

# Switchboard

## **Breaking News: Has Fractured Journalism Made your PR Tools Ineffective?**

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Presented by: Kathleen Reid, Founder,  
Switchboard Public Relations

A close-up, slightly blurred photograph of a person's hands holding a black smartphone. The screen displays a social media interface with a profile picture, a name, and a post. The background is a bright, out-of-focus white surface. The text "Let's talk about the media landscape." is overlaid in the center in a bold, black, sans-serif font.

**Let's talk about the  
media landscape.**

# We'll explore:

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- How to earn and maintain credibility in today's newsrooms;
- Why media relations and relationships are essential, now more than ever;
- How to better leverage your company spokespeople;
- Emerging trends and challenges to watch this year; and
- Effective ways to achieve earned media coverage in 2019.





# Housekeeping

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Interrupt at any point to clarify language and ask questions.

- Enjoy
- Relax
- Learn

# Objectives

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1. How to earn and maintain credibility in today's newsroom
2. Why media relations and relationships are essential, now more than ever;
3. How to better leverage your company spokespeople;
4. Emerging trends and challenges to watch this year
5. Effective ways to achieve earned media coverage in 2019

# Objective | 1

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- How to earn and maintain credibility in today's newsroom
  - Bank of goodwill
  - Strong pitches
  - Cut the marketing
  - Be a resource

## Objective | 2

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- Why media relations and relationships are essential, now more than ever;
  - Fewer journalists and fewer beat reporters
  - More trade publications
  - The public is looking for credible media

# Objective | 3

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- How to better leverage your company spokespeople;
  - Role of spokesperson
  - Media training
  - Strong spokespeople stand out



# Objective | 4

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- Emerging trends and challenges to watch this year
  - Trade publications and their importance
  - Influencer of trade publications and the mainstream media
  - Importance of b-roll
  - Election year

# Objective | 5

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- Effective ways to achieve earned media coverage in 2019
  - Strong pitch notes
  - Curated media lists
  - Media monitoring
  - News narratives and connecting
  - B-roll (photo and video)
  - Timing

**Questions?**

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