

Ostriches need not apply

Working with print media...



Liz Hollis
Journalist

'A cracking story?'

- ▶ **Newsdesk ring in**
- ▶ **Whistleblower/sell my story**
- ▶ **Agency/freelance pitch**
- ▶ **Press release**
- ▶ **Court/committee**
- ▶ **Other media: internet, broadcast, print**
- ▶ **Citizen/crowd funded follow up**

Print journalists on the story

- ▶ **'The desk love it'**
- ▶ **'The editor wants it as lead feat for next issue'**
- ▶ **Freelance writer/news agency commissioned**
- ▶ **'Doorknock' ordered/press conference**
- ▶ **Nationals send up staff**

Print media varieties?

Print meets digital media...

- ▶ News staffers from national papers – head office or regional correspondent.
- ▶ Freelance (agency, indep, pix, PA)
- ▶ Features – analysis, longer deadlines
- ▶ Trade journalists (news, feats – higher knowledge)
- ▶ Regional reporter (duty junior not editor)
- ▶ Most to digital as well as print

Print journalist on the story

- ▶ **'They' love it' ... pressure on**
- ▶ **Freelance/agency commissioned – pressure on**
- ▶ **'Doorknock' ordered**
- ▶ **Buy ups, cheque books and babysitting**
- ▶ **Nationals send up staff**

What journalists want...

- ▶ Quotes – the higher the official the better but anything will do?
- ▶ Information right now – for web, desk, print
- ▶ ‘Sorry’
- ▶ Press conference
- ▶ Causes, blame. Criticise actions and question decisions
- ▶ Specific info: exact stats on deaths, injuries, damage
- ▶ Individual good stories, reaction, buy up of lead characters
- ▶ What happens next? Proactivity
- ▶ Pix (agency or staff photographer/citizen pix)

‘Get some good quotes...’

- ▶ Talk to top officials (boss better than a PR)
- ▶ Not available – ostriches need not apply
- ▶ Any old ‘spokeperson’ will do (the cleaner)
- ▶ Press conference – early
- ▶ Designated 24/7 spokesperson
- ▶ ‘Declined to comment ‘

Questions...

- ▶ Exactly what has happened?
- ▶ Exact figures: injuries, cost, area...
- ▶ Why did it happen? Whose fault was it?
- ▶ How could you allow something like this to happen?
- ▶ How quickly can it be sorted out?
- ▶ How are you going to prevent it happening again?

No one from the company was available for comment...

- ▶ Reporters will write the story anyway
- ▶ Seems you are hiding something
- ▶ If you won't talk somebody else will: competitor, hostile politician, customer
- ▶ Position yourself as best source of information for print journalists

Print conditions

Financial influences...

- ▶ Budget – paywalls and monetisation = lack of resources
- ▶ Who can dig deepest? Daily Mail best resources, Guardian, Indy and Telegraph less, local worst.
- ▶ The end of investigative journalism – now citizen or crowd-funded?

Print conditions

Digital influences...

- ▶ Print is digital now too
- ▶ Journalists are all multi media now
- ▶ Digital rankings. Posted at midnight. Comments
- ▶ Grab pix
- ▶ Citizen journalism, hyper local blogging

Inside a print journalist's head

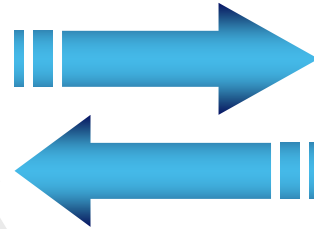
- ▶ Overworked and understaffed
- ▶ Pressure from 'them', rivals, chequebook
- ▶ No time to check facts properly, phone contacts or dig out information
- ▶ Desperate for content to fill the paper
- ▶ Churnalism rather than journalism
- ▶ Need pix to go with it
- ▶ Tight deadlines
- ▶ Keen to get work done and head home
- ▶ Working to a specific political and economic agenda
- ▶ Definite "patch" – everything else ignored

How the print media works

Your Business

Communication

The Media



Local media

Press agencies

National papers

Mags/trade press

Print to internet

Trouble at Dominos

Employees 'abuse' pizzas!



Dealing with print media in a crisis

10 minute assessment

	Yes	No	N/A	Don't know
Do you have a print media plan?				
Is it linked in with a broadcast media and social media plan?				
Is the plan documented and clearly accessible to those who need to see it?				
Do you regularly review and update the plan? Do you rehearse the plan?				
Are your key staff trained in how to deal with journalists?				
Do you have a designated media crisis spokesperson (spokespeople)?				
Are all other staff members aware of how to handle enquiries from the press?				
Do you have back-up staff trained to deal with journalists if your key staff member is unavailable?				
Have you consulted and planned with key stakeholders/contractors/key suppliers about how to deal with a joint crisis?				
Are you prepared if you needed to set up a press conference?				
Press safety? Do you know what you would do with journalists if they arrived unexpectedly at your premises during a crisis?				
Do you have an up to date contacts list of key publications and staff who cover your industry in the media?				
Are you personally acquainted with print journalists that cover your area?				
Have you prepared professional factual materials (including pictures) that accurately represent your organisation?				
Is your legal counsel on standby to determine the media strategy you would need to communicate during a crisis?				
Have you anticipated possible questions and company responses?				
Are key staff aware of the importance of prompt response to journalist contact?				
Have you prepared an emergency press pack?				
Do you have a policy for how and when to activate your emergency media plan?				
Do you have a plan for how to deal with the media off site/if premises damaged by emergency				

Trouble at Channel 4

Richard and Judy's 'quiz scam'



Over to Taylor Herring PR

- ▶ “The big lesson that I've learned working with Richard & Judy is that perception is everything. It doesn't matter how good your product is, there are plenty of detractors out there who are willing to pan it without even experiencing it. The only way to win through this is strong PR!”
- ▶ **Amanda Ross, Executive Producer, Richard & Judy**

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