

MIXTE TIPS

Which tool to use when you want to influence the news

To reach a large group of journalists at once, you have three tool categories to convince journalists to report what you want:

Press release

Press releases tell the entirety of a new story, selling stories that (at least one of the following)...

- Journalists can report immediately, without leaving their desk or conducting more interviews
- Are brand new, that journalists wouldn't have reported without your press release
- Have the bulk of their action happen in the very recent past

Media alert

Media alerts tell a slice of a larger story, where the bulk of the story's action will happen in the near future.

Media alerts sell pieces of stories that...

- Require journalists to do something in the future in order to report them (like schedule an interview or go to an event)
- Add a new perspective or a new chapter to a story in-progress that journalists may or may not already know about

Statement

Statements initiate or contribute to conversations about an existing story, they do not tell a new story or add more action to an existing story.

Statements provide quotable comments that...

- Support or criticize someone's recent past actions in a story
- Advocate for someone in a story to do or not do something in the future
- Communicate thoughts and opinions about a recent story
- Are about a story journalists already know about
- Are immediately useable without any more action by journalists