

# LIDERKE

Nurture. Enhance.  
Increase. Improve.  
Connect. Create.

liderke.ba

OUR EXPERTISE

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Communication expert

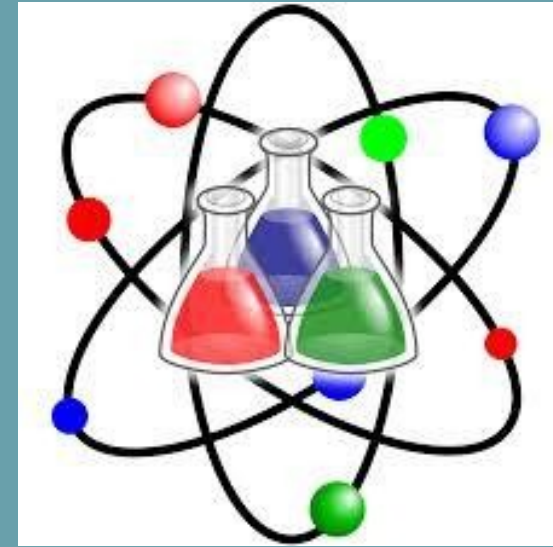
**HUMANITY** IN  
**ACTION**  
BOSNA I  
HERCEGOVINA

**G | M | F** The German Marshall Fund  
of the United States  
STRENGTHENING TRANSATLANTIC COOPERATION



# MEDIA RELATIONS

II part



ART OR SCIENCE?

# How to approach media?

1

Show respect

2

Understand media role

3

Personalize your pitches

4

Provide newsworthy story

5

Be available

5

STEPS

APPROACH

# 1 SHOW RESPECT



Establish good relations

Respect journalist deadlines

Be ethical

Get to know their work

# 2 UNDERSTAND MEDIA ROLE

- AGENDA SETTING
- GATEKEEPER
- WINDOW TO THE SOCIETY
- MIRROR OF THE SOCIETY

# 3 PERSONALIZE PITCHES

- What's in it for them?
- Read their work
- Set clear value proposition
- Send personalized e-mails
- Include multimedia



**Newsworthy:**  
timely. important. interesting.



## 4 PROVIDE NEWSWORTHY STORY

- Timing
- Significance
- Proximity
- Human interest
- Conflict





# 5 BE AVAILABLE

- Enhances relationship
- Provides more media opportunities
- Your side of the story gets coverage
- Never say No comment!
- Be prepared!



Task: Draft a  
communication  
plan

DEFINE:

1 OBJECTIVES

2 TARGET AUDIENCES

3 MESSAGES

4 TACTICS AND CHANNELS

5 MEASUREMENT



# Thank You

Want to learn more?  
Connect with us!

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<https://liderke.ba>

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