

media relations and agency engagement

05 09 2019

U.S. trends

media relations



profile of the U.S. media

- **Independently owned** publications/media properties competing for the “best” stories (**most important, most provocative, timely, interesting, educational, relevant**)
 - Competition can lead to sensationalism and inaccuracy (due to speed of reporting)
- Focused on **earned/editorial coverage**—separate from advertising/paid coverage (some blurring in trade industry)
- **No government** influence/No payola
- Focused on the needs/desires of their **end audiences** (readers/viewers)

Pitch from this view: What is important to the audience? What will be of value?
- “Pitched” daily by hundreds of companies, all vying for the reporter’s attention (**50 press releases a day**, and this does not include email pitches and calls!)

“There are six PR people for every one journalist.”

- Bloomberg

Bloomberg



Mary Childs 

@mdc



btw 9-10a i had calls w 3 PR people + emailed w 3 more. im not special; this is normal. i am so tired. more + more formerly silent orgs (koch, mckinsey) are starting to "control their narrative" ie hire PRs. that ratio—that there are 4 PRs to 1 journalist — is going to get worse.

 68 10:45 AM - Apr 10, 2019



 [See Mary Childs's other Tweets](#)



business stories



- Require a **business angle** (what's the significance to U.S. stakeholders?)
- Require a “**local**” angle (how is U.S., or a specific industry that operates in the U.S., affected?)
- Stories typically include **multiple sources** (not just the originating source of the press release)
- Typically **seek comments from** “industry” experts, other experts, even **competitors** (it's a matter of integrity and being nonpromotional)

traditional approaches to media relations – TRADE & BUSINESS

- Press releases announcing a new product, new technology, new alliance/partnership
 - Must include a new (significant) **benefit or solve a problem**
 - Most effective when tied to industry **trends**
- **Exclusives/Embargoes** (makes the reporter “the first to know”; gives extra time; lets journalists feel you are helping them)
- In the U.S., publicly traded companies **use wire services** regularly for news that’s considered "material" because it helps with **regulatory compliance**.
- Customized pitching (versus business wire) is preferred:
 - **Relationships are important**
 - More effective than wire releases



Michelle Ruiz 

@michelleruiz



Sporadic PR rant: Don't reach out and ask what I'm working on/what's top of mind for me right now. That's popping up in my inbox and asking me to do work, when you are the one who is technically supposed to be pitching me. Look up what I write, and tailor a pitch. Love you bye.

 73 11:35 AM - Apr 17, 2019



new and evolving approaches to media relations (business/trade)

Helping the Reporter

Making it easy for reporters to write the story (reduced staff)

- Written as Q&A's, Case Studies, Interviews,
- Including Listicles, Infographics, etc.
- Providing video for their digital properties

Twitter

- Reporters are significantly increasing their use of Twitter (especially in the technology space)
 - They mine for story ideas by following brands, issues
 - They follow experts and fellow journalists
- Reporters are **building their personal handles/personas** (versus their publications' brands)
 - They post views on the industries they cover
 - Post commentary from trade shows
 - Share their articles
 - Report on other views, articles

Home Moments Search Twitter Have an account? Log in

DIGITAL ENTERPRISE SHOW

Trappe

Tweets 117K Following 6,633 Followers 72.1K Likes 50.2K Moments 7 Follow

Christoph Trappe @CTrappe

Top 25 content marketer | PR | Speaker | Author | Publishing exec | Traveler | My opinions | Often tongue in cheek | Industry leader, of course !! 🙌😂

View broadcasts

Joined January 2010

5,227 Photos and videos

Content Marketing
CHRISTOPH TRAPPE
Chief Engagement Officer
Stamats Business Media

> 12 B2B Media Executives speaking
> 6 Roundtables

The best coupon codes to attend marketing conferences cheaper - B...
Subscribe to Blog via Email Enter your email address to subscribe to this blog and receive notifications of new posts by email. Email Address...
authenticstorytelling.net

Utilizing Twitter in B2B Space

- Get your expert “noticed” by influencers and reporters on Twitter
- Follow the reporters in your industry
- Comment on/Retweet their articles
- Reach out with story ideas
- Refer to their Twitter handles and comments in customized pitching
- Keep track of reporters who move from publication to publication


Kurt Wagner  [Follow](#) 

 Personal news alert: After nearly 5 great years at Recode, I'm excited to share that I'm joining the Bloomberg [@Technology](#) team starting next week!

1:01 PM - 24 Apr 2019

36 Retweets 1,336 Likes 

 142  36  1.3K 

Joe Ray  [Following](#) 

Heading to [@HousewaresShow](#) in Chicago this weekend? Come see [@lisamcmanus](#) and I talk about reviewing kitchen products in the smart kitchen era--a [@WIRED](#) -- [@TestKitchen](#) double threat! Onstage at 3pm Saturday in Lakeside.

12:03 PM - 28 Feb 2019

1 Retweet 16 Likes 

  1  16 

Keith Wagstaff  [Following](#) 

hello I am now tech editor of [Mashable.com](#) and I am moving back to New York City, personal announcement over



Mashable
Mashable is a global, multi-platform media and entertainment company.
[mashable.com](#)

10:27 AM - 11 Apr 2019

78 Likes 

 17   78 

Chris Roush  [Follow](#) 

.[@jswartz](#) named senior reporter at [@marketwatch](#) to spearhead tech coverage: [talkingbiznews.com/1/savitz-retur ...](#)



1:40 PM - 29 Apr 2019

4 Retweets 25 Likes 

 8  4  25 

traditional approaches to media relations - CONSUMER

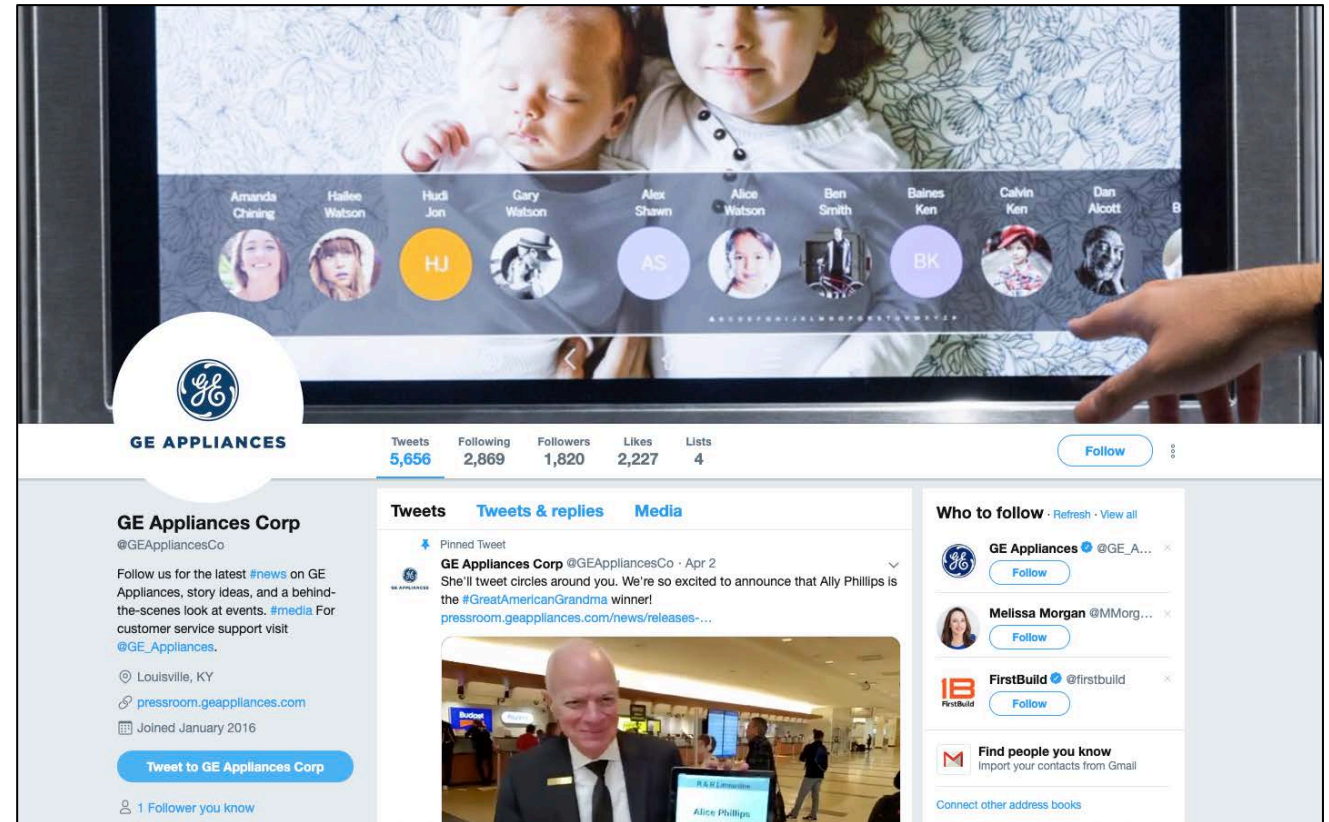


- **Press releases**
 - Must be tied to trend, significant benefit, or problem-solve or be a first-of-its-kind product innovation
- **Exclusives, sneak peeks** (for example, in advance of a trade show)
- **Embargoes** (first to know; give extra time; journalists feel you are helping them)
- **Customized pitching**
 - Relationships are critical
 - Research on what the reporter writes
 - Formalizing a pitch based on their interests, past coverage, Twitter posts, etc.

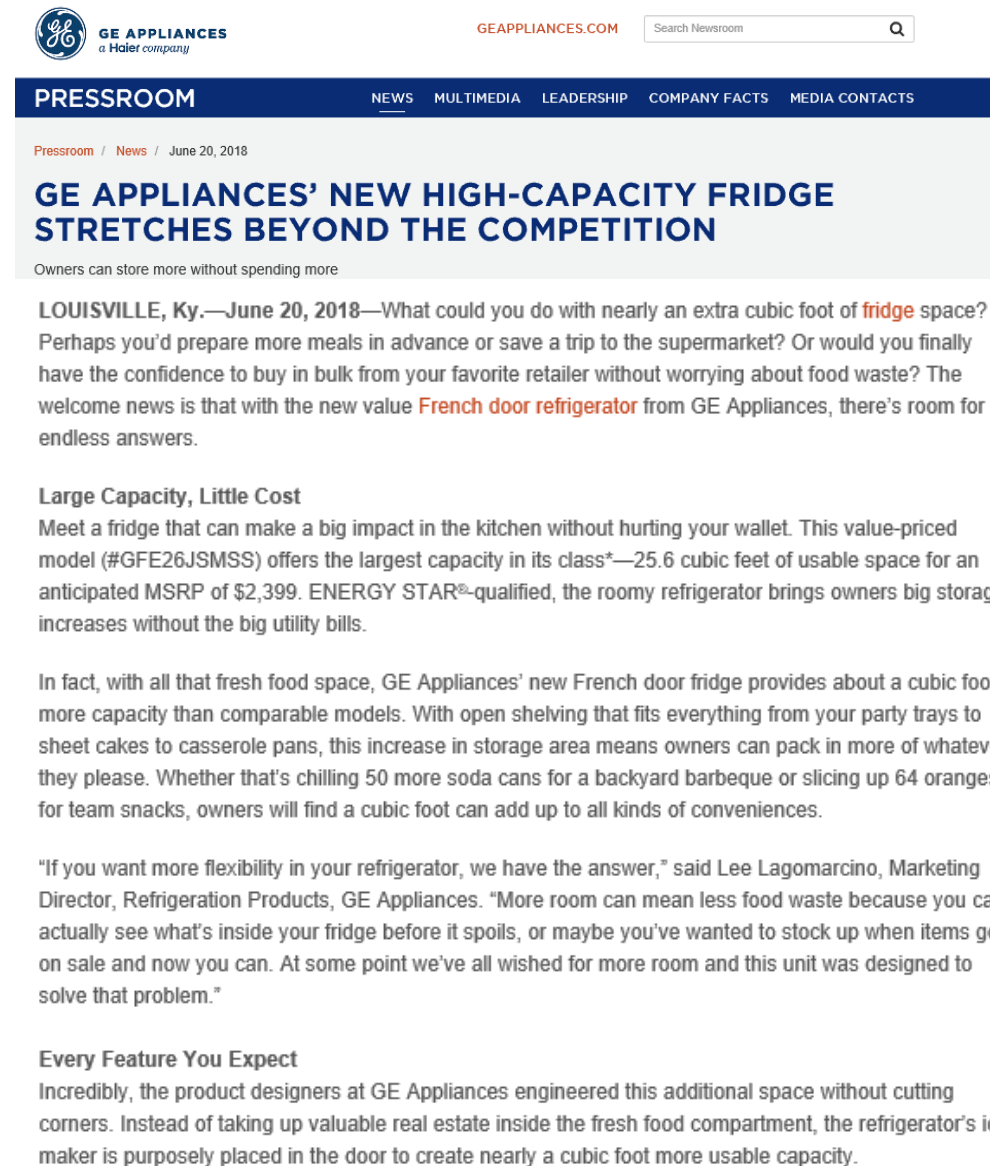
new and evolving approaches to media relations (consumer)

Twitter

- Contacting reporters and/or getting noticed by them on Twitter, especially in the consumer technology space
- **Getting them to follow your brand**
 - GEA has a Twitter page with the goal of reaching media (especially consumer tech, lifestyle, home, design, etc.) about company and product news
- **Packaged releases with multiple assets**
 - Videos, expert interviews (yours or third-party), infographics, lifestyle photos, images, B-rolls



example: multiple asset press release—GE Appliances



The screenshot shows a press release from GE Appliances, dated June 20, 2018. The headline is "GE APPLIANCES' NEW HIGH-CAPACITY FRIDGE STRETCHES BEYOND THE COMPETITION". The sub-headline reads "Owners can store more without spending more". The main text describes the "French door refrigerator" as having 25.6 cubic feet of usable space, an MSRP of \$2,399, and ENERGY STAR qualification. A quote from Lee Lagomarcino, Marketing Director, highlights the flexibility and reduced food waste. The final section, "Every Feature You Expect", notes that the ice maker is located in the door to maximize storage space.

GE APPLIANCES
a Haier company

GEAPPLIANCES.COM Search Newsroom

PRESSROOM NEWS MULTIMEDIA LEADERSHIP COMPANY FACTS MEDIA CONTACTS

Pressroom / News / June 20, 2018

GE APPLIANCES' NEW HIGH-CAPACITY FRIDGE STRETCHES BEYOND THE COMPETITION

Owners can store more without spending more

LOUISVILLE, Ky.—June 20, 2018—What could you do with nearly an extra cubic foot of fridge space? Perhaps you'd prepare more meals in advance or save a trip to the supermarket? Or would you finally have the confidence to buy in bulk from your favorite retailer without worrying about food waste? The welcome news is that with the new value **French door refrigerator** from GE Appliances, there's room for endless answers.

Large Capacity, Little Cost

Meet a fridge that can make a big impact in the kitchen without hurting your wallet. This value-priced model (#GFE26JSMSS) offers the largest capacity in its class*—25.6 cubic feet of usable space for an anticipated MSRP of \$2,399. ENERGY STAR®-qualified, the roomy refrigerator brings owners big storage increases without the big utility bills.

In fact, with all that fresh food space, GE Appliances' new French door fridge provides about a cubic foot more capacity than comparable models. With open shelving that fits everything from your party trays to sheet cakes to casserole pans, this increase in storage area means owners can pack in more of whatever they please. Whether that's chilling 50 more soda cans for a backyard barbeque or slicing up 64 oranges for team snacks, owners will find a cubic foot can add up to all kinds of conveniences.

"If you want more flexibility in your refrigerator, we have the answer," said Lee Lagomarcino, Marketing Director, Refrigeration Products, GE Appliances. "More room can mean less food waste because you can actually see what's inside your fridge before it spoils, or maybe you've wanted to stock up when items go on sale and now you can. At some point we've all wished for more room and this unit was designed to solve that problem."

Every Feature You Expect

Incredibly, the product designers at GE Appliances engineered this additional space without cutting corners. Instead of taking up valuable real estate inside the fresh food compartment, the refrigerator's ice maker is purposely placed in the door to create nearly a cubic foot more usable capacity.



example:
infographic

Strength in Numbers

IMPACT OF GE APPLIANCES ON OUR REGIONAL AND NATIONAL ECONOMIES

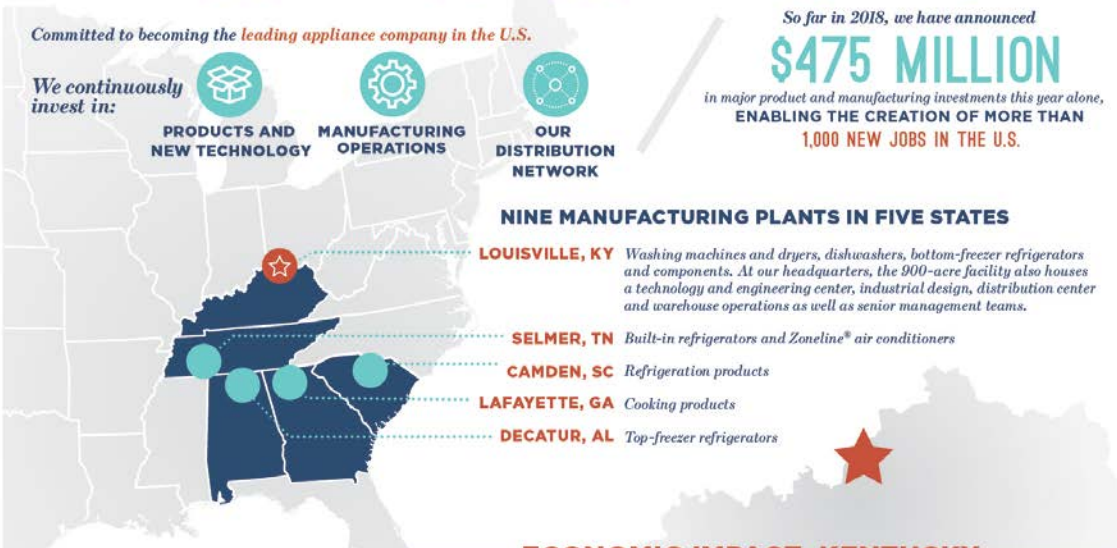
Economic Impact Report: Highlights & Insights



GE APPLIANCES
a Haier company

The economic impact of our company, with its North American headquarters in Louisville, is felt throughout Kentucky and across the United States. Our R&D, manufacturing, marketing, sales and support activities, and financial muscle of employees have a tremendous impact, including employment, compensation, manufacturing output, purchasing activity and tax revenue.

ECONOMIC IMPACT: UNITED STATES



ECONOMIC IMPACT: KENTUCKY



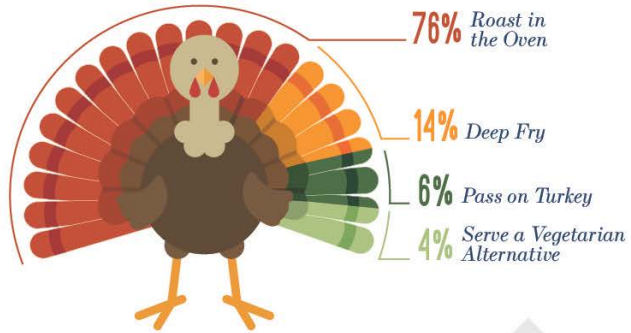
example:
survey/infographic

We Asked. America Answered.

LET'S TALK TURKEY, TRIMMINGS & TIDYING UP

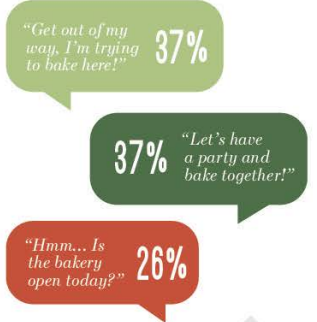
GE Appliances surveyed 1,500 Americans to find out how they prefer to prep, cook and clean on Thanksgiving Day!

How Do You Give 'Em the Bird?



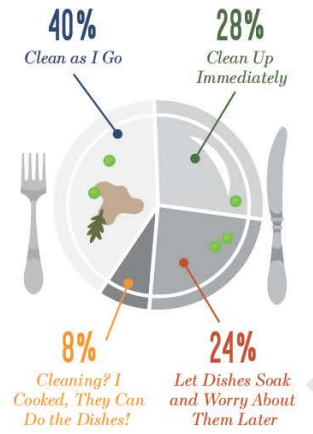
TIP: Allow plenty of time to defrost your bird! Plan on one day thawing for every 5 pounds of turkey, and always defrost it in the refrigerator.

What's Your Holiday Baking Persona?

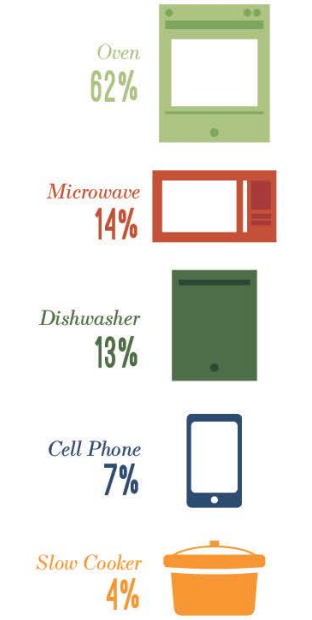


TIP: Store your leftovers in sealed containers as soon as you can after the meal. There's no need to wait for food to cool before freezing or refrigerating!

What's Your Cleanup Routine?



"During the Holidays, I Can't Live Without My..."



TIP: For the best results, use oven racks to your advantage. Casseroles, gratins and broiled dishes should be on top, turkey on the middle rack and dinner rolls on the bottom.

TIP: When washing silverware, evenly divide your flatware in the removable silverware baskets. Avoid letting your silverware, well, spoon.

more new approaches: consumer media



- **Working with online influencers**

- Bring “their communities” to your brand
- Segmented by paid/nonpaid (most are paid; new bloggers more willing to post news without pay)
- For consumers, Instagram is King, followed by Facebook
- Tiered (A, B and C, with As earning top pay)
- Content, contests, giveaways, videos (hosted on your channel or theirs), new product launches, trade show appearances
- Blurred lines between editorial and advertising; self-correction may be coming do to trust issues

example:
sponsored post—
GE Lighting



mscraftberrybush • [Follow](#)

mscraftberrybush Happy Wednesday friends! This past weekend, I baked my very first pie #dontjudge. Though I had a small fail, I think it turned out ok. Today on the blog, I'm sharing the tutorial on how to achieve this faux knit look. I promise you'll be surprised at how easy this is to do. You'll also see a BIG peak into my new kitchen. See you there...xo 😊 (link in profile) #lightthatreveals

[Load more comments](#)

whitehorseinteriors I'd hate to cut into it, it's so pretty!!

lcole236 Very @marthastewart @marthastewart48 - perfect @lesliejane236 @harc236

jennasuedesign Girl, you are the Martha



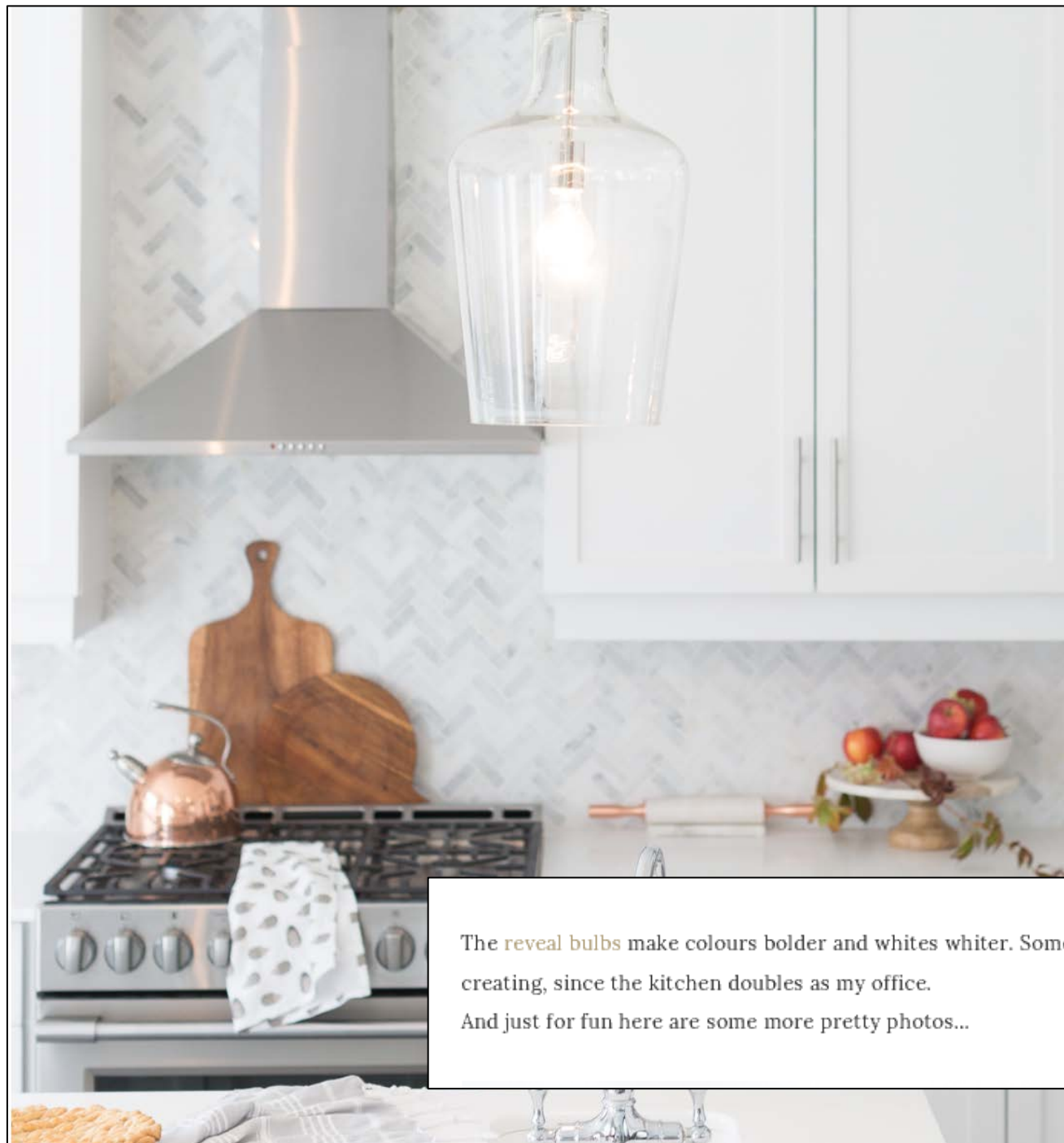
1,118 likes

OCTOBER 26, 2016

[Log in](#) to like or comment.



example:
sponsored post—
GE Lighting



The **reveal bulbs** make colours bolder and whites whiter. Something I find truly helpful when painting and creating, since the kitchen doubles as my office.
And just for fun here are some more pretty photos...

additional media trends

- Fake news (online)
- Biased news
- Consumer sites
- Continued blurring of editorial vs. advertising (including online influencers)
 - Advertorials
 - Contributed content (thought leadership or promotional?)
 - Blogs on their site (even by third parties)
 - SMTs
 - Paid product endorsements (Today Show)
 - Content Sellers

SWNS, a media company in the U.K. and U.S. that creates news story content for media outlets that subscribe. While it technically still shows up as earned, it has a clear paid component.

From building awareness to providing support this is National Home Care and Family Caregiving Month.

FirstLight™ Home Care is Called to Support Adults Aging in Place, Recovering or Adjusting to Any Transition – and Their Family Caregivers

Each November, we observe National Home Care Month and National Family Caregivers Awareness Month. It's easy to see why an entire month is set aside to recognize the importance of home care and the family caregiver. According to the National Association for Home Care and Hospice, almost 12 million Americans take advantage of home care services. And the National Alliance for Caregiving and AARP report that 43.5 million Americans have provided unpaid care to an adult or child in the past 12 months. It's fitting that these two observances are celebrated simultaneously each year. Home care providers and family caregivers have a truly meaningful partnership.

Our calling

During November – and every month throughout the year – FirstLight is grateful to the clients and referral sources who rely on us to deliver vital home care services. And to the family caregivers who allow us to be a part of their caregiving journeys.

For the FirstLight team, home care is not just a business. It's a calling. We're deeply committed to helping people achieve the quality of life they deserve. And to serving as a lifeline to the family caregivers who are so integral to the independence of their loved ones. FirstLight provides non-medical home care to:

- Older adults aging in place
- Adults with disabilities
- Adults recuperating from an illness, injury or surgery
- New and busy moms
- Those adults making a significant life transition
- Any adult who just needs extra help with the activities of daily living

Our services fill the gap between medically skilled care and the everyday tasks that a person may be able to complete alone. Our caregivers assist with household duties like cooking, cleaning and laundry to individual needs such as bathing, hygiene, mobility support and assistance with eating.

Supporting those in need – and those who love them

Home care provides support to people with a wide range of needs, as well as for their loved ones. FirstLight can provide



extensive resources – wherever and whenever needed. We can lend temporary or episodic support or long-term services as part of an individual's ongoing care. And because caregiving needs don't stop at night, on the weekends or on holidays, caregivers are available 24 hours a day, 365 days a year.

FirstLight provides home care services for individuals 18 years of age or older, such as:

Personal Care provides assistance with daily living activities, such as bathing and hygiene, walking and mobility, special diets and meal preparation, continence and toileting care, and more.

Companion Care provides presence and companionship through activities such as conversation and company, involvement in recreation, light housekeeping and laundry, errands and transportation, medication reminders and more.

Respite Care allows family caregivers to step out of their everyday routine and take the time to relax, energize and refresh. The service provides family caregivers with a break while professionals ensure their loved ones are cared for.

Travel Companion Services help make travel manageable and memorable by providing support during a vacation or travel to a special event. The service can provide assistance with logistics, luggage, transportation and daily needs like bathing, dressing or meals.

Dementia Care provides care plans to help adults suffering from dementia cope with the anxiety, depression, confusion and isolation that is often associated with dementia diseases. Services are highly personalized and designed not only to help the dementia sufferer, but the entire family unit.

More than caregivers

At FirstLight, we are caregivers. And we're also grocery shoppers, problem solvers, bathing helpers, confidants, organizers, tour guides, listeners, huggers, personal chefs, activity planners, errand runners, conversationalists, hair stylists, laundry folders and smile makers.

Reach out during National Home Care and Family Caregivers Month for more information about how FirstLight can provide caregiving – and so much more.

We look forward to speaking with you.



**example:
Advertorial**

additional media trends

Party-influenced news organizations

- **CNN (Democratic; “Clinton News Network”)**
- **FOX (Republican)**
- **National Enquirer**
- **Washington Post (owned by Jeff Bezos)**
- **The National Enquirer is owned by American Media Inc. (AMI) and is currently being sued by Jeff Bezos.**

agency



akhia updates/agency trends

- As the need for better, stronger, more meaningful communication grows across the organization, agencies are **bringing communications expertise to every part of the enterprise**—HR, Internal Communications, Recruiting, IT, New Product Development, Sales
 - Agency name change to akhia communications
 - Marketing agency services to departments other than Marketing



akhia updates/agency trends

As the economy shifts to a younger workforce with different values, agencies are looking at new employment models including flexible work environments and contract versus full-time employees.





akhia updates/agency trends

Agencies are focused on becoming more nimble, investing in partners versus investing in people. This often leads to smaller, but potentially more profitable, agencies

Key to have favorable contracts, worked out prior, with well-defined parameters

akhia updates/agency trends (cont'd)

To attract and retain the best and brightest, focus on culture, including fun, work-life balance, professional development.





akhia updates/agency trends (cont'd)

Business is changing/moving faster than ever, especially in the digital space, and clients are overwhelmed

- **Under staffed and overwhelmed**
- **Involved in more complex business issues; companies expecting more and more**
- **Resulting in VUCA (Volatility, Uncertainty, Complexity, Ambiguity)**
- **Clients are asking their agencies to keep them on track with the most important and evolving new trends/strategies.**

akhia updates/agency trends (cont'd)

New akhia Mission – Become our client's most valuable communications resource

- **Continuous training/trending.** A small council internally that tracks trends, stories, etc., that the whole agency should know and be conversant. Formalized training around topics.
- **Client roundtable events.** Client presentations on key issues (culture) and/or marketing/communications topics (digital advances, artificial intelligence and augmented reality). Accompanied by resources (booklet) and the opportunity to take the 'show' on the road and into their offices.
- I've Ben Thinking Weekly Round Ups
- Agency Advisory Group – Quarterly meetings with a key advisory team to inform us on their biggest concerns and to vet our ideas/solutions for agencies.
-



akhia updates/agency trends (cont'd)

- **Employee Training has become more critical**
 - **Monthly training on key marketing issues, sell-in practices**
 - **All employees SEO Certified**
 - **All Employees Google Certified**



communications that drive business