

**INTERact**



**CLEAR EUROPE**

# MAKING NEWS PEOPLE CAN USE

with John Holland

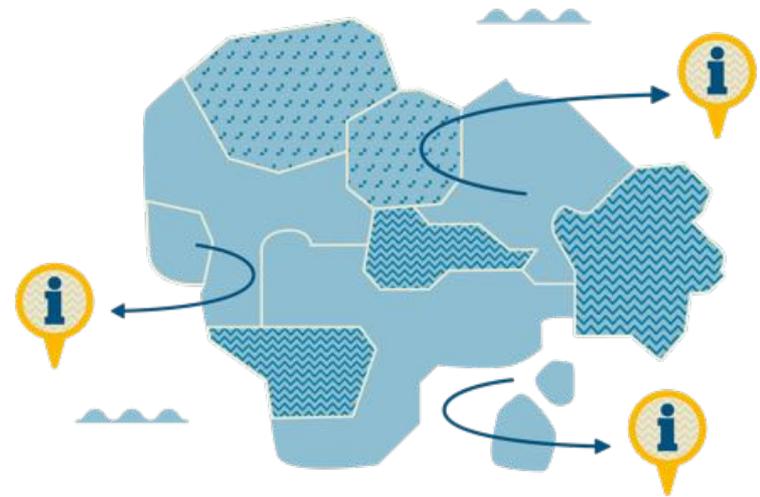
**Ljubljana**

19. September 2019

# Hello journalists out there.

## Macro-regional Strategies (I)

- integrated policy framework endorsed by the European Council;
- joint initiative of Member States and respective countries;
- address common challenges faced by a defined geographical area;
- benefits from strengthened cooperation;
- supports achieving national and regional objectives.



# Macro-Regional Strategies in the EU

## (II)

- Concerns 19 EU Member States and 8 non-EU countries;
- Builds on common concerns and thus defines several (thematic) priorities where collaboration and coordination is required;
- Are implemented at EU, national/regional and macro-regional levels.



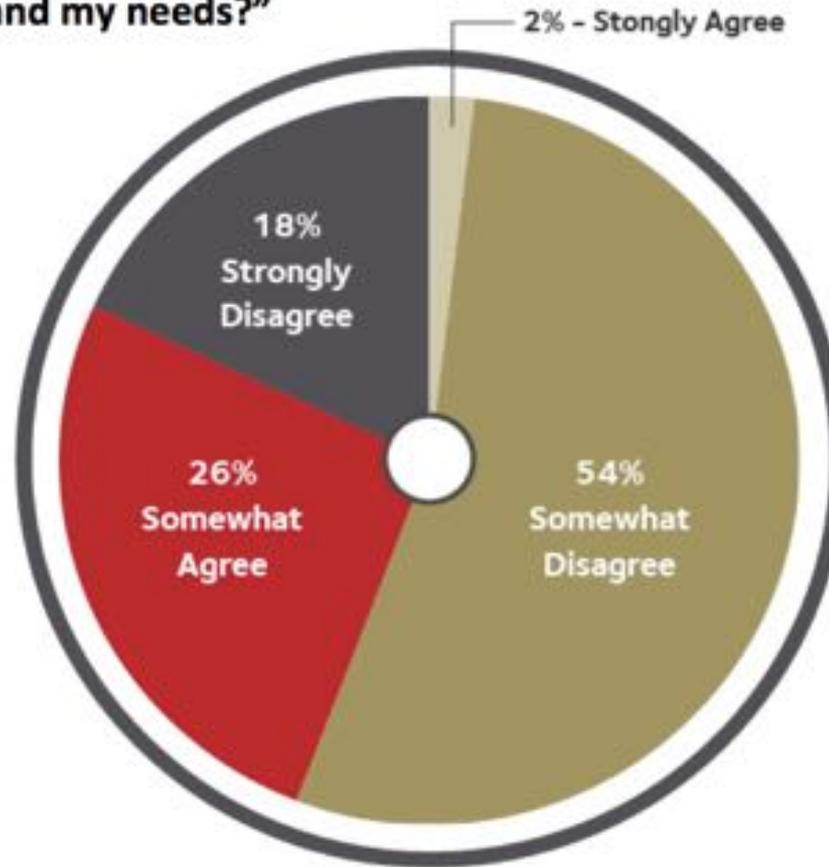
# HOW (AND WHY) SHOULD JOURNALISTS CARE ABOUT **MRS**?

## BRIEF OUTLINE:

- Who are journalists today & what do they want?
- What's news and how to 'create' it
- Press releases, trips & conferences
- Targeting media, influencing journalists
- Pitching your story

# WORKING WITH MEDIA? MUCH MISUNDERSTANDING

Survey Question: "Most PR  
people understand my needs?"



SOURCE: EU MEDIA RELATIONS, DOBER PARTNERS 2016

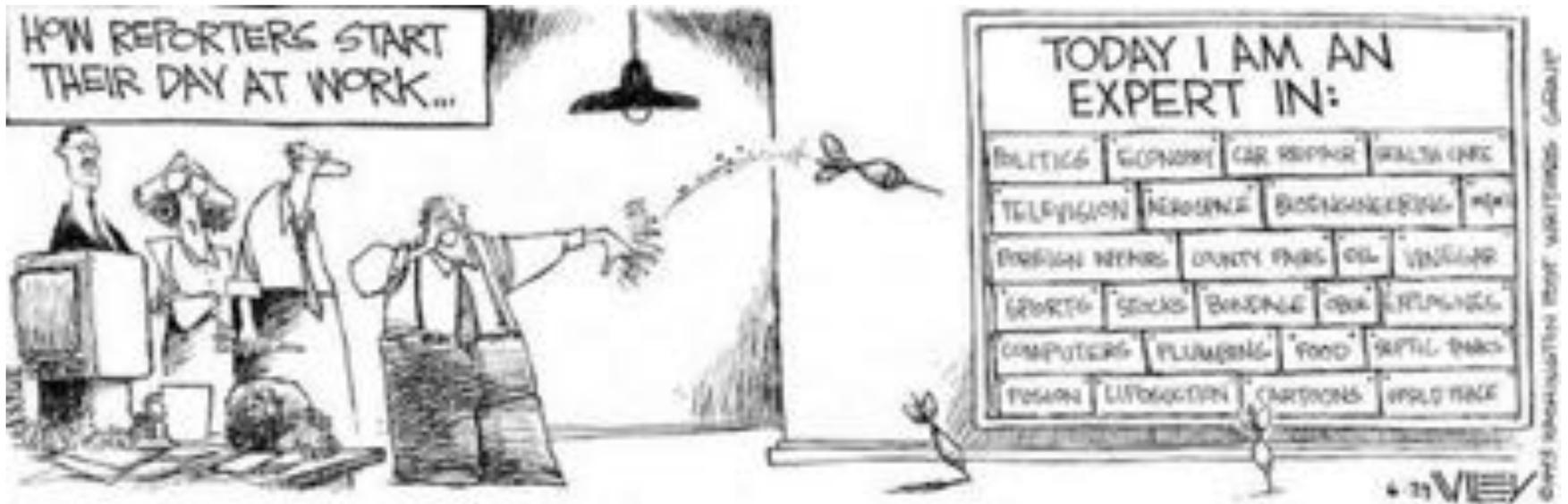


JOURNALISTS = SKEPTICS

**“IF YOUR MOTHER SAYS  
SHE LOVES YOU, CHECK  
IT OUT.”**

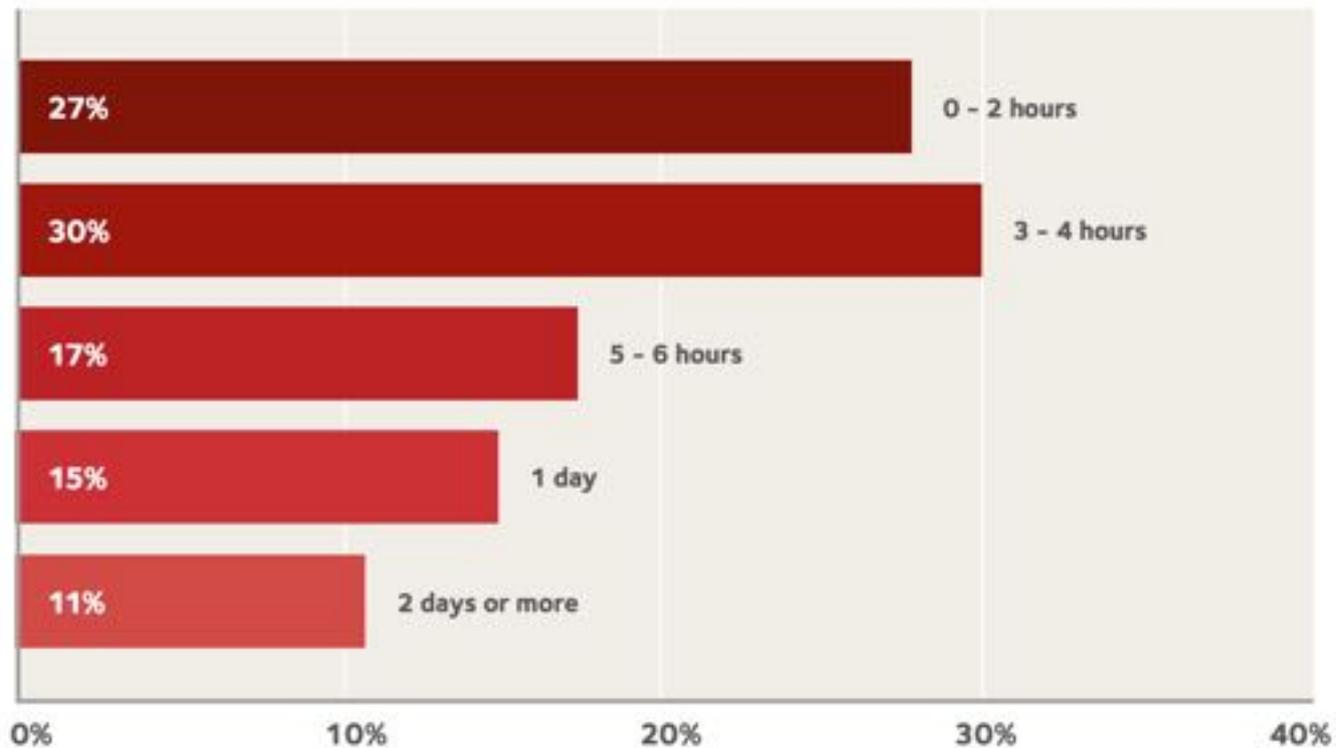
- SIGN IN CITY NEWS BUREAU OF CHICAGO

# JOURNALISTS = GENERALISTS



# JOURNALISTS = IMPATIENT

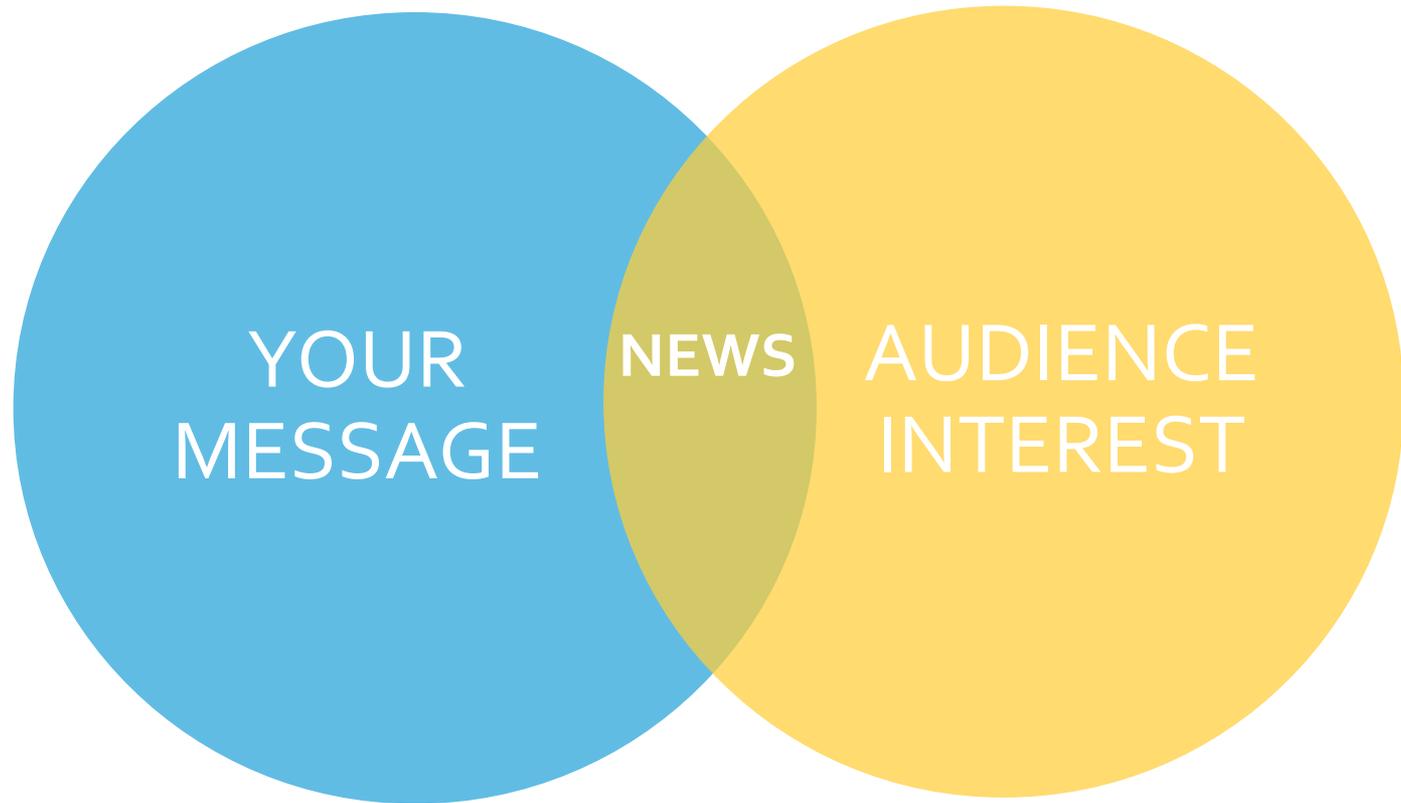
**Survey Question: How much time do you have to research a story typically before submitting it for publishing?**



SOURCE: EU MEDIA RELATIONS, DOBER PARTNERS 2016



# KNOW WHAT MAKES NEWS



# ...OR YOU GET THIS RESPONSE



A screenshot of a tweet from James Crisp (@JamesCrisp6). The tweet text reads: "Anyone planning to send a press release saying you welcome Juncker's speech - don't. I couldn't care less. Say something or nothing pls." The tweet is dated 3:06 PM - 13 Sep 2017 from Belgium. It has 1 Retweet and 5 Likes. The interaction bar shows 3 replies, 1 retweet, 5 likes, and a direct message icon.

**James Crisp**   
@JamesCrisp6 Following 

Anyone planning to send a press release saying you welcome Juncker's speech - don't.  
I couldn't care less. Say something or nothing pls.

3:06 PM - 13 Sep 2017 from [Belgium](#)

1 Retweet 5 Likes 

 3  1  5 

# NEWS

## APPLE'S SYSTEMATIC EU TAX DODGING EXPOSED BY NEW STUDY

The GUE/NGL report coincides with Apple's refusal to appear before the MEPs in the Parliament's TAX3 committee in a special hearing on the 'Paradise Papers' revelations.

[/uploads/publications-documents/Apple\\_report\\_final.pdf](/uploads/publications-documents/Apple_report_final.pdf)

A report commissioned by the Left group in the European Parliament has found systematic tax evasion and abuse of legal loopholes by tech giant Apple between 2015 and 2017.

It examines the corporate tax rate paid by Apple globally and in the European Union after it made significant changes to its corporate structure in 2015. It looks into the methods Apple uses to continue to avoid paying tax today, and how it uses features of Irish tax law and policy that help with the ongoing tax avoidance.

Amongst the key findings include:

1) Apple has no geographical disclosure of profits and taxes wherever it operates – paying \$13.9 billion in taxes for the Americas but only \$1.7 billion for the rest of the world combined. The research suggests that Apple could be paying as little as 0.7% tax on its EU profits;



# NOT NEWS

**IP/01/910**

Brussels, 27 June 2001

## **Commission proposes a new framework for co-operation on activities concerning the Information and Communication Policy of the European Union**

*The Commission today adopted a communication suggesting a new framework for co-operation on the information and communication activities of the European Union. It explains how inter-institutional co-operation, particularly between the Commission, the European Parliament and the Council should take place; the framework is open for participation from the Council, the other institutions and the authorities of the Member States. New forms of co-operation will be established where relations with Member States, National Parliaments, Local Authorities and Civil Society are concerned. The Communication adopted at the initiative of Commissioner Antonio Vitorino invites to an open debate where all would have their word to say.*

# NEWS QUESTIONS

- What's new?
- Why does it matter?
- What will it change?
- How much will it cost?
- Why is this important?
- Is it interesting?
- Can you give me an example?
- SO WHAT?



# CREATE NEWS

- Polls
- League tables
- Exclusive interviews
- Conferences
- Op-eds
- Press trips
- Press conferences

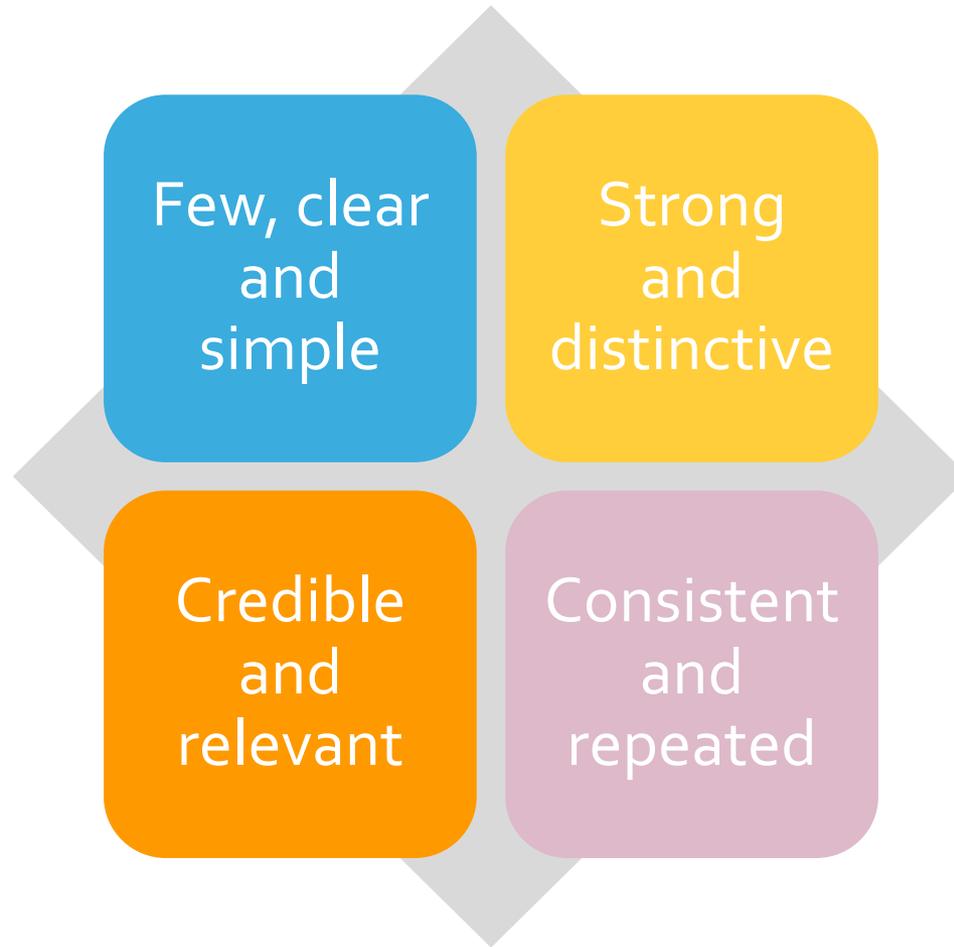
Economy	Score	Press	Trend
Switzerland	5.78	1	.....
Singapore	5.68	2	.....
United States	5.61	3	.....
Germany	5.53	5	.....
Netherlands	5.50	8	.....
Japan	5.47	6	.....
Hong Kong SAR	5.46	7	.....
Finland	5.45	4	.....
Sweden	5.43	10	.....
United Kingdom	5.43	9	.....
Norway	5.41	11	.....
Denmark	5.33	13	.....
Canada	5.31	15	.....
Qatar	5.30	16	.....
Taiwan, China	5.28	14	.....
New Zealand	5.25	17	.....
United Arab Emirates	5.24	12	.....
Malaysia	5.23	20	.....
Belgium	5.20	18	.....
Luxembourg	5.20	19	.....

EXERCISE 1  
(with handout)

SO, IS IT NEWS?

*YOU'RE THE EDITOR OF POLITICO  
EUROPE...*

# KNOW YOUR KEY MESSAGES



# STRONG MESSAGING

**MEMO/06/387**

Brussels, 19 October 2006

## **SAVING 20% BY 2020**

### **ACTION PLAN FOR ENERGY EFFICIENCY: REALISING THE POTENTIAL**

Change our electric bulbs, our boilers and our refrigerators, insulate our houses, buy low pollution cars, use public transport: these are some of the things we should do if we want to protect our environment and guarantee a stable supply of energy for our children.

Yet, in spite of record high energy prices, increasing environmental concerns and concerns over security of supply, Europe continues to waste a whopping 20% of its energy – possibly even more. By the year 2020 this could cost us well over €100 billion, as well as cause further damage to our environment, a cost which cannot be expressed in monetary terms. But lack of energy efficiency also affects each and every one of us on a far more personal level: by using outdated energy-consuming equipment and failing to take simple measures to save energy, we are driving up our energy bills and inadvertently raising our cost of living.

# WEAK MESSAGING

## Energy Union must fit with Europe's industrial ambitions

*(Brussels, 25 February 2015)* Today the European Commission has published its communication on the Energy Union.

BUSINESSEUROPE Director General, Markus J. Beyrer commented:

"European business supports the European Commission's commitment to revitalise energy policy and to strengthen the EU's ability to act in this field. The proposed holistic approach is a good foundation to balance the EU's energy, climate and industrial challenges better than in the past."

"But important trade-offs will have to be addressed in the implementation of the strategy. We will be vigilant on future decisions. What we expect is concrete action on the challenge of high energy prices, which is undermining the competitiveness of our industry" - he added.

# PROVIDE EVIDENCE

- A message is nothing without **proof**
- Provide plenty of **evidence** (facts, statistics, quotes)
- Make **facts** and **figures** come alive
- Use credible sources

## fits to the environment

**HELPING HABITAT** By increasing yields, improved seeds and crop protection products have helped minimize the amount of new land brought under cultivation while helping meet growing demand. Studies estimate that to produce the same amount of food we produce today, with the yield levels of 1961, it would require an additional 970 million hectares, or more than the total land area of the United States. It is estimated that some 30-60% of yield increases are due to improved crop varieties made possible by plant breeding.

**↑ CARBON IN SOIL.** Recent studies have shown under no-till agriculture conserved on average 25% more carbon than soil under conventional tillage. In the upper Midwest, this figure rose to 64%. No-till methods are now used on more than 95 million hectares worldwide.



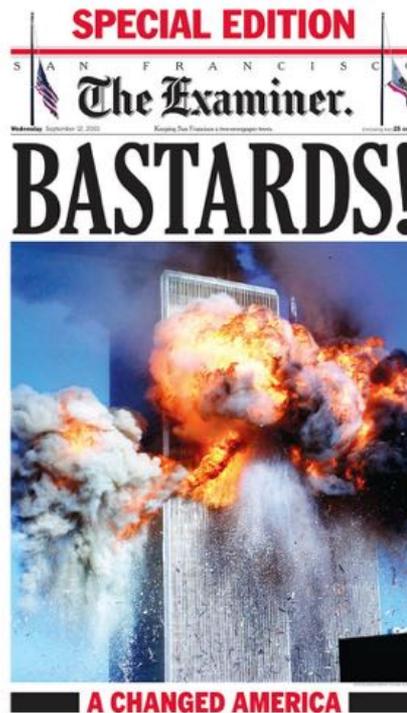
**SINGING A PRETTY SONG!** Biotech crops have increased songbird populations. Since biotech cotton was introduced in the United States, songbird populations have increased 27% in Mississippi, 34% in Alabama and 30% in Texas. The Royal Society in the UK agrees: "Creative use of GM crops could bring back increasing numbers of endangered wildlife and birds such as skylarks and finches."



**LIKE MILLIONS OF THE BUCKLE UP!** In 2006, savings associated with no-till conservation tillage systems, and less herbicide applications made possible by biotech crops, reduced emissions by about 1.5 million tons – equivalent to removing 3.5 million cars from the road. Combined with added nitrogen fixation, it's estimated that no-till systems can reduce greenhouse gas emissions by nearly 1.5 billion tons annually.

**DEFENCE AGAINST PESTS!** Natural habitat can be protected by using biotech crops that produce natural pesticides. This can reduce the need for synthetic pesticides and help protect non-native insects and wildlife.

# KNOW YOUR AUDIENCE



A screenshot of a EURACTIV article. The article title is "Cohesion stakeholders unhappy with MFF proposal" by Nikos Lampropoulos, dated 2 May 2018. The article features a photograph of European Commission President Jean-Claude Juncker speaking at a podium in the European Parliament. Below the photo, there is a social media sharing bar with icons for Facebook, LinkedIn, and Twitter. The article text begins with "The European Commission's new long-term budget proposal contained a nasty surprise for those involved in Cohesion Policy. The EU's second largest policy in terms of budget is the big loser from the Commission's proposal, with a planned 7% cut and a total budget of €442 billion in 2018 prices."

# TARGET MEDIA

- Local/regional
- National
- International
- Newspapers
- Wires
- Magazines
- TV/radio
- Online
- Specialist

The logo for The Economist, featuring the text "The Economist" in white serif font on a red rectangular background.The logo for El País, featuring the text "EL PAÍS" in a bold, black, serif font with a blue accent on the letter "I".The logo for ARD.de, featuring the text "ARD.de" in a bold, blue, sans-serif font with a small circular icon containing the number "1" to the right, all on a light blue rectangular background.

# SPARKLING PRESS RELEASES

- Keep PRs to a minimum
- Alert journalists well in advance
- Provide a story for the journalists
- Give great quotes
- Remind by email

JUL 14, 2016 @ 08:00 AM · 1,350 VIEWS

## Are Press Releases Dead?



**John Rampton**, CONTRIBUTOR

Entrepreneur helping startups figure out what's happening with Google [FULL BIO](#)

Opinions expressed by Forbes Contributors are their own.

Did you know that 63% of both Facebook and Twitter users receive their news from the social media giants?

Even if you didn't, that figure shouldn't be shocking. Pretty much everyone is on social media nowadays. But, if people are relying on social media as their main source of news, then what's become of traditional mediums like press releases?

On one side, you have a professional who proudly claims that press releases are still relevant. On the other side, you have the professionals who make the argument that press releases are an antiquated and ineffective tactic.

So, the question that we hope to answer here is: are press releases dead?



# HEADLINES

- Short
- Grab attention
- Contain main news/message
- Listicles?
- 'How to'

## **DG Regio**

Greener and more secure electricity in Madeira thanks to EU funds

EU budget: Regional Development and Cohesion Policy beyond 2020

## **FARNET**

Common challenges, oceans of opportunity

A sea of change in European fisheries policy

# LEAD PARAGRAPHS

**Commuters could be lifted out of the noise and pollution of Europe's overcrowded cities thanks to a group of researchers who are laying down the groundwork for the development of a personal helicopter system as an alternative to land-based travel.**

**The familiar, or perhaps annoying, whirring of a refrigerator could soon be gone for good.**

Aiming to replace the environmentally harmful greenhouse gases used as coolant in traditional fridges, scientists are investigating solid materials with unusual properties that could cool more efficiently.

**They charge in seconds and could run your laptop for a month – supercapacitors are coming, and it's thanks to graphene, one atom-thick sheets of carbon that are revolutionising industry.**

SOURCE: HORIZON MAGAZINE, EUROPEAN COMMISSION

# PR – NO, NO, NO

## Inclusive partnerships – ‘the only way’ to deliver SDGs effectively

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BRUSSELS, Belgium – 4 June 2015 – Inclusive multi-stakeholder partnerships are the way to deliver the new Sustainable Development Goals (SDGs) post-2015, assert civil society and government representatives in a **joint side event** during the **European Development Days (EDD15)** in Brussels. The event comes at a critical point as the world gears for the adoption of a global post-2015 development agenda.

“Inclusive partnerships allow for the meaningful participation of relevant stakeholders including civil society organisations (CSOs) and the citizens they represent,” said Patricia Akakpo, Co-Chair of the **CSO Partnership for Development Effectiveness (CPDE)**.

“It’s the only way to go, if we are to deliver the promise of sustainable development for all,” she added.

# PR – YES, YES, YES

## Up to 25 million more Europeans at risk of poverty by 2025 if austerity drags on

Published: 11 September 2013

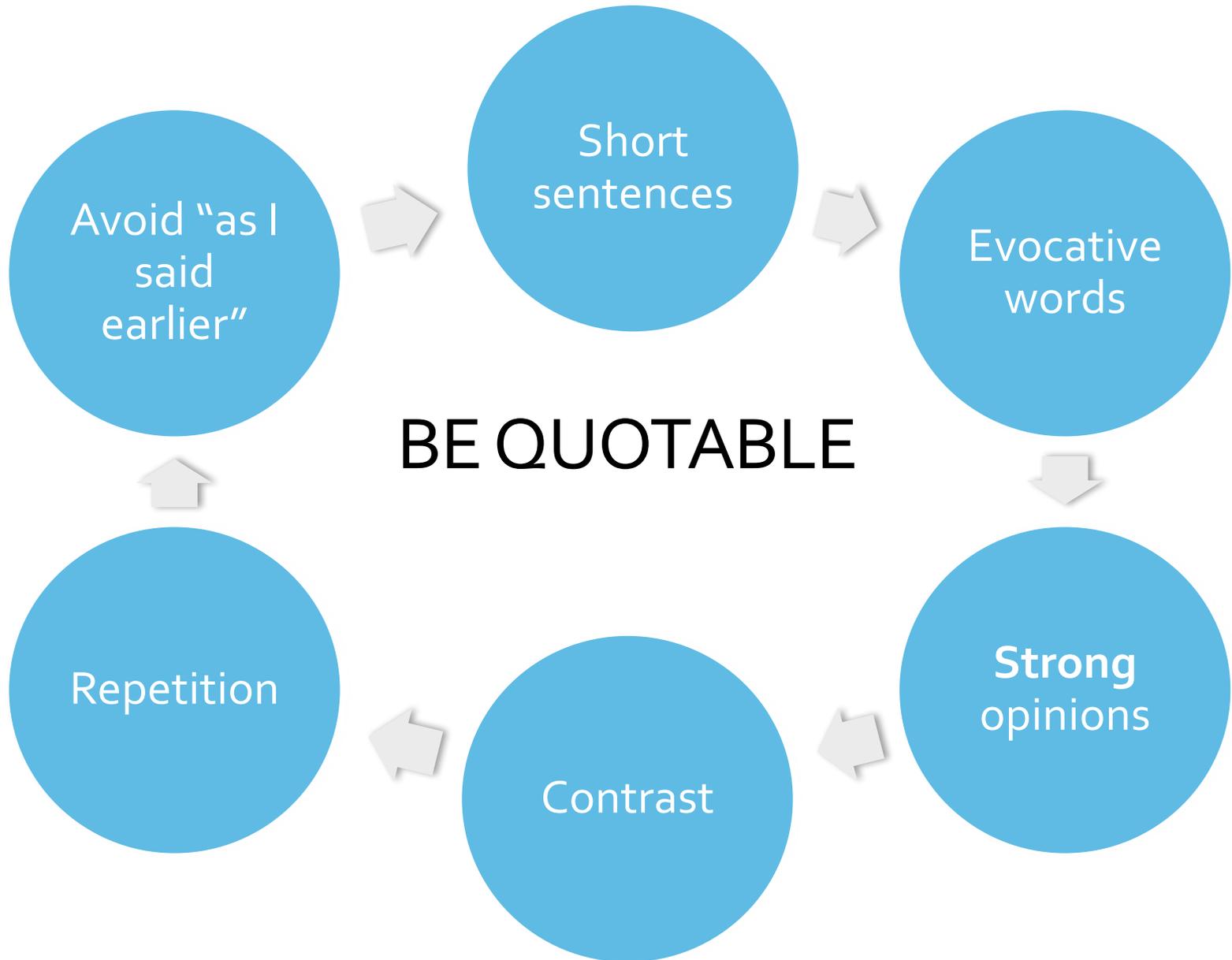
**It could take up to 25 years to regain living standards prior to the economic crisis**

If left unchecked, austerity policies could put between 15 and 25 million more Europeans at risk of poverty by 2025 – nearing the population of the Netherlands and Austria combined. This would bring the number of people at risk of poverty in Europe up to 146 million, over a quarter of the population, warns international agency Oxfam as EU Finance Ministers meet in Vilnius tomorrow.

Oxfam's new report, **A Cautionary Tale**, finds that austerity measures introduced to balance the books following the €4.5 trillion bank bail-out are instead causing more poverty and inequality that could last for the next two decades.

**"Europe's handling of the economic crisis threatens to roll-back decades of social rights."**

*Natalia Alonso*  
Head of Oxfam's EU Office



# UNQUOTABLE COMMISSION

**Mina Andreeva** ✓ @Mina\_Andre...  
@JunckerEU #SocialSummit17  
"The #PillarOfSocialRights is more than a declaration. Its principles will be anchored in the #EuropeanSemester country specific recommendations."

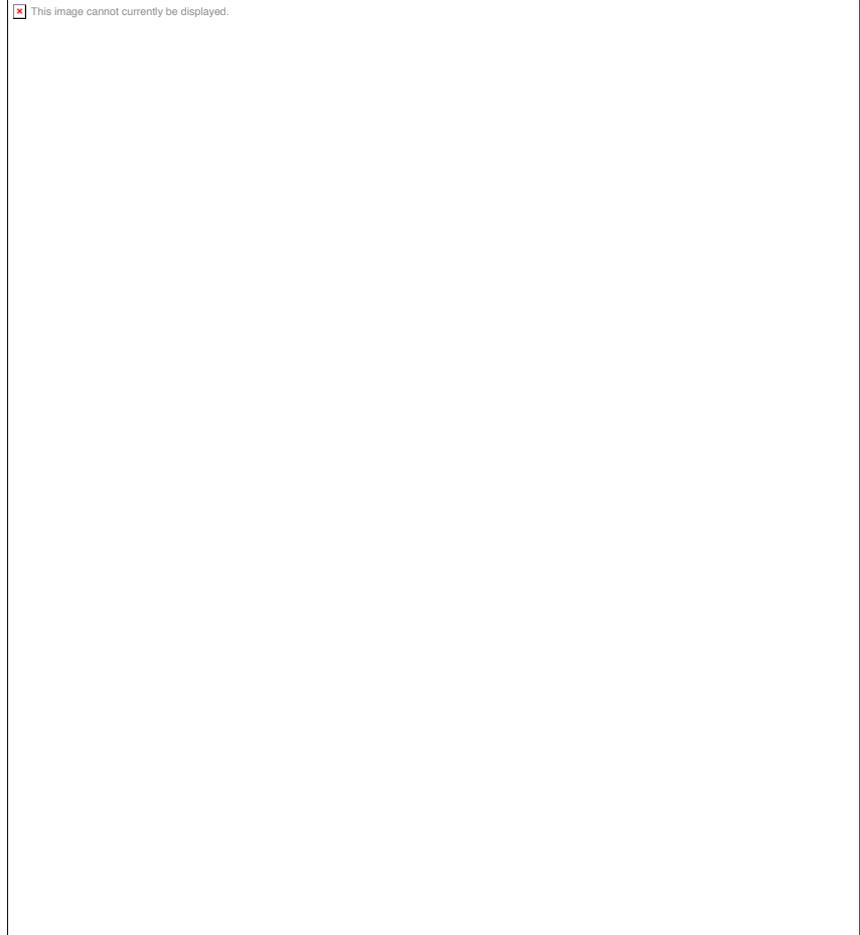


**Mina Andreeva** ✓ @Mina\_Andre...  
@JunckerEU and @SwedishPM  
Löfven kick off #SocialSummit17 in #Gothenburg "I wanted Europe's #social dimension to be the first milestone on the #EURoad2Sibiu. This is where it belongs."



# PRESS RELEASE PLUS

- Video
- Photos
- Infographics
- Fact-sheets
- Backgrounders
- Case studies
- FAQs
- 3<sup>rd</sup> party links

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# PRESS TRIPS (CAN) WORK



# PRESS COLLABORATION (CAN) WORK



EFI

CONTACT US [t](#) [b](#) [f](#) [in](#) SEARCH

Home | Who we are | What we do | Where we work | Our knowledge | Membership | Explore EFI

Bioeconomy Resilience Governance Policy support Mediterranean Planted forests

## The Disappearing

EFI and Al Jazeera collaborate on climate change film

## FEATURED PROJECT

# LOOKOUT360°

### A 6-month Climate Change Immersive Story Accelerator

The Climate Change Immersive Story Accelerator is a new 6-month media support programme for journalists who are eager to get started with producing immersive stories on climate change. As a pilot project, the European Forest Institute and the Global Editors Network have launched its very first edition called Lookout360° that focuses on 360-degree video storytelling.

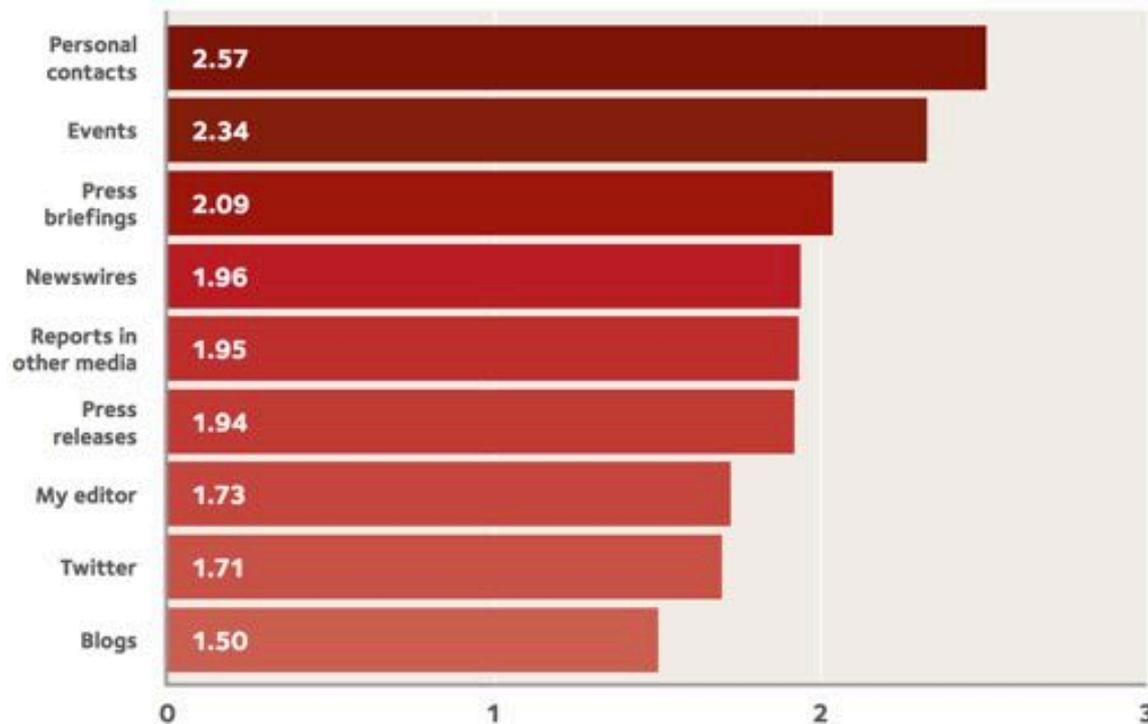
[READ MORE >](#)



Powered by   GEN GLOBAL EDITORS NETWORK

# CONTACTS ARE KEY

Survey Question: What are your top three most important sources for story ideas?



SOURCE: EU MEDIA RELATIONS, DOBER PARTNERS 2016



# POSITION YOURSELF AS EXPERT

**FleishmanHillardEU** @fleishmanEU · Sep 9

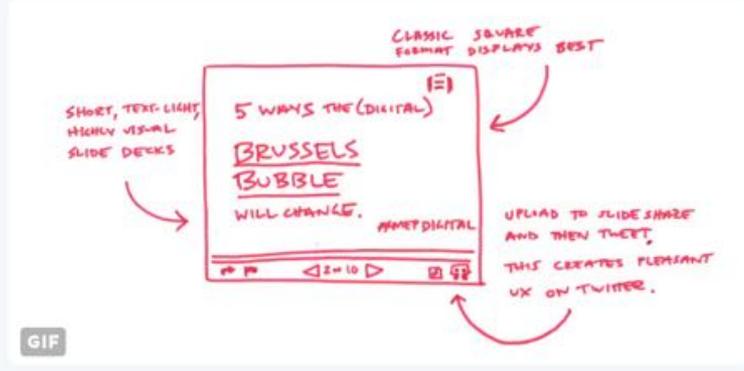
#SOTEU - Did #Juncker deliver the "so what?" Here's what @BressonMartin of @FleishmanEU has to say

**FleishmanHillardEU**

A man with glasses and a dark suit is speaking. Behind him are several large screens displaying a presentation. One screen shows a slide with the FleishmanHillard logo and some text. Another screen shows a slide with a red and white graphic.

**FleishmanHillardEU** @fleishmanEU · Oct 1

Our @kobiebrett is presenting this right now @EurActiv Full deck: [bit.ly/1QMASoT](https://bit.ly/1QMASoT) Tune in: #MEPDigital

A hand-drawn diagram of a slide deck layout. The central element is a rectangular box representing a slide. Inside the box, the text reads: "5 WAYS THE (DIGITAL) BRUSSELS BUBBLE WILL CHANGE. #MEPDIGITAL". Above the box, it says "CLASSIC SQUARE FORMAT DISPLAYS BEST". To the left of the box, it says "SHORT, TEXT-LIGHT, HIGHLY VISUAL SLIDE DECKS". To the right of the box, it says "UPLOAD TO SLIDESHARE AND THEN TWEET. THIS CREATES PLEASANT UX ON TWITTER." The diagram also shows a navigation bar at the bottom of the slide with icons for back, forward, and search. The entire diagram is enclosed in a red border with arrows pointing to the various annotations.

**GIF**

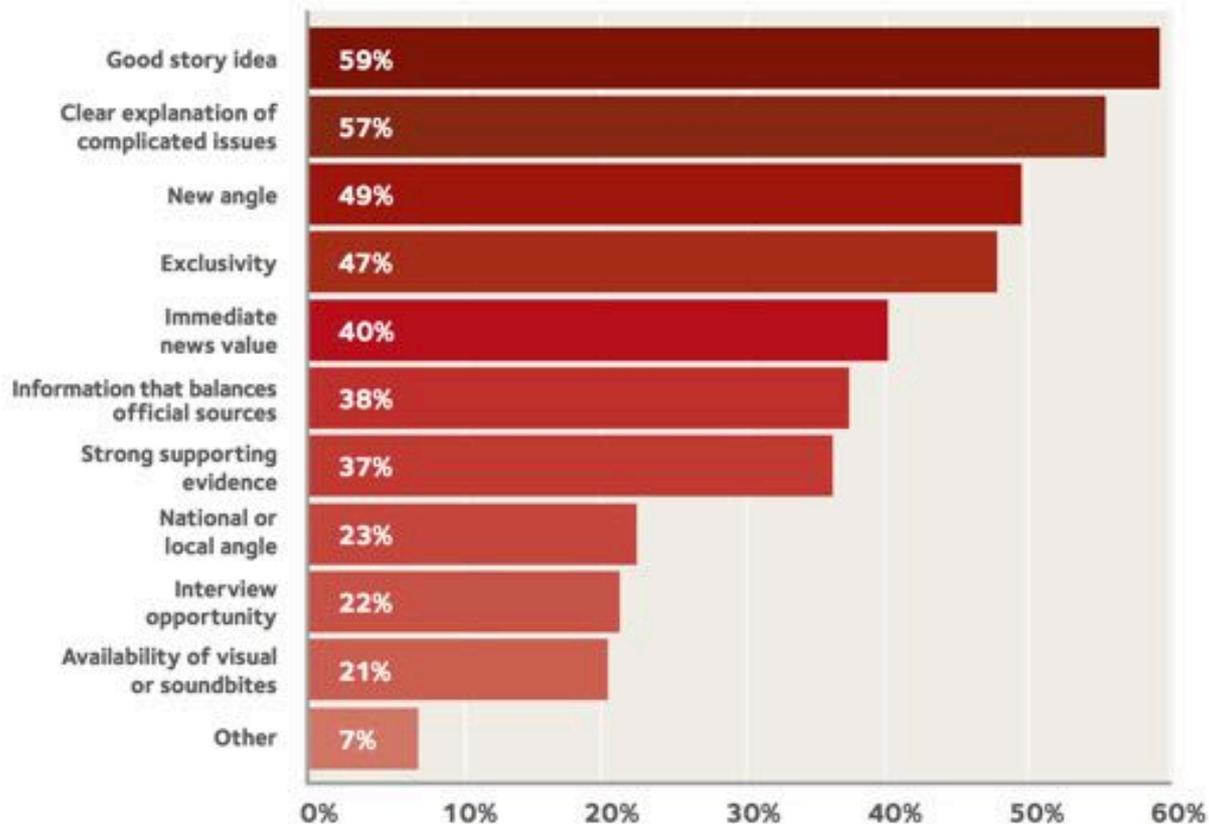
RETWEETS 5 FAVORITES 3

A row of small circular avatars representing users who interacted with the tweet.

# PITCH PERFECT

**Survey Question: What are the most important elements in a good story pitch?**

*Multiple elements possible hence % greater than 100.*



SOURCE: EU MEDIA RELATIONS, DOBER PARTNERS 2016



# PITCH – WITH A HOOK!



**Fuel Poverty Awareness Day: 23 February 2018 - NEA | NEA**

23 Feb 2018

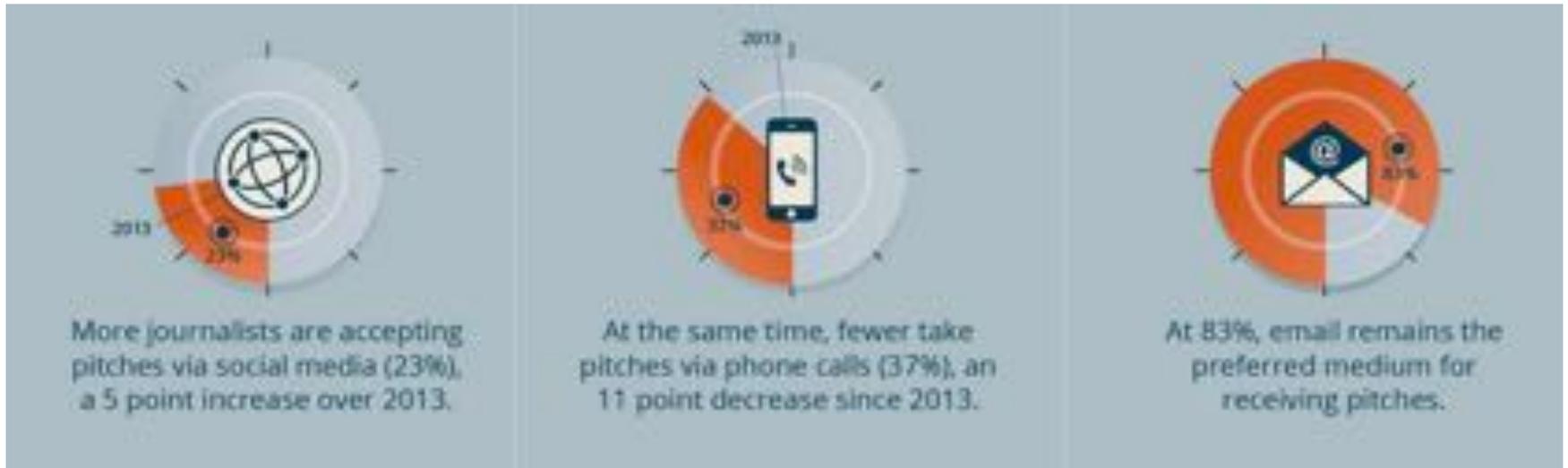
**Announcement**  United Kingdom

Today is Fuel Poverty Awareness Day in UK It is the national day to raise awareness of the problems of those living in cold, damp homes and the solutions available to tackle the problem. Today, we...

- Anniversaries
- Report launches
- New studies
- Polls
- Set calendar days – Easter/May 1
- World Water Day etc
- Product launches

SOURCE: EU ENERGY POVERTY WEBSITE

# PITCH BY EMAIL



SOURCE: 2015 SOCIAL JOURNALISM STUDY

## EXERCISE 2:

1) YOU'RE RESPONSIBLE FOR 'SELLING' THE **ANNUAL 2019 ALPINE REGION FORUM (NOV.)** TO SCEPTICAL COMMISSIONING NEWS EDITORS.

2) GUESS WHAT? THEY HAVE OTHER THINGS THEY COULD ASSIGN REPORTERS TO COVER. WHY SHOULD THEY CARE?

3) BRAINSTORM THIS IN GROUPS OF 5-6, THEN PITCH IT TO US NEWS EDITORS...OUT LOUD... IN TWO MINUTES OR LESS...MAKE US CARE

HOW WILL YOU  
**WORK WITH**  
JOURNALISTS  
**DIFFERENTLY?**

CLEAR EUROPE

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john@hollandandpartners.eu



@garethharding