

How to build strong relations with the media

Katy Antonopoulou: President of SE and Health Communications/Medical Marketing expert



Background

What exactly do we mean when we refer to *successful* press relations?
What is considered a *winning* and successful pitch?
How can we “*build*” media relations?
Well, let’s try and *answer* those questions!



Aims

- Highlight the *characteristics* of **successful** press relations.
- Suggest *ways* of **improving** relationship with media.
- Show how *online tools* can **enhance** the content of a press release and *make it more attractive*



But... how can we achieve all these?

- ✓ Create *relationships* with journalists of the **same** field. Focus on *quality over quantity!*
- ✓ Show *respect* and *interest* in **journalists** and their **profession**
- ✓ Use of **multimedia** and **digital tools** for *content* and *delivery improvements*
- ✓ **Don't** be “*yesterday's news*”!
- ✓ Select the *appropriate* journalists
- ✓ Be **clear**, provide **immediate response**, select **1** spokesperson and last but **NOT** least...



And the result will be...

A winning pitch!

Which will be:

- ❖ *Digitalized*
- ❖ *Up-to-date*
- ❖ *Relevant*
- ❖ *Methodological*



Always remember!

- 1) **Make a hit list**
- 2) **Be yourself**
- 3) **Only 1 spokesperson**
- 4) **Figure out** what the journalists are **interested in**
- 5) **Understand** their “**philosophy**”
- 6) **Know** their lead hours

