ments have a primary responsibility to govern such as health, education and agriculture. Slogans such as 'one nation-one tax, one market and one ration' are again part of such appeals to a narrative one of unerrative. the by (Bo776 A.O. Through across of these Eave been initiated and supsected by previous governments, he intensification of this process a aligned strengly with the rise of the Rharotiya Janara Party (BJP) are 2016. This is particularly visble across this following three donairs. While we identify these domains. While we identify these domains while we identify these domains based on Tamil Nadu's coperience, they are equally reletant to States such as Assam, Keraa, Punjab and West Bengal.

tate-capital relations

while coalition governments in the past enabled the rise and the visibility of regional businesses in post-reform India, the current dis pensation is working towards cen per players are more likely to beseft from a removal of Stare-level barriers to trade at the experise of smaller regional players. This re-calibration of State-capital relations works against smaller entrepreneturs and entrepreneurship.

nent seeking in parallel to restrict the political financing of regional parties. Regional parties tend to cely on region specific rent-thick sectors for political funding such as mining and real estate. The BII has sought to curtail this through levelling of corruption allegation and the use of central agencies to keep them in check. The reduces avenues for accumulation amony regional capital weaken the ability of regional parties to competent artim agenue, or over the settive administrative ruly, such moves are als ensure national uniforcational institutions. O ample is NEET, or di Blightility carn Entra medical education, verts the affirmative cles developed at the demands.

This is evident in the health as well. Apart ing a national lockdow first wave of the nove pandemic without State governments, thou state governments, thou put State governments disadvantage in vaccines for state government as they as their nove put state government as they as hears.

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4 Ways to Build Strong Relationships with Journalists SMART START

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ar Protection of Child Rights' ne Court that nearly 10,000 mediate care and protection. d between zero and 17 years uring the COVID-19 pandemtoral was 9,346 children who ding 1,742 children who lost ave lost one parent, and 140 from March 2020 to May 29, sex court that these children shed into trafficking and the p doubt that time is of the es-

Learn how to build and strengthen relationships with journalists and the media.

tilateral action to increase the production of vaccines and accelerate the roll-out worldwide. Since the beginning of the novel coronavirus pandemic, this is the path chosen by the European Union (EU). It is now also the path defined by the G2O leaders at the Global Health Summit in Rome on May 21.

netary Fund in or vaccinate 40% of lation in 2021 mid-2022.

EU's lead role To achieve this goal, closely coordinated m so exponent between mile blockes to 90 count less with the bout as much as a flavor to fifth the 20. The EU is a minimum office and finance is also one what we call "The to hepe" - is also is to neighbours ulations and expo cines, as the EU is of eration with manufacturers, we increase the EU va tion capacities to a billion doses a year 2021.

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Supporting Afri All countries mutive measures that

Thank you for downloading the **4 Ways to Build Strong Relationships with Journalists** Smart Start.

In this guide, you'll learn how to connect with journalists more effectively to build authentic, long-lasting, and mutually beneficial relationships.

What Is Earned Media?

Securing earned media mentions is the ultimate outcome of developing and nurturing relationships with journalists. If you're unfamiliar, think of earned media as digital wordof-mouth marketing that comes in the form of features, interviews, mentions, reposts and more.

Benefits of earned media include:

- Awareness Earned media mentions provide companies the ability to build relevant backlinks that can boost SEO performance and position the brand as an expert in their industry.
- **Targeting** Crafting compelling press releases that speak directly to a community is an impactful way to build a digital presence. Targeting relevant media placements empowers companies to niche down and speak directly to their target audiences.
- **Reputation** Connecting and building relationships with your target audience through consistent press release distribution and earned media mentions will create and solidify a positive reputation.

At Newswire, a goal of our Media Advantage Plan (MAP) is turning our clients' owned media into earned media.

Through our MAP, we combine our robust SaaS platform and the expertise of our Media and Marketing team to help small and midsize companies generate the results needed to stand out from the competition and secure their piece of market share.

4 Ways to Build Strong Relationships with Journalists SMART START Brand awareness, website traffic, improved search engine optimization (SEO) rankings, and increased sales are some of the positive outcomes MAP clients achieve.

In fact, our clients have landed features in top-tier publications such as *Bloomberg*, *Business Insider, Cheddar, CNET, Forbes, People, TechCrunch, The Wall Street Journal, Yahoo!* and more.

But achieving these results requires a brand to identify who they need to connect with in order to start the conversation and build mutually beneficial relationships.

Before we dig into the main topic of this resource, let's gain a better understanding of *why*.

Why Should Brands Develop Relationships With Journalists?

The first, most important step to earning coverage in relevant media publications starts with the relationships you build with journalists.

Think of journalists as bouncers at a nightclub.

Imagine you're waiting in a line that wraps around the building. When you finally reach the front, the bouncer closes off the red velvet rope and shuts the door. You're left feeling frustrated because you put in the time and effort only to be turned away.

That's what it's like for companies who distribute newsworthy press releases but can't secure media mentions that build brand awareness and help them stand out from the competition.

Now, imagine the same scenario but when you reach the front of the line, the bouncer recognizes you, trusts you and, as a result, lets you in. The sense of familiarity and confidence you've established with the bouncer helped create this opportunity.

The same notion applies to the relationships you build with journalists as they control what stories they pursue and which ones they don't.

So, how do you create a strong rapport with journalists?

Let's find out.

4 WAYS TO BUILD STRONG RELATIONSHIPS WITH JOURNALISTS | SMART START



How to Build Strong Relationships with Journalists

Dave Gulliver, a Content Strategist at Newswire, has more than 20 years of experience as a reporter. In that time, he's worked with hundreds of PR and communications professionals. When asked about the ones he remembers best, his answer was simple, **"The ones I spoke with least."**

The best people Dave worked with were the ones who pitched newsworthy stories, did their homework on his past pieces to understand the type of stories he wrote and gave him what he needed when he needed it.

So, how can you create and nurture these types of relationships with journalists?

Respect Their Time

It's reported that journalists receive between **50 and 500 pitches per week**. Can you imagine sifting through those emails and direct messages? It's a daunting and overwhelming task; understanding the volume of messages a journalist receives in a week can provide an empathetic perspective to help influence your approach.

That being said, make sure the person you're contacting is the **right contact**. Journalists move around from covering different beats to working for various publications. Double-check your contact information before hitting Send.

Pitching the wrong contact can make you look uninformed and tarnish the journalist's perception of you and your brand, which hurts your chances of future features.

Do you remember the *Can you hear me now*? commercials? The spokesman would pop up in different locations and ask that same question over and over again. While effective for those advertising campaigns, sending too many follow-up emails to a journalist can actually hurt your relationship.

When you send a pitch, give the journalist at least 48 hours to a week to review the pitch, and if you want to follow up, we suggest doing so first thing in the morning before the craziness of their day ensues.

Be Direct

Keep your pitches short and sweet. As mentioned before, journalists are inundated with messages. They don't want to leaf through a chapter book to uncover what you're trying to pitch.

Start with a clear, direct, and compelling subject line, and in the body of the email, get your point across in three or four sentences.

Remember, your message is one of the dozens of pitches and press releases journalists receive in a day.

Do your homework and read through the journalist's past articles, understand who makes up their target audience and craft your pitch accordingly.

We covered the topic of media pitching in-depth in our Media Pitching 101 Smart Start

Learn More

Be Relevant

Building on the latter point, when pitching news about a client, make sure it's relevant to the journalist's beat. Don't stop there. Find a common thread that ties your pitch and some of their previous pieces together.

Sometimes, journalists need you to connect the dots for them. Cover the following:

- What What's your news?
- Why Why is it relevant to the journalist and their audience?
- How How does your news provide value to the end user?

The answers to these questions should help you spell out the value you bring to the table for the journalist.

Be Useful

Journalists need precisely two things: Good story ideas and expert sources for stories.

Always give one or both, and make it clear that you're available if they need you for other stories. And when a journalist expresses interest in your story ... DELIVER. Put in the work and provide them with what they need, when they need it.

Creating a good experience from start to finish will improve the likelihood of the journalist remembering you the next time you reach out with a story.



Get help with your **press release distribution** today!

Not sure what you need from a distribution partner or where to start? Newswire's team of expert PR Strategists can conduct a free, comprehensive needs analysis to determine the right solution. In addition to press release distribution options, Newswire offers additional media and marketing communications support through the Media Advantage Plan.

Let's Get Started

MEDIA ADVANTAGE PLAN

Distribute the **Right Message** to the **Right Audience at** the **Right Time**

Do you think the Media Advantage Plan might be a good option for you? Click "Let's Get Started" to schedule your free needs analysis to see how Newswire can support your media and marketing efforts!



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