



akkanto

adding value to your stakeholder relations

How do journalists work

28.10.2022

FED*i*EX



How do journalists work





How do journalists work

Doing more with less has more than ever become a reality

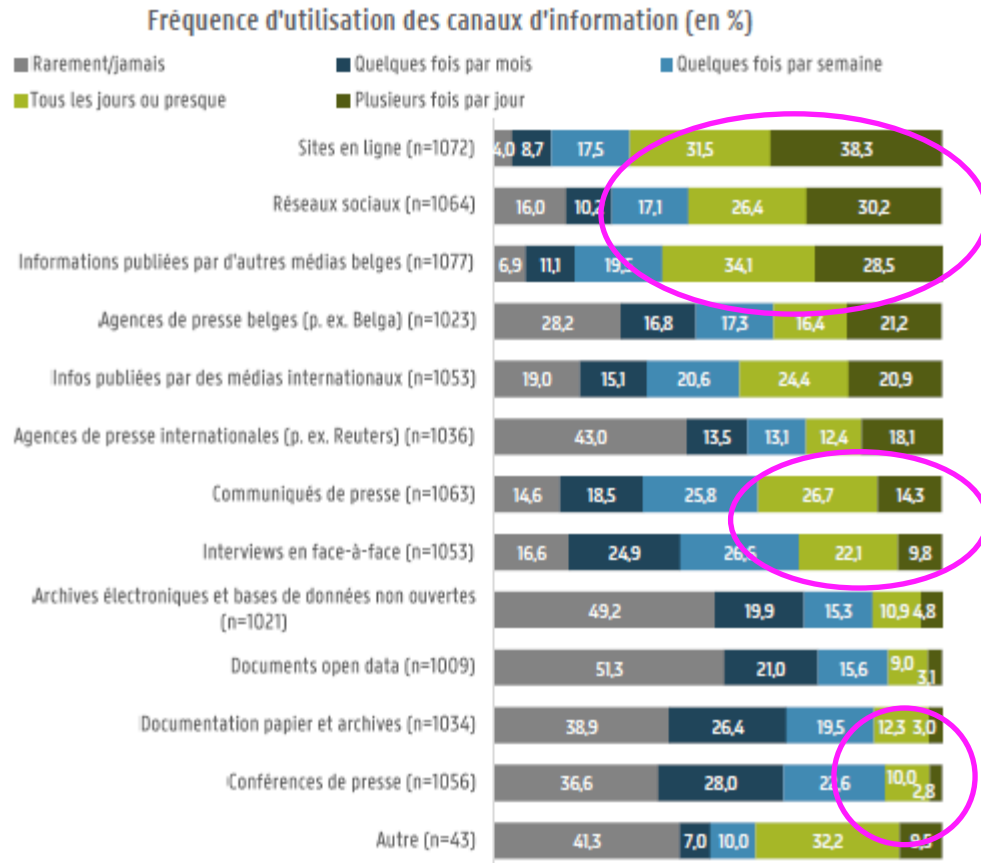
- Newsrooms have to do more with less resources, especially since the Covid crisis, which has put even more pressure on the business models of the media groups
- This leads to more multi-tasking and less fact-checking
- More than ever, the Belgian media are evolving towards **digital first & visual first**, which means that journalists have a high demand for ready-to-use digital and visual content (photos, videos, infographics, timelines, etc.)





How do journalists work

More online sources, less press conferences



Main information sources are

- Websites
- Social Media
- Information published in other Belgian media



What still works (sometimes)

- Press releases
- Face-to-face interviews



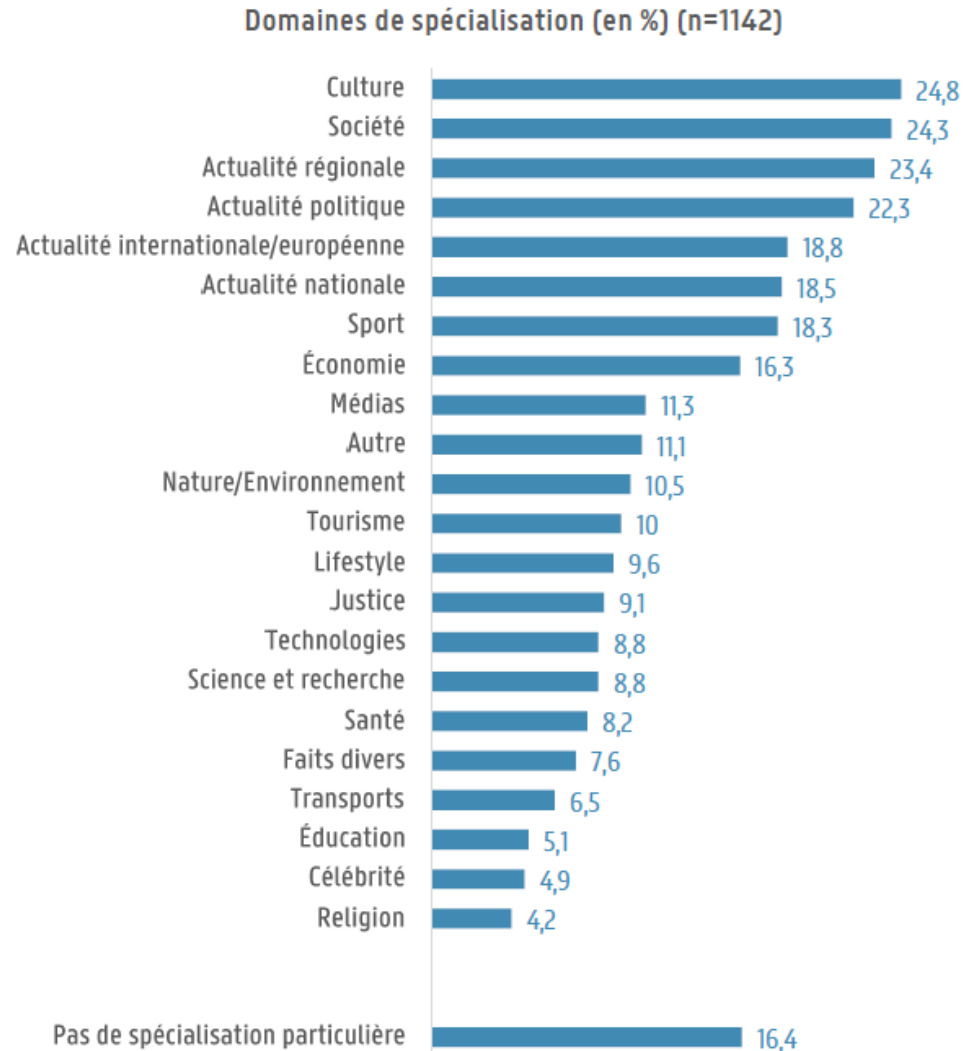
What really does not work anymore

- Press conferences



How do journalists work

More and more generalists



- Societal issues
- Politics
- Economics



- Science
- Health
- Transport

1 out of 6 journalistes has no particular specialty



How do journalists work

More and more copy-pasting and collecting information without going on the field

Tâches durant une journée de travail habituelle (en %) (n=1109)



Source: Portrait des journalistes belges en 2018, AJP



How do journalists work

New formats are becoming mainstream: podcasts, TikTok, Instagram...



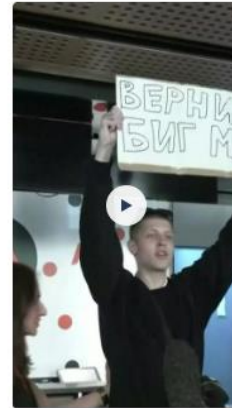
NWSBLIK 8 korte en opmerkelijke video's



In het Yellowstone National Park spoelt een woeste rivier een huis weg
00:59



20-jarige jongleur wil als jongste ooit alle landen ter wereld bezoeken
00:44



"Breng de Big Mac terug naar Rusland"
00:54



Zangeres Anouk trouwt voor 40.000 fans
00:52



LE BRIEF

Chute des marchés sur fond de hausse de l'inflation | L'économie belge

Dans le podcast de ce mardi, nous allons revenir sur les marchés qui décrochent, ce qui n'est vraiment pas un ... Plus



15 00:00

-10:28





How do journalists work

Journalists use social media to promote their content, but also to generate content

QUESTIONS pour un pigeon

SELON VOUS, FAUT-IL BLOQUER LES PRIX DES LOYERS ?

AVEC LA CRISE, ACHETEZ-VOUS MOINS D'ALIMENTS "PLAISIR" ?

COMMENTEZ SOUS CE POST ET NOUS EN DISCUTERONS EN DIRECT



HET DEBAT. Is het een goed idee om je kind in de gaten te houden via een gps-horloge?



Caroline Sury

Admin 30 mai · 🌐

Bonjour, ma collègue et amie Isabelle Dykmans prépare un article sur les chiens (ou chats) au bureau. Employé ou employeur, si vous êtes concerné (vous avez le droit d'amener votre chien en tant qu'employé, ou vous autorisez les chiens/chats en tant qu'employeur), manifestez-vous sous ce post, nous sommes à la recherche de témoignages. Merci!

NB: ce sont ses animaux et elle les amènerait bien à la rédac'!



👍❤️ 20

14 commentaires



What does this mean for communicators?

How to convince the media that your content
is relevant and newsworthy



What do journalists want?

More than ever, it is crucial to build a story with added value



- We have identified 7 news value ingredients. Some of these ingredients have become even more important today if you want to obtain media visibility



News value ingredients

Meaningfulness



- “How is this particular news relevant for the reader/viewer in his daily life?”
- More than ever, this question should be crucial in every story you try to pitch to a journalist, particularly in these times of crisis and uncertainty
- If the topic you would like to talk about in the media is not in the public debate or not socially relevant, it will become very difficult to convince the journalist that he or she should write something about it

Mon Argent > Analyse > Budget

Les hausses de prix qui vont frapper votre budget en 2022

WEL OF NIET?

Een verzekering voor uw fiets?

Fietsverzekeringen zitten in de lift. Maar hebt u ze echt nodig? Of is zo'n verzekering weggegooid geld? En wat dekt ze precies?



News value ingredients

Proximity



- More than ever, the link with Belgium, with one of its regions or even with one of its cities is crucial to give news value to the information you want to communicate
- The local aspect has become increasingly important these last years



Un Namurois veille sur la magie des lieux à Disneyland



Divers Disneyland Paris, au-delà du rêve que cela a procuré à plus de 14 millions de visiteurs en 2014, c'est un énorme Parc dont il faut gérer chaque aspect, nuit et jour. Au centre des attentes et des attentions, Daniel Delcourt, Directeur général adjoint, Opérations, n'en perd pas sa bonne humeur, malgré les nombreuses réunions qui jalonnent ses journées.

Le Namurois vit Disney et ne perd pas l'occasion de prendre des nouvelles de chaque nouvelle attraction ou opérations, au détour d'une petite conversation dans les couloirs d'un des hôtels du Parc. "J'essaie d'avoir un œil sur tout", confie celui qui est rentré chez Disney en 1996 en tant que responsable de la restauration au Disney's Sequoia Lodge. "De toute façon, je suis en charge de toutes les opérations. Vous devez vous tenir au courant de tout et vous assurer que tout va sortir dans les temps. Quand on annonce une date, il faut s'assurer que tout soit prêt pour la date. J'essaie d'être informé. J'ai fréquemment des réunions avec mes collaborateurs pour s'assurer que tout fonctionne."

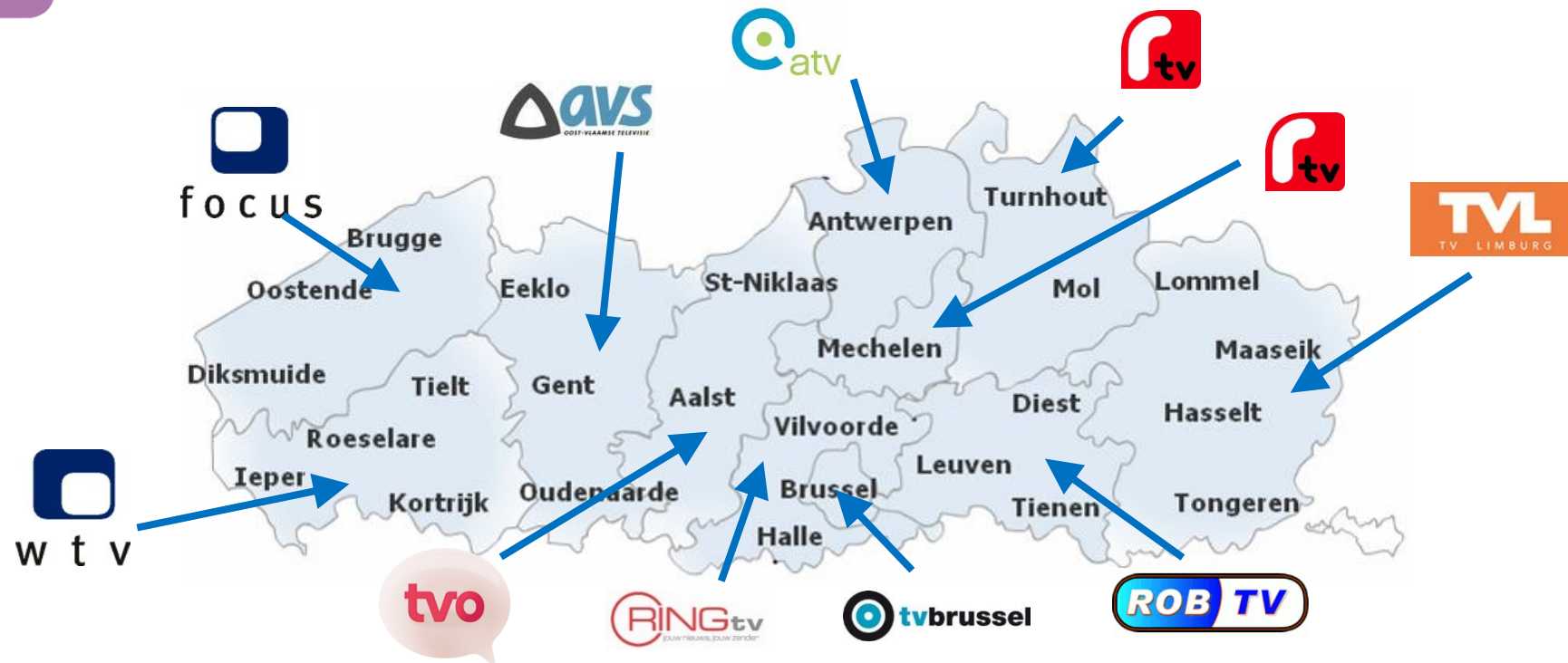


News value ingredients

Proximity



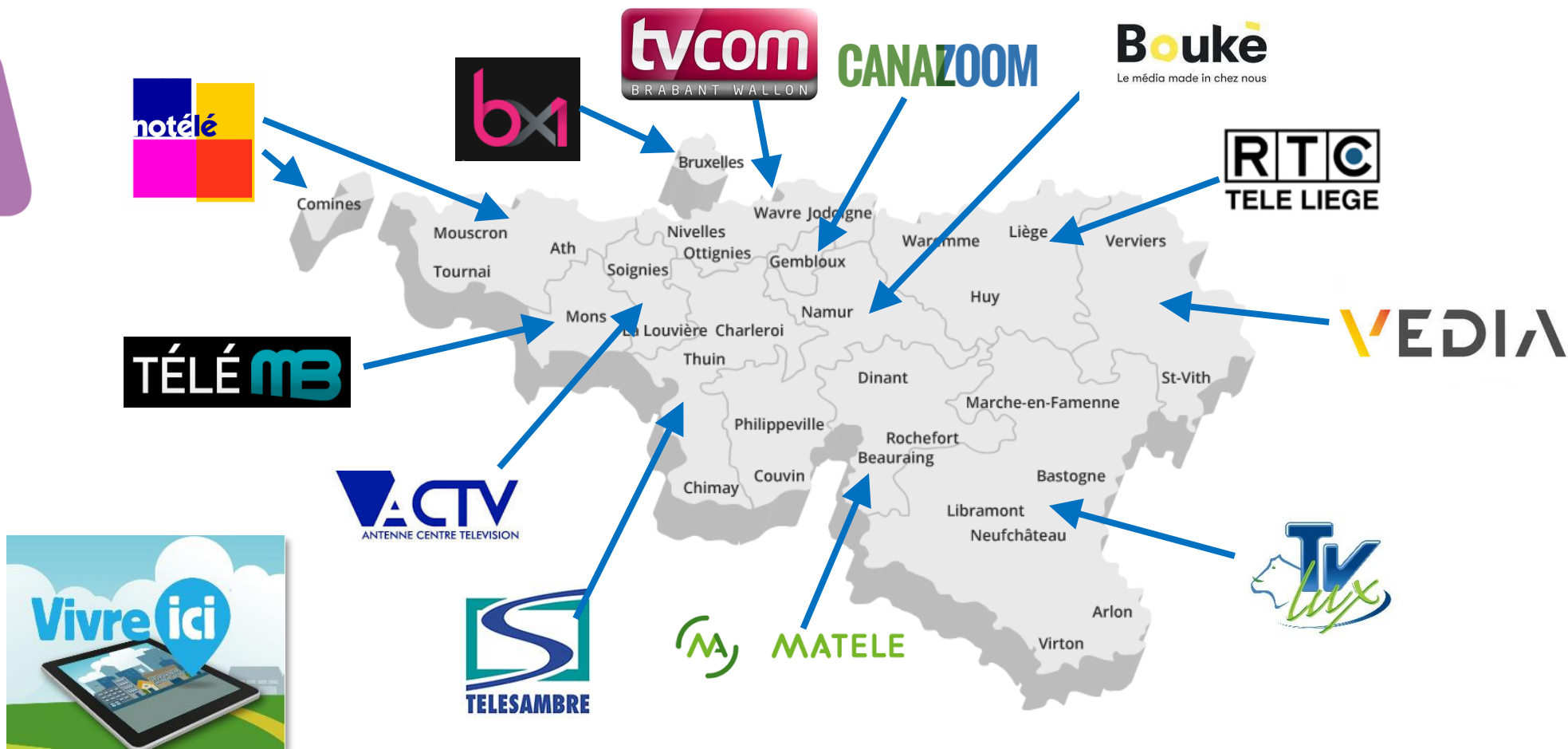
- The local press and local TV stations are often neglected by the big national and international companies, but in some cases, they can prove to be a powerful tool to increase your media visibility





News value ingredients

Proximity





News value ingredients

Emotions



- It's not only important to have convincing key messages, it's also important to be able to transform them into a good story
- To enhance the news value of your story, you need to give a human angle to what you're saying, which will help you to become more convincing (also for the journalist) by reaching the target audience's feelings

Le témoignage poignant d'une fillette de 11 ans, rescapée de la tuerie du Texas

“Je ne veux pas que ça se reproduise”, a imploré mercredi une fillette de 11 ans, rescapée de la tuerie du 24 mai dans une école primaire du Texas, devant le Congrès américain.



How can you attract the attention of journalists?

- Give them **exclusive information** (a report or an interview, for example)
- Make sure you always integrate the right **news value ingredients** in your stories
- **Take a stand**: don't hesitate to give your opinion on societal issues (in order to become a thought leader on a number of selected topics which are relevant for you)
- Make sure that your relationship with the media is a **win-win** one: if you're there for your key journalists when they need information, they will more easily be there for you when you will need a relay for your announcement

EXCLUSIVE



How can you attract the attention of journalists?

- Become a **source of information** for journalists (but also for other important internal and external stakeholders) by creating your own media content: LinkedIn posts, Twitter posts, podcasts, videos, infographics, etc.
- More and more, we see that some Belgian CEO's are becoming **very active on social media**, which enhances their visibility but also the media coverage of their company



Guillaume Boutin @GBoutin · 9 juin

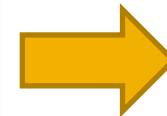
Good news for #Durbuy, which will become even more appealing for residents, local businesses & visitors, thanks to a new #partnership with @lpmdurbuy to boost #connectivity & facilitate the development of new innovative applications in the #tourism sector. prx.ms/3xjFvE2





How can you attract the attention of journalists?

The example of Politie Antwerpen, which generates media coverage thanks to social media



Gedaan met 'rotherrie' van Antwerpse politiehelikopter, hier is drone Yacob



What should you avoid?

- **Press conferences** (they only work if it's a very big announcement)
- **Marketing talk** without any relevant facts and figures
- News which are **not socially relevant** or **not differentiating** enough (if one of your main competitors already made a similar announcement, don't communicate because it won't generate any media coverage)
- Announcements which are **too internal** or **too institutional** (ask yourself the question: "is the news I'm going to announce interesting for the outside world of for someone who doesn't know anything about the sector?")



A low-angle photograph of two business professionals in a meeting. A woman on the left is pointing towards a large screen on the right. A man on the right, wearing glasses and a beard, is looking at the screen. The background shows a grid pattern on the screen. The overall tone is professional and collaborative.

Questions?