

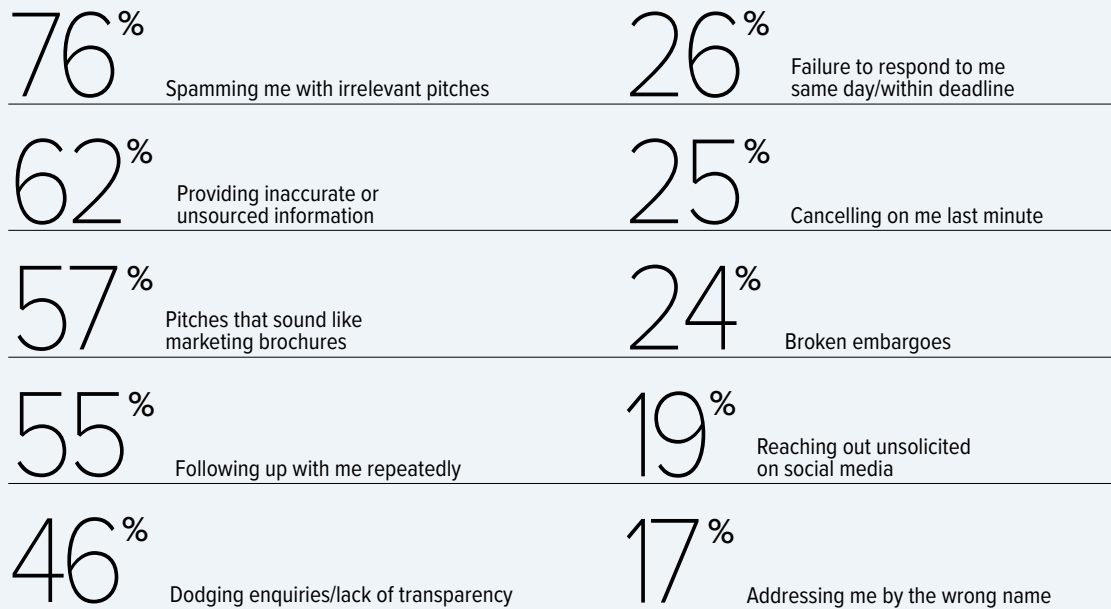
How to Win Over Journalists and Improve Your Earned Media Coverage

Looking for ways to increase your brand's coverage in earned media? We surveyed more than 3,100 journalists in 17 markets across the globe to collect actionable insights to help you focus your energy, build your credibility and, ultimately, improve your media outreach.

Get Out of Your Own Way

Understanding what journalists DON'T want is just as important as understanding what they DO want. By avoiding the actions that turn off the journalists you want to work with, you can go a long way in building good faith and proving you respect them, their work and the way they operate.

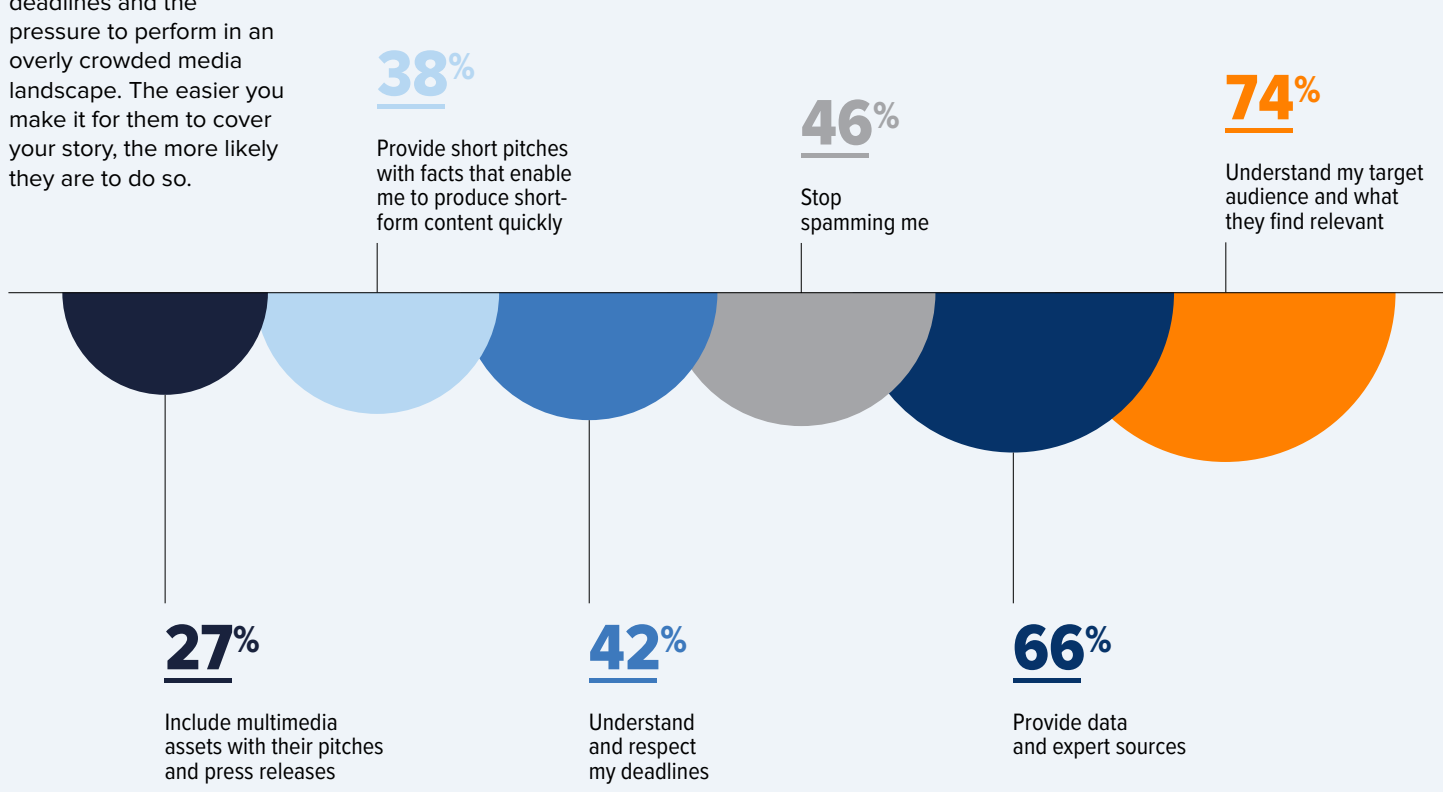
What would make you block a communications professional or put them on your "don't call" list?



Help Them Help You

Journalists today are fighting record-high workloads, tight deadlines and the pressure to perform in an overly crowded media landscape. The easier you make it for them to cover your story, the more likely they are to do so.

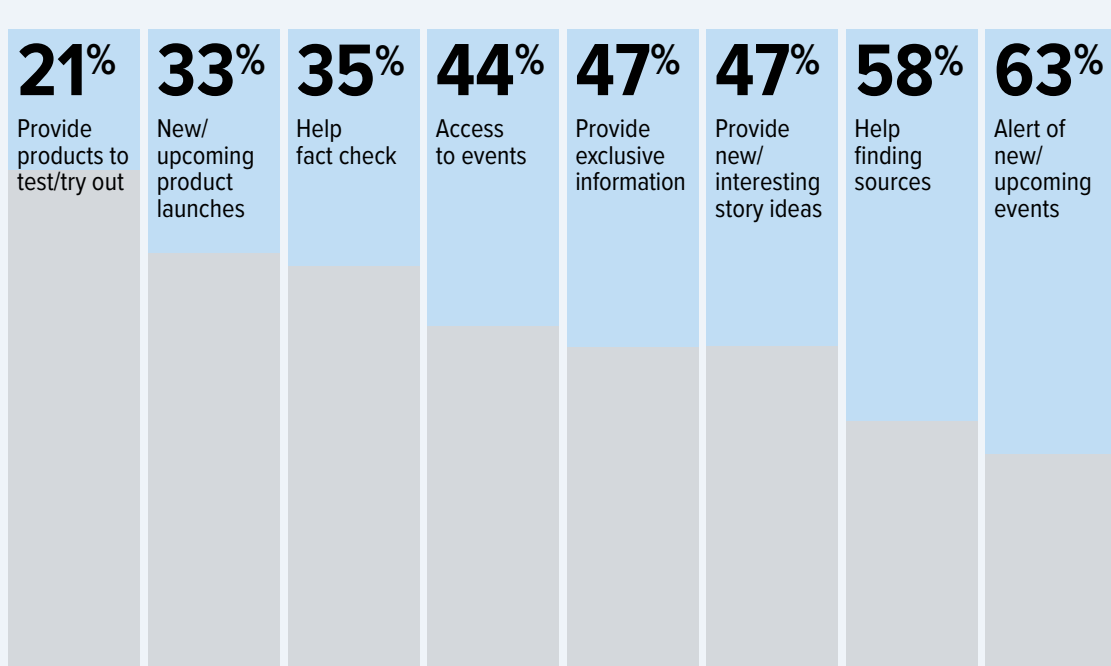
What can communications professionals do to make your job easier?



Understand Your Unique Value Proposition

One way to build better relationships with members of the media is by focusing first on how you can add value. Proving yourself to be a valuable source of information, resources and access sets the foundation for a long-term, mutually beneficial partnership.

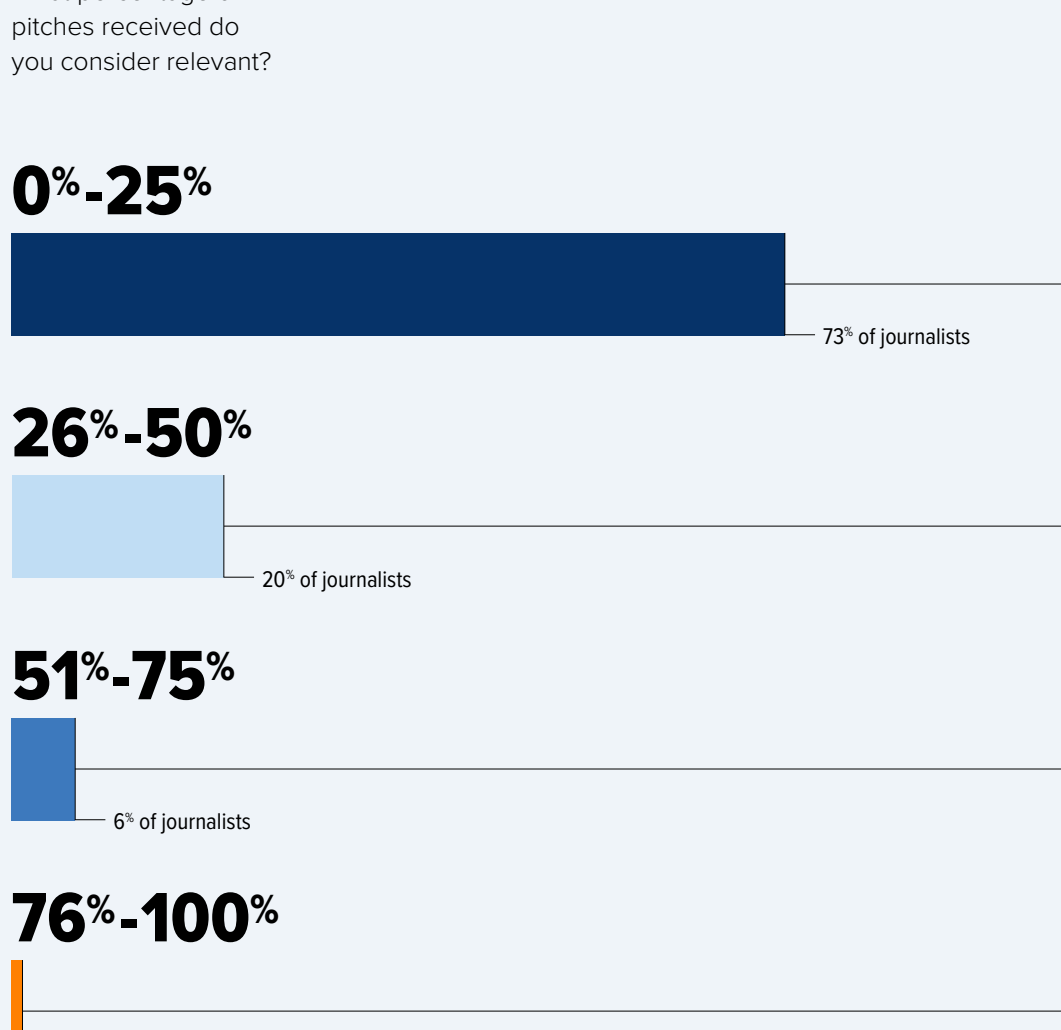
In which of the following ways do communicators provide value?



Practice Targeting

Imagine being a journalist on the receiving end of hundreds of pitches a day, and only 7% of them are relevant to your beat. Take time to research relevant journalists and learn what they cover, who their audiences are and what they care about before reaching out to them. The more targeted and personalised your messaging, the greater your chance of getting their attention – and more earned media coverage.

What percentage of pitches received do you consider relevant?



Cultivate Authentic Relationships

Focus on the relationship aspect of public relations and forge connections ongoingly – not just when you have something to pitch. This was a recurring theme when we asked journalists how PR professionals could make their jobs easier. In their own words...

“Build relationships! PR professionals need to realise that their emails/pitches get deleted because we journalists don't know who they are, don't know how credible they are or their motivation.”

“Stop blasting pitches to a list you pull... and actually start a relationship with a journalist who writes about subject matter actually related to your client.”

“I'm sick to death of press releases and pitches from people who have never bothered to read a single thing I've written in the last 25 years. It's my biggest pet peeve.”

Remember the “relation” aspect of public relations.

Invest in building authentic relationships with those best suited to cover your brand or sector, now is the time to start connecting – online or in person. Building media relationships takes work, but ultimately, the time and effort you invest will pay off immeasurably in the long-term.

Find out how Cision can help you find and connect with the journalists and influencers who will tell your story best and amplify your earned media coverage. Explore CisionOne Outreach, our industry-leading media relationship management platform, or speak with one of our experts.