a press release or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

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- 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*

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- Measuring impact
- Evaluation methods, etc.

### *Practical exercises*

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- 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