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How to make use of and handle media

How to get medias attention:

- **Knowledge of the media.** Make sure that you know the editorial agenda of the publication.
- **Media and journalists wants to be surprised.**
If you can provide him or her with an exciting story that makes him say “wow is this really true” – you’re in.
- **Never lie!**
- **Build a relation.** It can be a good idea to get to know a journalist in your area of interest. In that way you build a mutual faith, and you know that the journalist understands your company.
- **The goal** is that the journalist finally call you up for information, you have now established yourself as a reliable source of information.
- **Be available.** Don’t miss a chance to publicity because you don’t answer the phone.
- **Then maintain regular contact.** Reporters who find an “source” who will work with them and who is easy to understand tend to go back to that source time and again.

When to communicate:

- **When** is the best time to communicate your story? The simple answer is as soon as possible. But it depends on the publication: If it’s a daily paper – immediately. But if it’s a monthly magazine (like Fastighetssverige) you should find out if the current issue has a theme that perhaps suits your story. Generally; no story gets better if it’s old.
- **Timing - Remember the Competitors.** News is a hunt, and it’s all about being first. Journalists doesn’t like to be no. 2.
- **Generally** the best time to send out a pressrelease is in the morning on a weekday.

Attractive news:

- **QOUT:** "If a dog bites a man it’s not a story. But if a man bites a dog – then you have a story." (John Bogart).
- **Unexpected news** are very attractive – a scoop is a story that nobody heard about before. Other things that makes a good story is that it is of great (immediate) importance, is current, new and unknown. It’s also something with importance for the future. The more people it concern

the better story.

- **Exclusivity.** Again; every journalist and editorial staff want's to be alone with the story.

Interview:

- **First of all;** Every company and organisation should have a mediastrategy that says who talks to media in different issues.
- **Strategy in a crisis situation.** It's a good idea to have one person that is responsible for communicating with media in for example accidents.
- **Preparation.** Think through your agenda in advance. It's generally a good idea to prepare for the interview, if possible. Simply ask the journalist what he or she wants to talk about and when the story is planned to be published.
- **Simple language.** Use an easy language, avoid complicated explanations.
- **Be honest!** It's not a good idea to be vague or to lie – journalists are like a bloodhound and can reveal a lie very easily.
- **Ask for a second chance.** If you are unsure on some question – ask if you can come back the day after, when you've had the time to check up your facts.
- **Control your agenda.** Decide ahead which message you want to communicate – stick to that.
- **Avoid "no comments".** Every time you use "no comments" you hand over the right of interpretation to the journalist.
- **Repeated questions.** Remember that journalists sometimes ask the same questions several times during an interview. Don't be nervous about it.
- **Proofreading.** Remember to ask for proofreading before the story is published. Almost every journalist I know of allows that.

Pressrelease:

- **A few tips:**
 - Keep everything that you write concise.
 - Avoid opinions and flowery language.
 - Write in an pyramid style – your most important points first.
 - Keep it short and simple, absolutely no more than 1 page.
 - Include qouts from CEO or MD, or other relevant spokesman.
 - Attache relevant picture, high resoluted and low resoluted – for print and webb.
 - A pressrelease should contain answers to the questions: What, who, how, when, where och why. Don't miss!
 - The pressrelease should be written as an article with a headline, introduction and then the text body.
- **The less editing** the journalist needs to do the greater chance that the pressrelease will be published.
- **Contact-details.** Often journalists want's to add an additional quote and/or some more facts.
- **The next level.** Take the story to the next level. Don't just say that you bought a big property. Say that you bought the former home of Chopin (if that's true...), or that this is the no 1 000 property you bought. Try to find the unexpected angle.

- **Date.** Don't forget the date that you sent the release.
- **Offer exclusivity.** Write in the pressrelease that your magazine/paper is the only one who got this release.