



# EuroConference

*Taking your association to the next level*

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SOFITEL BRUSSELS EUROPE                      28 February 2007

The 7<sup>th</sup> Annual EuroConference  
is organised by



# MEDIA ENGAGEMENT: BEST PRACTICES

*Julian Oliver, EurActiv*

- I. What is EurActiv and what we do?
- II. How to identify target media?
- III. How best to reach the target media?
- IV. How best to engage with the media?
- V. How to maximise media coverage with scarce resources?

# I. WHO ARE WE AND WHAT WE DO?

**Independent media portal dedicated to EU affairs**

**Set up in 1999: UK PLC with Brussels Network Office**

**Provide a multilingual free network of portals – saving your time**

**Team includes: 25 in Brussels + 25 in Central Europe**

**Financing: 85% private funds (Sponsoring, EurActor package, Advertising)**

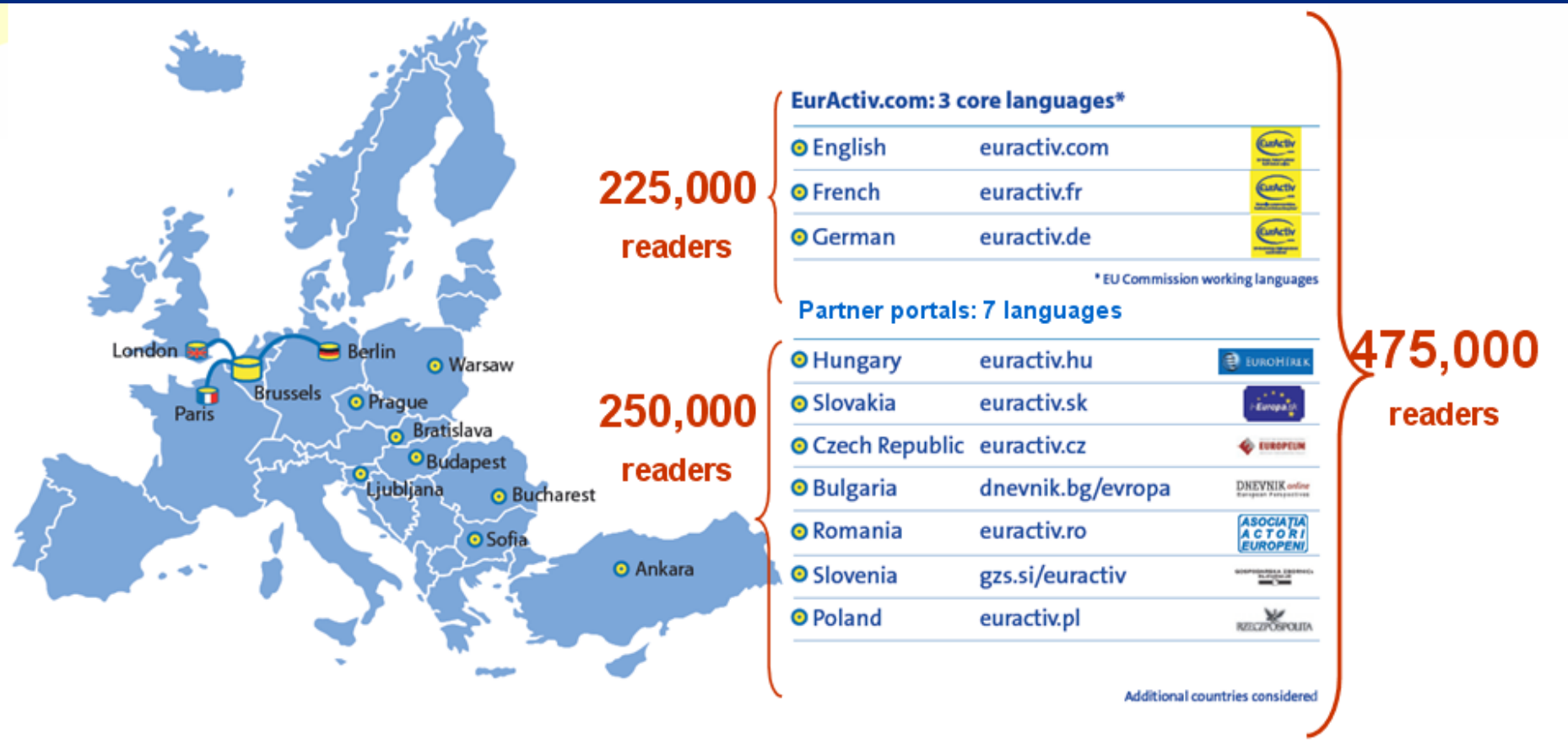
**15% EU-money (project based, won in competition)**

Target audience: community of *EU Actors*



# EURACTIV CROSSLINGUAL NETWORK:

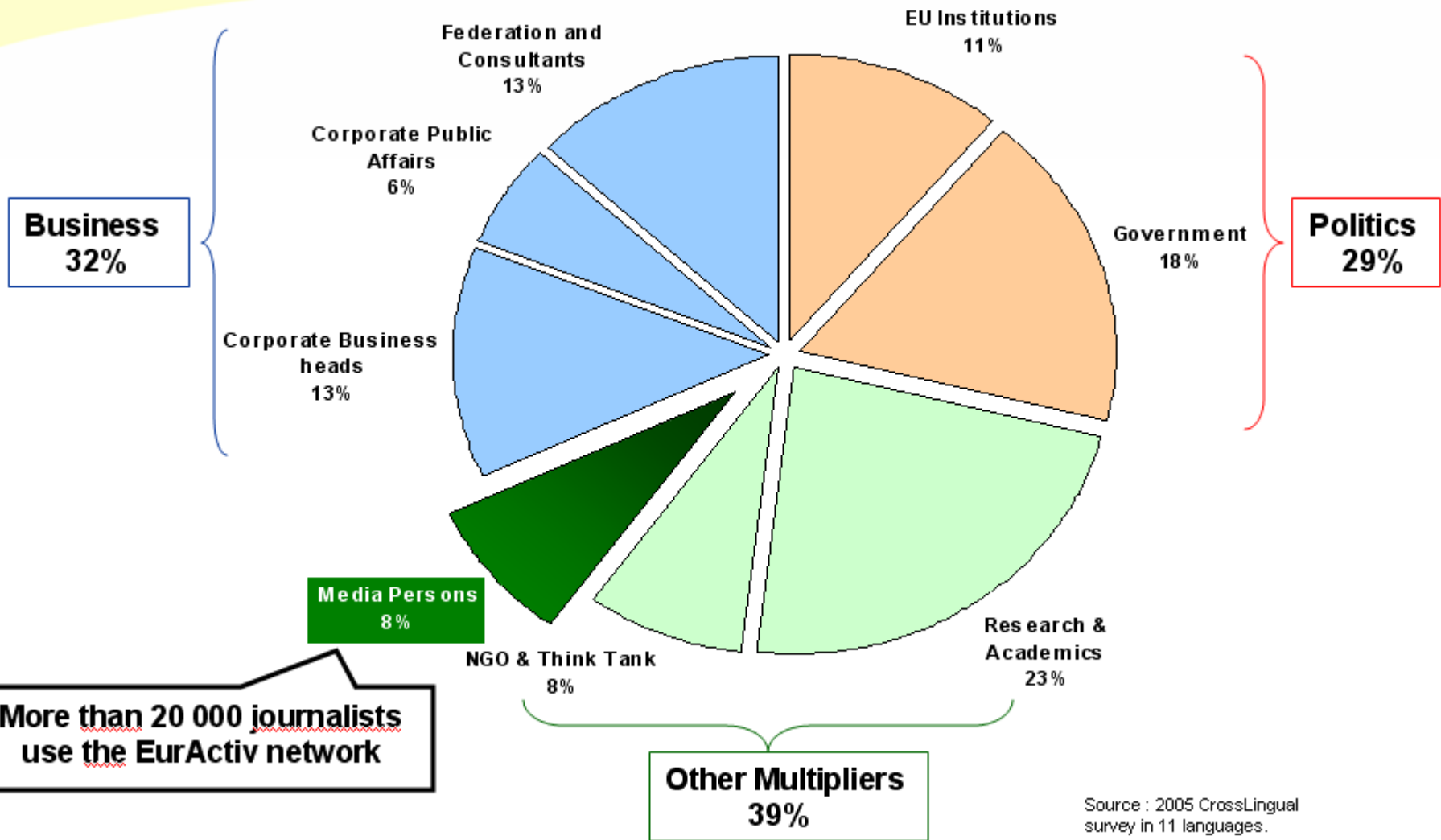
## 10 EU POLICY PORTALS



Source: CIM (Centre d'information sur les Media), October 2006  
+ EurActiv Readership Survey 2005

# OUR READERS:

## Which sector do they come from?



## II. HOW TO IDENTIFY TARGET MEDIA?

**Q:** What do you watch, read or listen to at home?

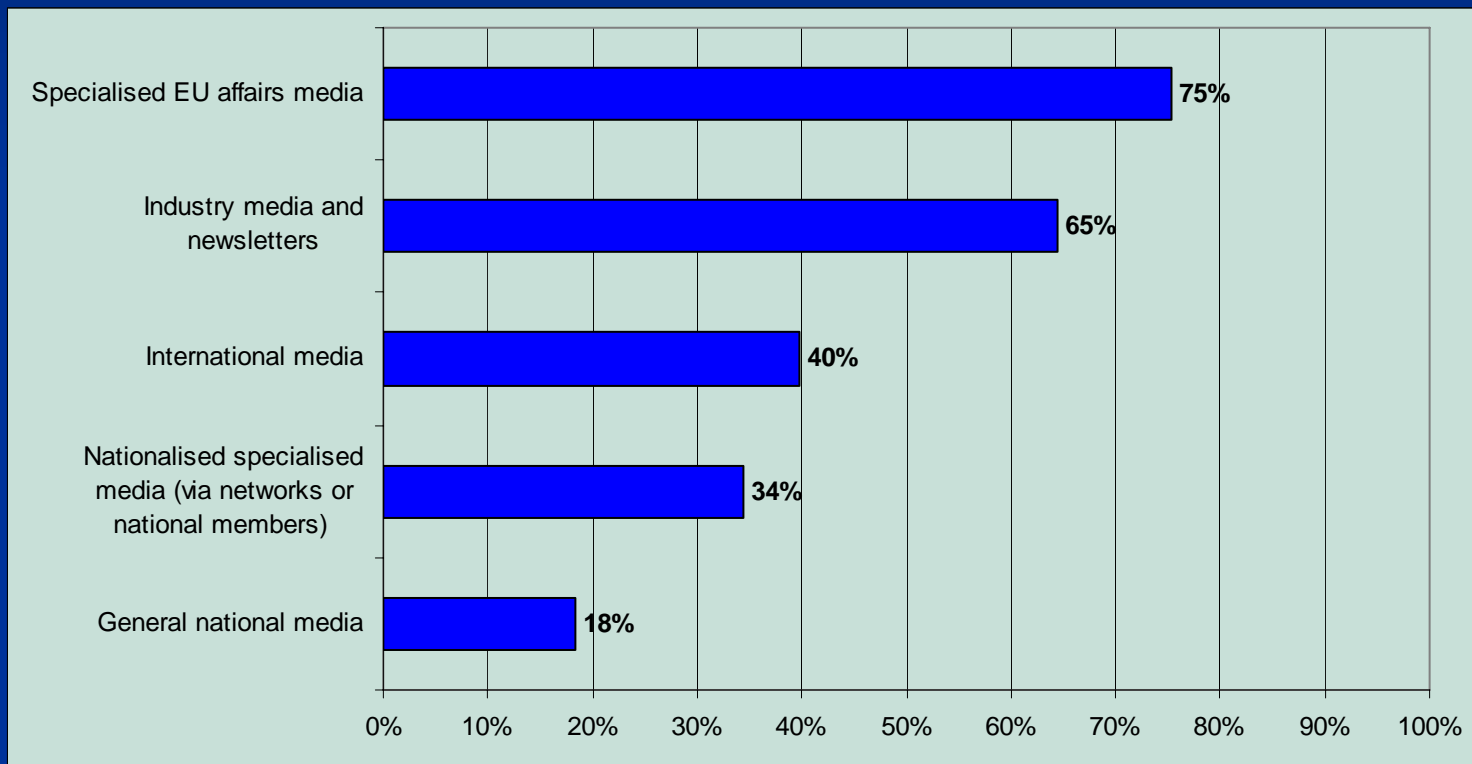
**A:** Most media are national!

*Think: Geography/Languages*

*Sector – by industry, by function*

*Print, Online + AudioVisual*

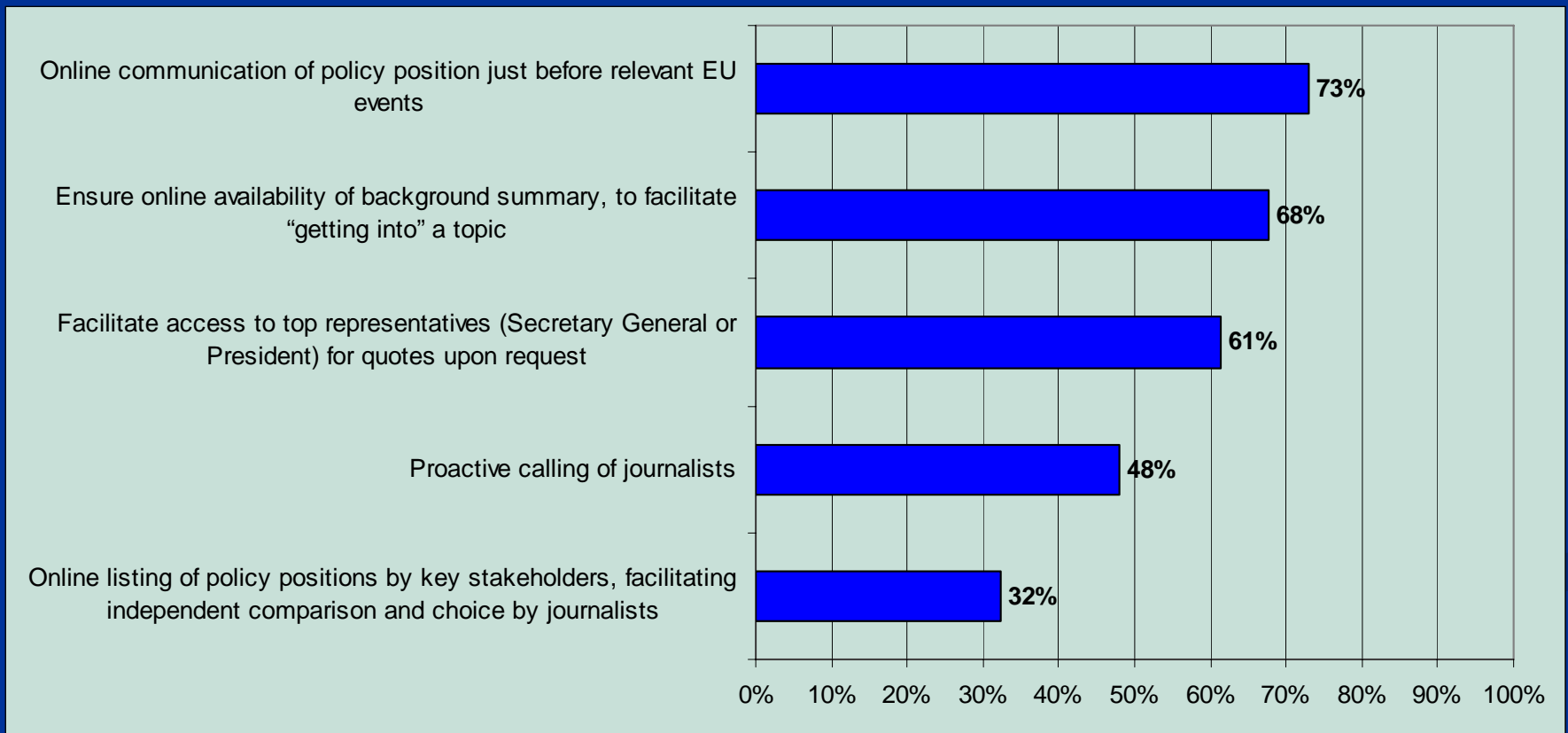
# Which media are more relevant for your EU communications?



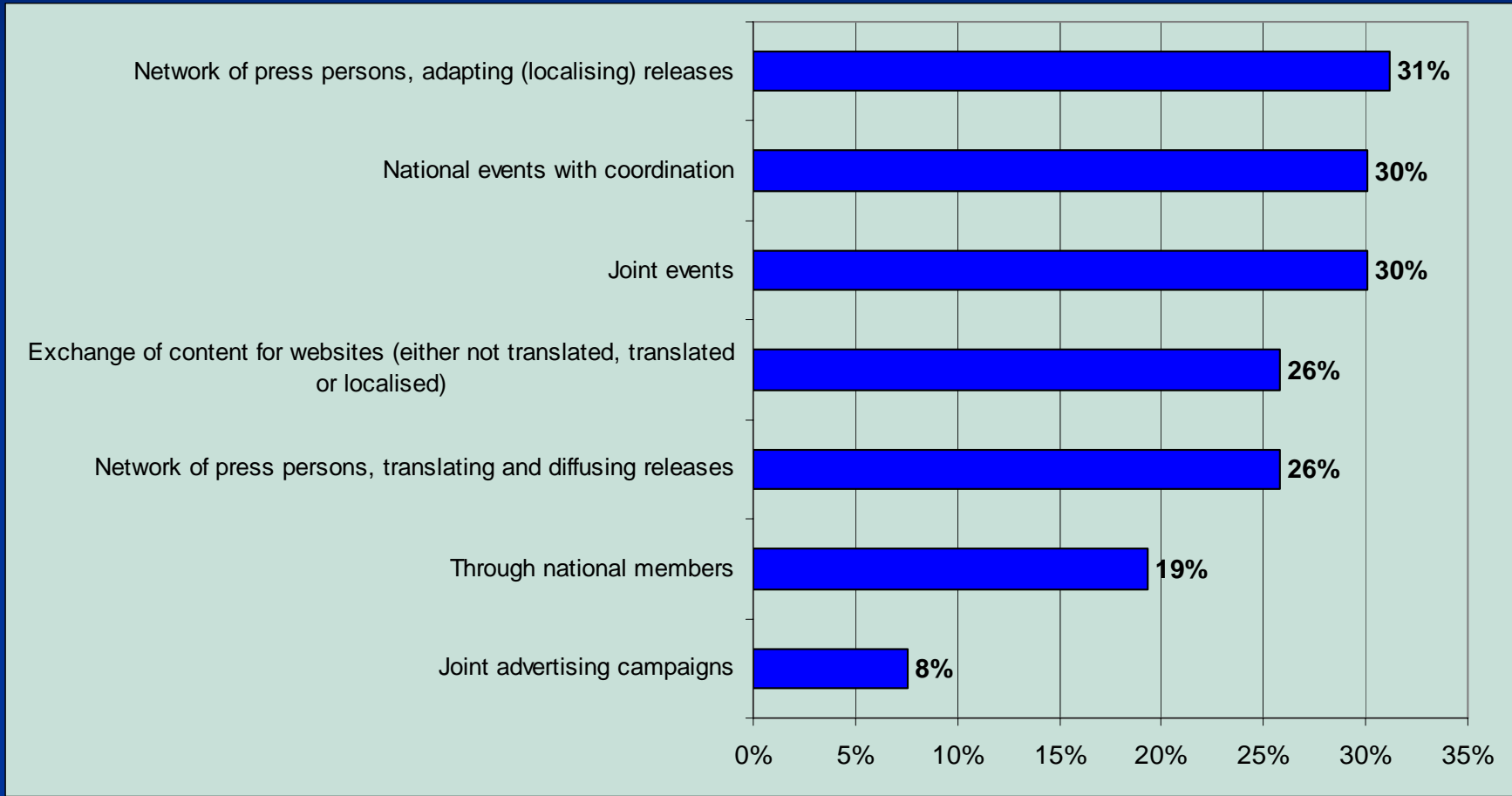
**The most relevant are those specialised in EU affairs, followed by industry/sector media**

# III. HOW BEST TO REACH THE TARGET MEDIA?

What would you be ready to do in order to trigger more attention from the media?



# How do you communicate to national stakeholders influencing EU policies?



## IV. HOW TO BEST ENGAGE WITH MEDIA

### Some recommendations on dealing with the media

Mainly based on comments by journalists and representatives from the EU institutions about the results of EurActiv's survey "Media perception about interest groups in EU affairs"

# TIPS ON MEDIA RELATIONS

- The best means to communicate your views
- How to write effective press releases
- How to trigger news coverage
- How to deal with journalists

# The best means to communicate your views

- Ensure fast/early positions on hot policy topics
- Website should be up to date and user-friendly
- Presence on policy platforms comparing positions
- Promote your positions online

# How to write effective press releases

- Use simple language.
- State clearly: who you are, what you stand for
- Avoid abbreviations
- One focused message is better than two, or more:  
fundamental for clarity & usability

⇒ *Golden rule on how to get media visibility:  
clear message + authority*

# How to trigger news coverage

- Make sure you have a “story” i.e. one that a journalist would recognise as such
- An interesting story needs at least two of three factors:
  - *events* (issue of right timing of the press release)
  - *emotion* (appeal to people “human interest”)
  - or *controversy* (no drama, no story)
- Be realistic about the best way to get your message across. Often a letter published on the letters page of the *Financial Times* (or other national) is easier & better than trying to get editorial cover in the same paper.

# How to deal with journalists (1)

- Be **realistic**! Keep your expectations reasonable: journalists cannot write just about your interest, nor write about it in the way you would like
- Be **straight**! Do not try to manipulate journalists. They respect openness and honesty. If you manipulate them or distort your information in any way, they will find out and they will resent it and distrust you
- Be **reliable**! If you promise a journalist information or documentation, make sure that they get it
- Be **helpful**! Journalists are stretched and frequently running late. Help them, but do not bother them
- Be **considerate**! If there are misunderstandings, remember that there are other people in the production process.

# How to deal with journalists (2)

- Be **proactive!** Do not expect journalists to come to you, as they are often too busy
- Go **beyond Brussels media!** Try to target more specialised press and not just the few international titles that your boss reads anyway
- Use **different channels and languages!** According to the EurActiv media survey, sending press releases to journalists is no longer the preferred way to inform them
- Be **accessible!** Keep lists of accredited journalists, build trust relations with relevant ones and give them your mobile number to maximise opportunities for soundbites/quotes just before their headlines

# How to maximise media coverage with scarce resources? **CONTACT EurActiv**

**Reach 0.5 million monthly visitors in 10 languages**

**Sponsor a policy section - €2,000 – €8,000 per month**

**Advertise an EU Job – €250 to €500**

**Advertise to EU professionals - €2,000 - €100,000 pa**

**Become a ‘EurActor’**

**consultancies, federations, NGOs – €5,000 - €10,000 pa**

**Bid for EU Projects – Tenders & Calls for Proposals –  
find partners, communicate results**

*Thanks*

*Please contact me or my colleagues for further info:*

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« efficacité et transparence »



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