

Media Relations

*Forging Trusted Relationships
With Today's Media*



FleishmanHillard's media relations professionals know what makes a story — and have forged trusted relationships with those in the media who are most interested in telling those stories. And because we've become a trusted and valued source of information to journalists globally, we know where the opportunities lie to tell your unique story to the media. It's why we strive to be as valuable to the media as the media is to our clients — a win-win for all.

OUR APPROACH

FleishmanHillard's global network features hundreds of skilled media relations specialists. But it's our Global Media Council that helps us consistently secure the top-tier placements clients covet most. Composed of senior media relations practitioners from across the firm and its affiliated agencies, the Media Council

features many former reporters, editors and producers at national media outlets. These professionals help develop stories, find the right target, prepare clients for interviews, and track trends and inclinations among the most influential global top-tier reporters, producers and editors.

WHAT WE DO

Your company is unique. So are your media relations needs. And while we can adjust to your specific situation, we bring deep expertise to all aspects of media relations, including:

- *Op-eds and bylined articles*
- *Media and presentation skills training*
- *PRO-Active Newsbureau*
- *In-market media tours*

Op-Eds and Bylined Articles

A bylined article written with the assistance of veteran FleishmanHillard media relations professionals is one of the very best methods of delivering your unfiltered message to those whom you are trying to reach. Be it an op-ed for a top-tier media outlet, a contribution or guest column for a leading website, a trade article, long-form piece or even a simple letter to the editor, our expert wordsmiths are highly skilled in grabbing the reader's attention on a timely subject, making the argument, then delivering a powerful conclusion – often a call to action.

Every piece is individually prepared and penned to meet a client's objectives, style, experience and audience. Using our proven formula, an assigned writer will work with both the account team and the proposed author to help craft the particular bylined piece.

Media and Presentation Skills Training

Your spokespeople need an understanding of how the media operates and how to present when necessary. FleishmanHillard's comprehensive media training service helps you work effectively with the media by tailoring your message and approach through techniques that enable better control of your interactions with the press. Plus, regardless of the reason or format – speeches, multimedia, short impromptu talks, long planned presentations, training sessions, or simply giving a talk on a voluntary basis for pleasure – our team can help you feel confident when it's time to get your message across.

PRO-Active Newsbureau

The "PRO" approach stands for "Proactive, Reactive and Opportunistic." It's designed to deliver a steadily increasing drumbeat of branded, positive news of interest to the media that will create awareness and understanding of brand, executives and spokespeople, not to mention products and services – conferences, printed products, publications, surveys and so forth. FleishmanHillard will identify opportunities and trends concentrating on hot topics and develop pitches that align with media vehicles and target audiences. Ongoing media monitoring will help us identify opportunities and measure results.

In-Market Media Tours

The value of face-to-face interaction is well-known. It's why we use our relationships with the media in local markets to introduce you to – and form a critical symbiotic relationship with – the writers, editors and outlets that have such an impact on your organization.

"HEY...YOU...SEE...SO" FORMULA

Hey

Start with an emphatic, timely "HEY!"-type statement/assertion/fact that attracts the reader's attention.

You

Make it clear why the story affects **YOU**, the reader of the op-ed, and why you should care.

See

This is the body of the piece, where the case is made, presenting (usually three) solid proof points...**SEE?**

So

The conclusion must answer the question, "**SO** what's next?" Present the reader with a call to action.

