



INTERact

Sharing Expertise



Media relations for CBC programmes and projects

Media Relations Manual



Materials prepared by Pinnacle Public Relations for the INTERACT Programme.

This manual has been drafted for the needs of programme staff to support them on two levels: their own media outreach strategy and the media outreach strategy of their projects.

This manual contains practical guidance and tips for a successful media strategy. Some of these tips might be applicable to both programme and project level, while others are more suitable to project communication.

These materials are available for you to use and distribute freely within your programme or project, but may not be copied or distributed more widely.



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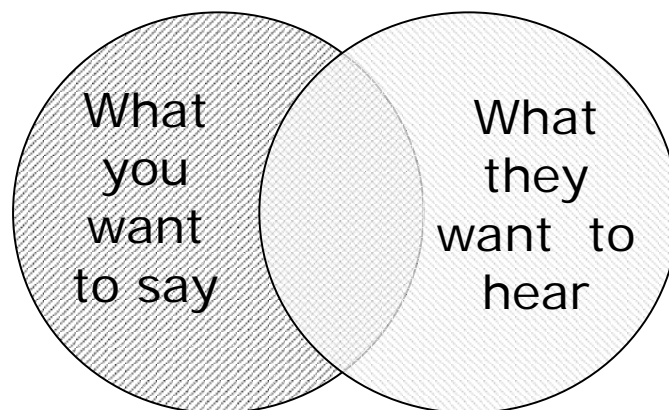
Making news

Most of what European Territorial Cooperation (ETC) programmes do from day to day is not interesting to most people on the outside. Most programmes quite rightly devote most of their time and attention to the mechanics of getting the job done: organising meetings, reporting, drawing up best practice guidelines, sharing knowledge, and so on.

It will always be difficult to generate interest in this aspect of a programme's work because people outside ETC programmes or projects are not interested in the **process**. They care about **results** and **meaning**.

The intersection

A key principle is to **look for the intersection** between what you want to say and what they want to hear. When this type of projects fail to communicate effectively it is often because they are talking about things – like process – that fall in the circle on the left, but not the circle on the right.



The very big and the very small

What kinds of ideas and information tend to lie in that intersection?

At one end of the scale, "**the very big**" issues are always interesting: the major themes like health, quality of living, jobs, the environment and climate change. These ideas are in the news and in people's minds and conversations every day. All ETC programmes address big issues in one way or another. Communicating about how you are part of the solution to big issues will get you into that intersection.

At the other end of the scale, "**the very small**" issues are the local results and impact that people feel on their doorsteps and notice in their everyday lives. These are the results, the concrete impacts and changes that ETC programmes make in the real world – not the theory of territorial cooperation or the process of cooperation, but tangible outputs like better paid jobs through innovation or safer houses through flood protection.

When programmes find it hard to generate interest, it is often because they are talking about neither the very big nor the very small, but the

process and bureaucracy by which projects turn one into the other. Important, but boring.

Making the story newsworthy

By the fax machine in most newspaper and broadcast newsrooms is a small in-tray for promising press releases that might become news – and a large bin overflowing with the rest. Most press releases are bad because they are not news. The same goes for electronic news delivery services and email – most messages that journalists receive are ignored or quickly deleted.

There is one reason for this enormous waste of effort: most of the stories that organisations want journalists to write and broadcast are not news. There is no point writing a press release or calling a journalist with a story idea if it is not news.

Messages will not make the news if they just say how worthwhile and important a project is. To get published or broadcast, a programme or project must shape and adapt its messages inventively to be newsworthy.

Newsworthiness is relative, flexible and subjective. A small story can make the headlines on a slow news day; a big story can disappear without trace if somebody else makes bigger news the same day. A great local story might be of no interest to national or international media. A great story for print might be useless for television if it has no visual element. A great story for trade media might be much too technical for mainstream media. A story about industry trends may work for financial newspapers but not general press. Something that happened three days ago is news for a weekly publication, but ancient history for a newswire.

Most importantly, many developments that are fascinating and very important to people within the ETC Programmes world are not newsworthy outside the ETC Programmes world – at least on the face of it. This is where news angles become important. Think hard about how to touch your target audience. What do they care about? Why will this matter to them?

To generate interest in your programme or project and its activities you need to develop creative PR angles that will capture the interest of your audiences over the activities of other organisations. This can be hard, especially if there seem to be no obvious creative angles that you can use.

Focus on the audience

The key to writing a good press release, for example, is to identify and focus on an aspect of what you have to say that will engage your target audience. This is what journalists do when they choose a “news angle”: they are looking for a way of explaining a news event that makes it relevant and interesting to their target audience. To make yourself newsworthy, you should do the same. Look for an angle that will **connect your agenda to something that your audience cares about**.

The first thing that goes through a journalist’s mind when he or she reads your news release is always: “So what? Why should my readers care?” Think hard about what journalists and their audiences would be interested to read. Why should they care? Take the information you have, and tell it in a way that makes them care.

News values

Perhaps your programme needs to promote something that is newsworthy but dull, or you want to promote something that simply is not newsworthy.

The trick is to make your audience care.

In general, news is about **people** rather than **things**, and **concrete events** rather than **abstract ideas**.

Beyond that, there are essentially two kinds of news.

- Hard news is information that people need to make decisions. People need to make decisions when something has changed. Almost all news is about what is new, what has changed: so concentrate on novelty and change. Tell me what is new that will change my life and inform the decisions I need to make.
- Soft news is entertainment. People like news that touches them emotionally, amuses them or stimulates their mind. Soft news is just as important as hard news and to manage it we must think in terms of human interest. Make me feel something about this story and I will remember your project.

Hard news	Soft news
Novelty	Human interest

Change	People
Controversy	Humour
Conflict	Emotion
Surprise	Fun
Secret	Compassion
Money	Children
Problems	Celebrities
Solutions	Animals
Practicalities	Romance
Current affairs	Mystery
Business	Family
Workplace	Sports and leisure

Creative news

Below are some ideas to get you and your team thinking of new creative ideas.

Hold a brainstorming session. These are great ways of generating a large number of ideas from a group of people in a short space of time.

Speak to a journalist. Ask a friendly journalist what they would consider newsworthy about your activities. You'll probably have to spend some time explaining what you do, but they may come up with something you hadn't even thought was worth a news release. They might also be able to help with news angles for the story.

Use the PR story check list. This document contains 50 news angles that you can further develop into news stories for your project. Use it as an aid to brainstorm for PR activities.

Link your activities or programme to other news stories. Use other news stories as a way of generating news for your programme. For example, the August vacation period means that journalists are looking for news about tourism and holidays – has your programme increased the appeal of your region to tourists?

Look for other potential news stories that you can use to interest the media in your activities, for example

- Significant dates – public holidays, anniversaries, religious holidays
- Sporting events
- World events – World Habitat Day, Children's Rights Day, etc
- Industry events – e.g. conferences
- Seasonal events – holidays, start of the school year, winter
- Political news – on EU, national and regional levels

Media opportunities

From time to time, almost every person within your organisation will come across an event or an idea that is newsworthy. Sadly, not everyone will recognise it when they see it! Here are a few guidelines for spotting a PR opportunity.

- Think **interest** – will this be interesting to other people?
- Think **news** – how your local paper or radio station report?
- Think **local** – how does it involve people locally?
- Think **people** – the media are usually more interested in what people are doing than in what organisations are doing.
- Think **communities** – what contribution has your project made to a community initiative or activity?

The media landscape

Europe is home to an enormous number and range of news media, each with a different target audience and its own news values. It is not possible or desirable to target all of them. Programmes and projects should consider two factors when deciding which media to target:

- 1) Which media do our own target audiences pay most attention to?
- 2) Which media will consider our messages newsworthy?

The answers to these two questions will usually be similar, because media define news as information that their own target audiences want to know.

Audience selection

Following are some examples of how different sections of the media reach different audiences:

Local newspapers	Local policymakers, politicians, communities affected by project activities or issues.
National TV and radio	Policymakers at local, regional and national level, opinion formers, businesses, regulators, researchers
Specialist/trade magazines	Experts, proponents and analysts in a particular industry or area of knowledge, e.g. EU affairs, regional development
International newswires	Newswires supply all other substantial media with news, so their final audience is the broadest of all

Pan-European PR

The nature of European Territorial Cooperation programmes means that PR activities must take place on many levels: local, regional, national and pan-European. This document focuses on the organisation and management of these activities. The definition of pan-European PR is a programme of public relations activities executed in one or more countries. Usually a co-ordinator is needed to ensure:

- There is a level of consistency in communications across all countries
- The individual public relations plans are executed well
- Cross-fertilisation takes place and best practice activities are shared
- Reporting is carried out in the required way and in a timely manner

Where just two countries are involved, the handling and co-ordination of PR activities is not usually too complex or difficult, as communications between the two can be straight forward and they can work in close cooperation. When a larger number of countries are involved things start getting more complex as lines of communication get longer.

Types of cross-border PR activities

As the cost and management of full-scale, pan-European PR activities is considerable and probably not the best way of communicating ETC Projects activities, here are various other options that can be used to communicate your work:

Using the foreign correspondents

Work through the foreign correspondents based in your country, who represent the media of the countries where you want media coverage.

However as with all media relations, the news must be relevant to that outlet and their respective newspaper or station. For example, for national newspaper correspondents, the news you are communicating must have some relevance to the country where the newspaper is based.

This is especially worthwhile in cities where there is a large foreign press corps. Brussels is the base for more foreign correspondents than any other city in the world. There are 700 foreign correspondents based in the city. (The second largest press corps is Washington DC with 574.)

Additionally, other major cities in Europe also have large international press corps, which are hubs for specific European regions. For example:

- Vienna, Budapest and Prague are the hubs for the Central and Eastern European correspondents.
- Rome, Budapest and increasingly Belgrade are the hubs for the South East European correspondents.

As most foreign correspondents are accredited by their own governments (press offices, ministry of foreign relations) or other agencies, in order to

get a list contact the relevant embassies, government department or EU office or search on line.

If there is an opportunity for you to target national media outlets (Wall Street Journal Europe, Frankfurter Allgemeine Zeitung, Liberation, Financial Times, etc.) they will provide you with a list of their correspondents in any region. The only big international media that does not disclose a list of its correspondents is The Economist.

Using a news distribution service

Utilise one of the news release distribution services to issue your news releases to the key media outlets in your target countries. These companies may also provide translation services for your news release, as well as help select the appropriate media for your news story. However they will not develop news angles for your story or write the news release – they are purely a distribution service.

Details of these services can be found on the following websites.

- www.prnewswire.co.uk
- www.romeike.com
- www.businesswire.com; www.businesswire.co.uk

Bear in mind that it is always advisable to contact all the media outlets that receive your news release to further explain and help 'sell' your news story.

Targeting the news agencies and wire services

If you have a strong news angle, which has relevant cross-border appeal consider pitching the story or issuing a news release to one or more of the news agencies in your country. Remember to include the correspondents of the foreign news agencies in your country. If it appears on their service, it has a chance of being picked up by newspapers and TV stations in countries where the story has relevance.

If you have appropriate material, distributing it to this group could be your means of achieving coverage in many countries.

Road-shows

Consider arranging a road-show of similar activities, such as round-table events or news briefings with journalists, which can be taken to a number of key cities in your target countries if this ties in with your planned activities. Clearly this type of activity will need to be adapted slightly to each country and possibly each city, but fundamentally the content can remain the same.

It is important to consider the following points if you intend to carry out activities of this type:

- The languages your spokespeople speak – they will need to be competent in the languages of each city to be visited. If they don't speak the necessary ones, investigate with local contacts if English

can be used. In some areas the business communities, politicians and journalists are happy to work in English.

- Translations of any support materials, such as invitations, media advisories, backgrounders and news releases, into the local language.
- It is also advisable to get some local help at each venue to advise on some of the cultural expectations, help with finding a suitable venue and liaising with suppliers. A local PR agency could help with this if there is no one from a partner organisation who can assist you.
- Take advantage of the local presence and contacts of any partners based in that area.

Promoting your messages to media in different countries

Key facts you should know about when dealing with the media in other countries:

- Local spokespeople and local angles are essential.
- Be prepared to answer why your news is important to a specific country, however give the activity wider significance, for example in a context of collaboration between the participating countries.
- When pitching to national media, be prepared to speak the language of the country.
- Media materials must be in the format, style and language of the country's media.
- Media materials need to be adapted from country to country.
- Phone calls and e-mail are the most popular way to pitch.

- Be ready to respond instantly with facts, statistics, visuals, spokesperson, etc. Photos of activities and pre-recorded TV footage can extend coverage.
- News conferences are only for big announcements. One-on-one meetings with journalists work well.
- Use the snowball effect - the most devoted readers of newspapers are journalists themselves. Use coverage in one country as a vehicle for getting it in another one.
- There is no such thing as "Off the Record" in any country.
- Remember to place your project in context by explaining how it fits in with European Territorial Cooperation Programme and the European Union.

Useful contacts for media relations

Press release distribution

- www.prnewswire.co.uk
- www.uk.cision.com
- www.businesswire.com; www.businesswire.co.uk

Press list development

- www.uk.cision.com (Media Disk is more UK focused)
- www.mediauk.com (list of most UK media)
- www.world-newspapers.com/europe.html (European newspapers and magazines)

Newswires

- www.reuters.com
- www.bloomberg.com
- www.dpa.com
- www.afp.com

Brussels based media

- **www.europeanvoice.com**

The European Voice is owned by Economist Group and probably the most influential as it lands on the desk of every MEP and Commission official.

- **www.euractiv.com**

EURACTIV has well organised summaries of policies and legislation. It has a network of affiliated members and is published in 8 other countries and languages including France, Czech Republic, Bulgaria, Turkey.

- **www.euobserver.com**

EUobserver is increasingly influential, updated twice a day with a growing following in cyberspace.

- **www.theparliament.com**

They publish 'Regional Review' a forum which examines the impact of EU investment in the Regions. This gives EU institutions and decision makers the opportunity to read about developments and best practice in regional policy.

Communications tools

Below are a number of communications tools that you can use to generate interest and awareness in your programme or project.

All of these tactics are useful, but it is important in every case to consider whether the coverage they generate would merit the cost. Be sure that the result is sufficiently valuable to you. A project will need to consider carefully the eligibility criteria for this kind of expenditure.

Different ways to generate media interest for your project

ORGANISE EVENTS that will be interesting for your target audiences and for media to attend. When creating your event always think about your target audiences. What will they want to learn from your event? What is important for them? Make sure that this is reflected in your programme. If you want media to attend, ensure that you have interesting sessions for them or organise an event specifically for journalists, such as a briefing, press conference or interview opportunity. If media do attend your event, make sure they are well taken care of. Always appoint people responsible for journalists who can introduce them to people to interview, explain your project, and act as a contact point should they require any information.

Don't forget to send an invitation and ask journalists to confirm their attendance to help you judge numbers. Also follow up your most important media contacts by telephone in case they have missed the invitation. Some journalists might also come on the day without confirming, so always ensure that you have spare media materials available.

If you have budget within your programme or project, it might be useful to cover the cost of transport and accommodation to your event. This may

enable more journalists to attend, particularly those working for smaller media outlets who wouldn't otherwise be able to afford to come.

All journalists who attend your project events should have personalised itineraries that highlight who they will meet and where they should go, and full contact information if they need to follow up with you later.

Afterwards, send photos of the event to media who attended as well as those who did not. Avoid using staged group photographs as those are rarely used in publications. They are more interested in realistic action shots.

DEVELOP RELATIONSHIPS with reporters. Try to find out their story interests, work processes and deadlines, and be as helpful as possible. This can include providing them with a contact list of people in your programme or project who might be good spokespeople on certain topics, providing them with background information on relevant subject areas. You could also offer them contacts with people not directly involved in your programme but who might be useful research sources for the journalist. Do not inundate journalists with too much information and do not be too pushy. Think of long term relationships, not short term coverage.

WRITE OPINION EDITORIALS for publication in a newspaper or magazine. Editorials are an expression of opinion on an issue by an individual who doesn't work for the publication. These are normally written by communications people, but carry the signature by a high-level person such as a minister, politician, head of an NGO, director of a think tank, a leading professor or director of a Managing Authority. The subject matter should be timely and linked to something that is already in the news. There is no sense talking about flooding if the media are covering a drought.

SEND A LETTER TO THE EDITOR in response to an article that was printed in a previous edition. The letter can argue a point of view or express an opinion, agree or disagree with an article, or be used to dispute facts and figures – or even the entire article. A letter in response to an article must be sent within 48 hours.

WRITE A CASE STUDY about one of your project's work and promote it to your target media. The normal formula for a case study is to identify a problem that your project has addressed, explain what you did to fix the problem and describe the results. Case studies explain in concrete or human terms what your project does. What are the practical applications? How does it affect people from your region? What kind of problem is it helping to address and why is it important? This practical information

often provides the real-life illustration that journalists need to grasp a story.

SEND A PRESS RELEASE about something new, interesting or different that your project is doing that would interest regional, national or international media. Always carefully target your press release and ensure that it has news value. Try to keep the press release to one page. If you have more information, you can always direct journalists to your programme website.

ORGANISE INTERVIEWS WITH JOURNALISTS if you have something newsworthy or different to tell them about your programme.

GET TO KNOW YOUR LOCAL MEDIA and find out what kinds of stories interest them. You can call or email them, but it might be even better to invite them out to lunch or coffee to develop personal relationships. When you do have news, try to organise interviews for them with key people from your programme.

ORGANISE A TOUR OR A PRESS TRIP if your project is involved in something interesting. But remember there must be some kind of news in it, and you need to plan it well to actually show them something useful. This could be a field study or trip to see how your project is working in practice.

PUBLICISE THE RESULTS OF RESEARCH that has been undertaken as part of one of your projects or is linked to your programme. Write a concise executive summary that is interesting and easy to understand, preferably using straightforward media-friendly language and even sound-bites. Newspapers and magazines are full of reports and statistics issued by companies and organisations. They provide news material and can be a great headline-getter.

CREATE A SURVEY linked to your programme or your projects and publicise the results to the media, especially if it highlights a problem or shows that you are making a real difference. Make it relevant to your key messages and news angles that are likely to interest media.

FORWARD FEATURE LISTS Many media have a schedule of topics and themes for future issues. Ask to see the forward feature lists of your target publications and offer to contribute to any themes that are relevant to your programme.

POSITION PEOPLE INVOLVED IN YOUR PROJECT AS INDUSTRY EXPERTS and try to get them quoted in newspaper articles or on television and radio. Media are always looking for people to offer expert opinions, so let them know who your people are.

PREPARE STORY IDEAS that you could pitch if called by a journalist. Good PR is not only calling media when you need them but being ready to offer story ideas and be helpful when they need you.

Events involving media

Inviting media

If you are inviting mainly trade press and/or weeklies and monthly publications, then try to alert them to the event about three weeks in advance. If you are trying to attract national news outlets you can invite the media nearer to the event.

Follow up the invitation by telephoning all invited media to ensure attendance. It is frequently possible to persuade reluctant or otherwise busy journalists to commit to an event by speaking to them directly.

(See below for an example of a media invitation)

Media events might include:

- Press conferences to make an important announcement, attended by a number of journalists. (See section below)
- Media briefings for one or more journalists, either to inform them of secondary news or to provide background information for use at a future date.
- Media visits to facilities or operations to help the media understand your activities.
- Seminars or round-table meetings with a group of opinion leaders discussing an area or explaining a complex development, product or service in more depth to the media.
- Speeches at an industry conference that might be attended by the media.

Media events – timing

For media events it is a good idea to contact one or two journalists whom you intend to invite to see if the event clashes with any other.

If you are inviting journalists, select the time of day carefully. Journalists work to deadlines and these must be taken into account. If you want to attract national news media and want coverage on the day of the event for TV and radio, or the following day for print media, the morning is best – any time from 09:30 is ideal.

If you want to attract weekly or monthly publications, then a lunchtime, afternoon or early evening gathering is good as long as you do not hold

the event on any publication's press day (the day the publication is finished and sent to be printed), when it is hard for editorial staff to leave their desks.

Press conferences

Press conferences are a standard feature of many public relations programmes, but they need to be considered carefully. You must assess the pros and cons and then decide if it is the best method for communicating the news you have. It might be better to hold a media briefing or issue a press release.

A press conference should only be held if there is news of real interest to the target media or when the only way you can respond to a whole range of questions posed by a large group of media is by holding an open conference. They can be a major logistical exercise and can bring significant costs if you need a special venue, such as a hotel, and want to provide refreshments for a large group. So you must be certain that it will be a useful exercise.

Consider the following:

- Is the story strong enough to justify holding a press conference?
- Is a press conference the best way to communicate with the chosen media?
- If only a very small, select group is involved, would individual briefings and interviews be more effective?
- Could the story be better covered by distributing a news release or telephoning media contacts?
- Are your project representatives who would hold the conference prepared to respond to any sensitive or controversial issues that might be raised in an open press conference?
- Are they sufficiently senior, trained and briefed to front such an event?
- Is a photo-call prior to the conference appropriate and might it increase the chance of media coverage?

Potential impact

If you are satisfied with those conditions, a press conference can be effective in a range of ways:

- Communicating a news story to target media simultaneously.
- Communicating the story with authority and excitement.
- Providing a platform to enhance the status of your work.
- Providing a controlled environment for dealing with media questions, which have been anticipated in advance and responses developed.
- Providing an opportunity to meet a variety of media contacts, develop and strengthen relationships, which may have a long term benefit as well as delivering short term coverage.

Example of a media invitation
shown for an event held by an
imaginary EU project



SPROUT

MEDIA INVITATION

You are invited to attend an organic banquet at Kilkenny Castle for the launch of an EU-funded project that aims to help struggling rural communities to benefit from the recent surge in demand for organic food. The feast is one of nine being held simultaneously across Europe to celebrate a new network to help farming economies develop in a sustainable way for the environment and society.

The event will:

Be attended by a number of high-profile individuals including the Irish Economy Minister and the Mayor of Kilkenny

Offer a delicious array of organic food from across the region as well as the other SPROUT regions for journalists and visitors to sample

Give a taste of how poorer regions can benefit from the knowledge and experience of richer areas through enlightened European cooperation.

Friday, 5 June 2009

TIME: 1.00pm – 2.30pm

LOCATION: Kilkenny Castle

I will attend

I won't be attending

I can't attend, but _____ will come
in my place

Please send me a press kit

Name:

Publication:

Telephone:

Email:

Please return this form by email to: s.lynham@iem.gov.ie or by fax: +353 123 123456 no later than Thursday, 11 May 2009.

Other media relations tools for your programme

Press lists

Each programme should have a press list to keep track of all media contacts. Put a list together in Excel (use Excel because it supports mail merges, print lists and bulk emailing better than Word) and enter all of your media contact details. Include the name of the publication, the journalist's name, their telephone, fax and mobile numbers and email address. Make sure that your programme's press list is updated regularly because media move around and telephone and email addresses change. There's nothing worse than struggling on the day of your press release or media invitation to try and get contact information.

United Kingdom				
Media name	Address	Editor/Journalist name	Contact telephone	Email address
RECOVERY Magazine	C4U, The Very Busy Office, 23A Elm Terrace, London SE9 5DW		00 44 7000 248007	recovery@bdma.org.uk
Green Futures	Green Futures, Overseas House, 19-23 Ironmonger Row, London, EC1V 3GN	Roger East, Editor	00 44 20 7324 3660	roger@greenfutures.org.uk
Ends	Environmental Data Services, 11-17 Wolverton Gardens, London, W6 7DY	Roz Bulleid, Writer	00 44 20 8267 8123/6100	roz.bulleid@haymarket.com
Environmental Agency	Environment Agency, Rio House, Waterside Drive, Aztec West, Bristol, BS32 4UD	Clare Sturges, Editor	00 44 1454 205 720	clare.sturges@environment-agency.gov.uk
National Flood Forum	Old Shuff Mill Warehouse, Park Lane, Bewdley DY12 2EL	Mary Dhonau, National Co-ordinator	Tel: 00 44 1299 403055 Fax: 00 44 1299 403101	info@floodforum.org.uk
Water Active Magazine	Water Active Ltd, Unit 2, 57 Bushey Grove Road, Bushey, Watford, Hertfordshire, WD23 2JW	Philip Alsop	Tel: 00 44 1923 23 33 77 Mob : 00 447786 084559 Fax: 00 441923 25 22 20	phil@wateractive.co.uk
The Environment Post	c/o Environment Post, PO Box 2138, Wickford, SS12 0W6	Andrew Phillips	00 44 1268 450024	andy@ppathcom.co.uk
Edie	Faversham House, 232a Addington Road, South Croydon, Surrey, CR2 8LE	Sam Bond	Tel : 00 44 20 86517161 Fax: 00 4420 8651 7117 ISDN: 004420 86511471	vnewsdesk@edie.net
Belgium				
Media name	Address	Editor/Journalist name	Contact telephone	Email address
European Voice	International Press Centre, Résidence Palace, Rue de la Loi 155, Box 6, 1040 Brussels	Tim King, deputy editor	00 32 2 540 9079 Fax: 32 2 540 9070 or 32 2 540 9071	timking@economist.com
EU Observer	Euroobserver.com Editor's office, 203, Rue Belliard, bté 5, B-1040 Brussels, Belgium	Andrew Redman, environment journalist	00 32 485 754741	ar@euobs.com
European Packaging and Waste Law	Rue du Commerce 20, 1000 Brussels	Zoe Casey	00 32 2 7366313	zoe.casey@informa.com
Europe Information Service (Europolitique)	Avenue Adolphe Lacomble, 66-68 B-1030, Bruxelles	Pierre Lemoine, Editor in Chief	Tel: 00 32 2 737 77 00 Fax: 00 32 2 732 66 06	pierre.lemoine@europolitique.info
EU reporter	Residence Palace, Rue de la Loi 155 box 79, 1040 Brussels	Cillian Donnelly, Editor	00 32 496.120.929	cillian@eureporter.co.uk
Euro Correspondent		Stephen Gardner		stephen@euro-correspondent.com
Euromedia Services	Av. D'Auderghem 63, 1040 Brussels	Frederik Ronse	Tel: 00 32 2 7716834, Fax: 00 32 2 7716979	frederik.ronse@skynet.be
Euractiv	International Press Centre, 1 Bd. Charlemagne, boîte 1, B-1041 Brussels	Armin Meyer, environment journalist	00 32 2 2265810 (general number)	armin.meyer@euractiv.com environment@euractiv.com
Ends Europe Daily	Box 52, IPC, Bd Charlemagne 1, 1041 Brussels	Paul Keye, Editor	00 32 2 285 0859	editor@endseuropedaily.com

Above is an example of a press list to give you an idea of what it should look like.

Press kits and information packs

Every programme should have an up-to-date press kit that contains fact sheets of all the important information about your programme, case studies and biographies of key people.

Although press kits are designed to be presented to journalists, they can also be an important source of information for other people who want information about your company, such as European institutions, local governments, industry associations, regulatory bodies, member state governments, and the general public.

Why are press kits important?

Journalists are busy and normally have several stories to write in a day. If they conduct an interview with someone from an organisation, or if they receive a press release, they usually need additional information.

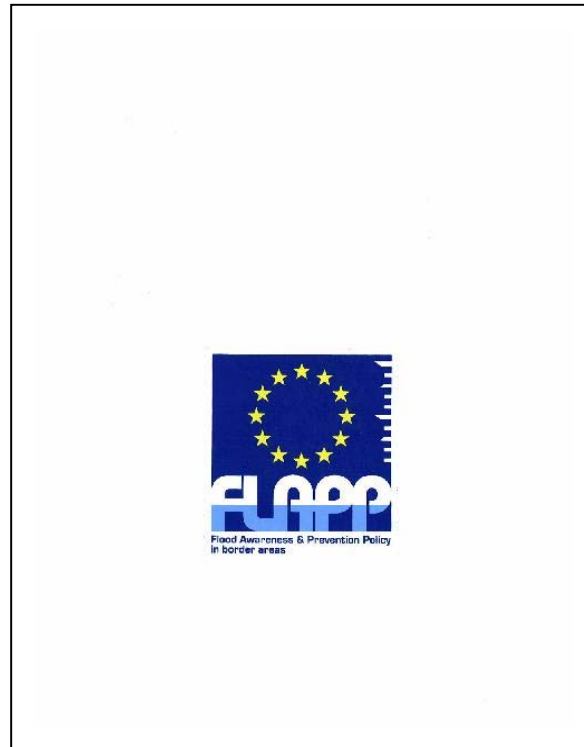
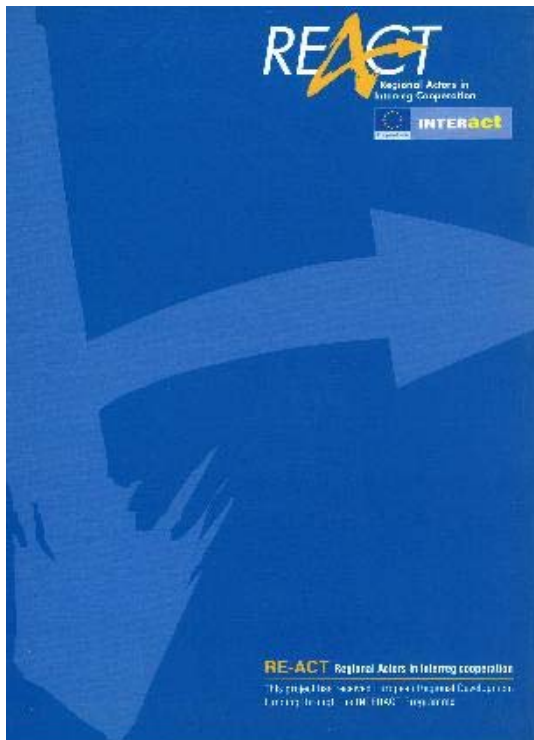
A journalist can always do their own research about your programme, but this could take them a long time. So giving them a press kit could make the difference between them writing a story about your project or not – and between that story being right or wrong.

People attending events or activities that you organise will also want to have further information about your programme and what you're doing. Remember to have this in an easy-to-read format.

Press kits can either be in a hard-copy printed format or available electronically, either by email or on a website – it's usually a good idea to have both.

What should a press kit look like?

Your programme's press kit should have a nice professional-looking folder with your programme name and / or logo placed in a prominent spot on the front cover. Here are some examples:



You will also need to include your programme, European Regional Development Fund and EU logos on the front cover.

What goes inside a press kit?

Your press kit should contain the following:

1. A general fact sheet about your programme
2. Background information about the programme
3. What is your project doing and why is it interesting?
4. Biographies of any key people or of the main spokesperson
5. At least one case study on your programme
6. Any brochures or materials that might be interesting for the journalist (if it won't be interesting, don't include it)
7. Recent photos of your programme – either hard copy or on a CD or USB drive/stick
8. One or two relevant recent articles published about your programme
9. Recent press releases that you've issued – one or two is enough

Press office

There is no need to be put off of having a press office for your programme. A programme press office can simply be a set of documents and systems that you have in place to help you deal more efficiently with your public relations activities. When you are working with a number of different project partners it is also useful to have these readily available to everyone, as it helps them to do PR work in their own country or region.

Below is a comprehensive list of all of the kinds of tools and systems that might help a programme or project with organising its public relations activities better. You don't have to do everything on the list, but as many as possible will make you more effective with your communications.

Press office checklist

Tools checklist

These are standard tools that you should have prepared before you begin doing media relations for your programme:

- Press kit with fact sheets on your project or programme
- Standard format for your programme's press releases
- Biographies of any key people who will give interviews
- Key messages and examples to substantiate and bring them alive
- Media lists
- Telephone target media to get contact details for key journalists
- Research target media online
- Use personal contacts to supplement your lists
- Note names of journalists on published stories about relevant topics
- Commercial media directories are available for purchase
- Contacts
- Photos (online is best)
- Writing style guide to ensure everyone writes consistent materials
- Events calendar (forthcoming events you are taking part in)
- A system for archiving press coverage
- All relevant logos and EU publicity requirements

Housekeeping checklist

Have named individual responsible for:

- Daily media monitoring
- Internal communications
- Website news section maintenance

Keep an up-to-date list of everyone working for your programme and their contact details so they can be reached quickly if needed for urgent news management.

Systems checklist

- Develop a system for logging press calls for all staff
- This can be an electronic document or a paper-based log
- Staff should direct all media calls to the press office
- Brief staff (including switchboard and reception)
- Introduce system
- Test it
- Make sure it works using feedback

Monitoring the media

Feedback about your public relations activities is crucial, so be sure to monitor the media systematically for relevant news.

- Scan daily papers
- Keep press office copies of key trade publications
- Search news sites and news aggregators e.g. yahoo or Google news
- Paid monitoring services are available e.g. www.factiva.com
- Consider a rota system for media monitoring

Look for coverage not only of your own programme but of anything interesting, relevant or useful in the sector or industry. This may signal potential public relations opportunities or problems for you.