

Building Relationships with Busy Reporters

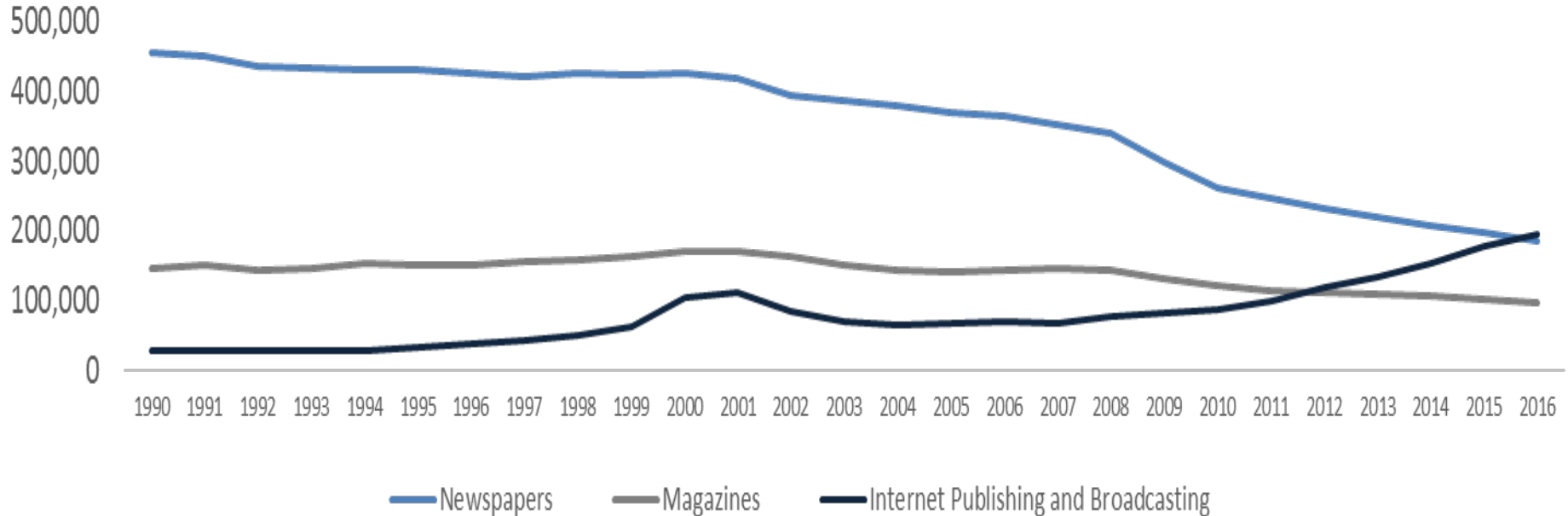
Edna Johnson
Vice President Communication and
Brands
Michelin North America
June 2017



- The landscape
- Social media outreach
- Knowing your target
- Most sought after content
- Bridges
- Honesty



Employment in the following industries

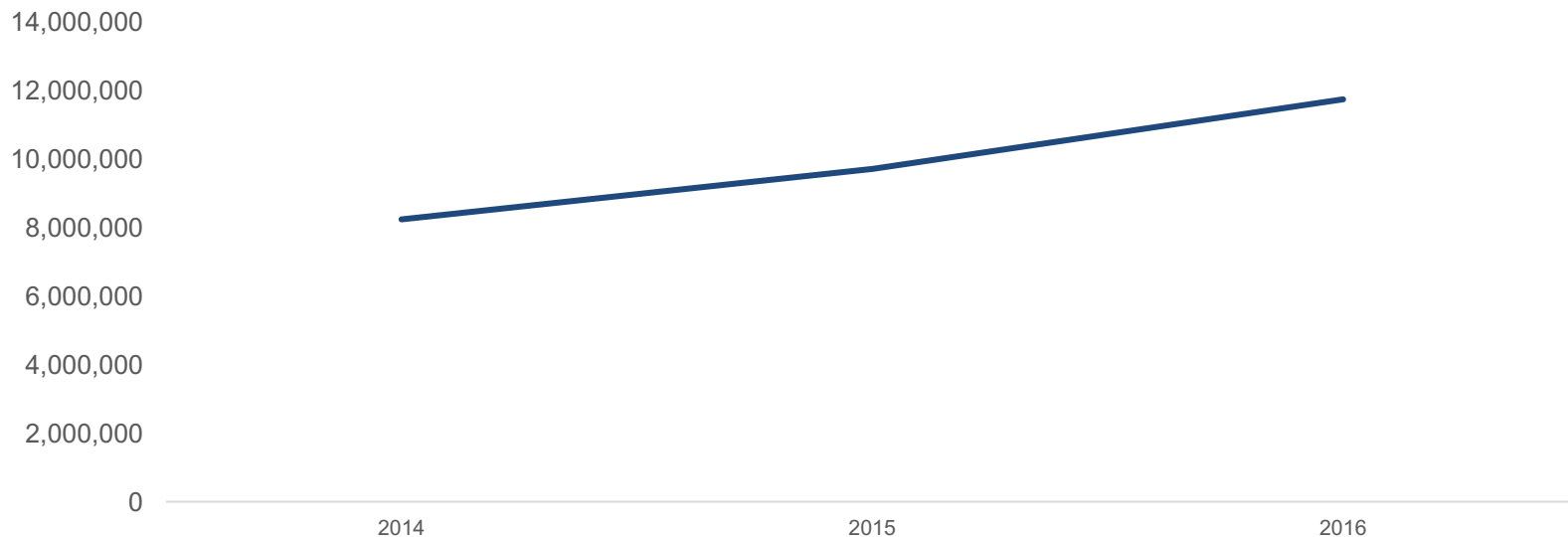


News Outlets in US

- **36,291** All Digital (blogs, news websites, and online versions of print)
- **18,969** All Traditional (magazines and newspapers)
- **15,543** All Broadcast (TV and radio)

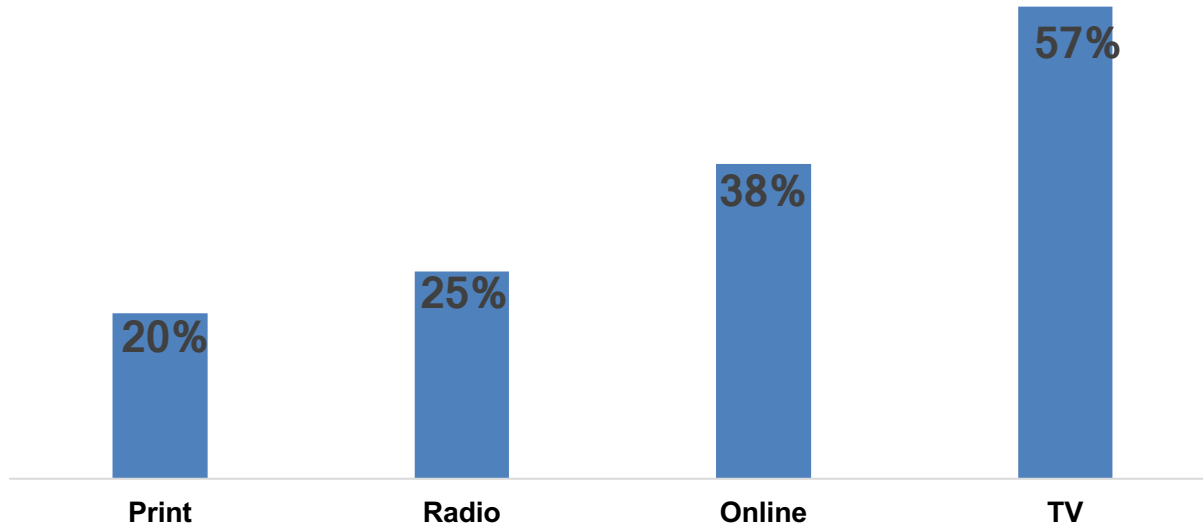
Newspaper website unique visitors

(average monthly unique visitors for the top 50 US newspapers by circulation)



News consumption

(% of US adults who often get news on each platform)

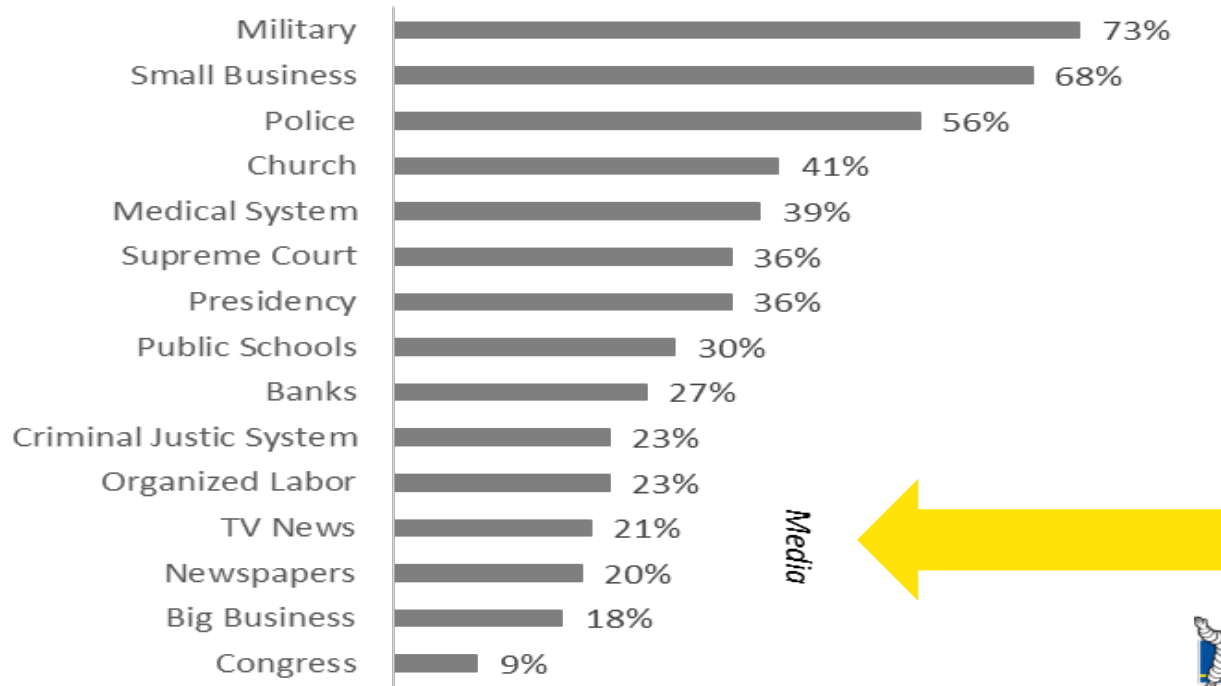


CONFIDENCE IN MASS MEDIA AT NEW LOW

#PRNews

Confidence in US Institutions

(% great deal/quite a lot)

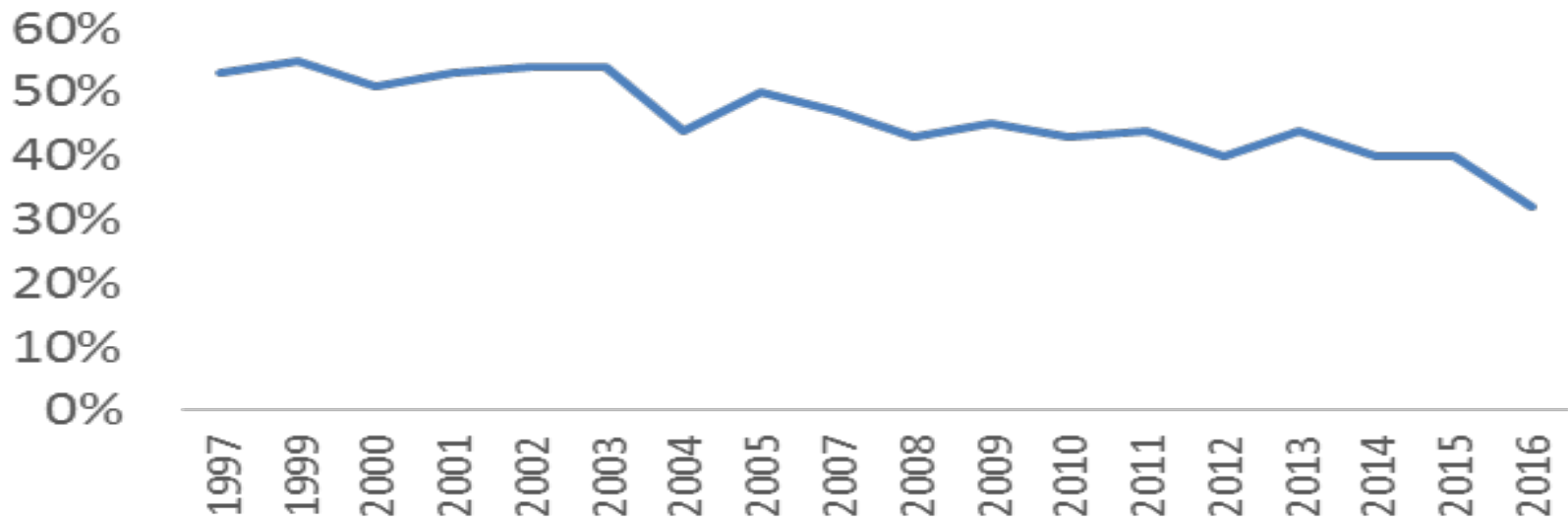


CONFIDENCE IN MASS MEDIA AT NEW LOW

#PRNews

Americans' trust in the mass media

(% great deal/fair amount)



Understand needs

Immediate deadlines

Find those who matter most

Forget titles

KNOWING YOUR TARGET AND ENGAGING WITH THEM

#PRNews

Don't pitch blind

Tailor your story



MINI CASE: ERIC ADAMS VISIT TO TIRE SCHOOL

#PRNews

WIRED

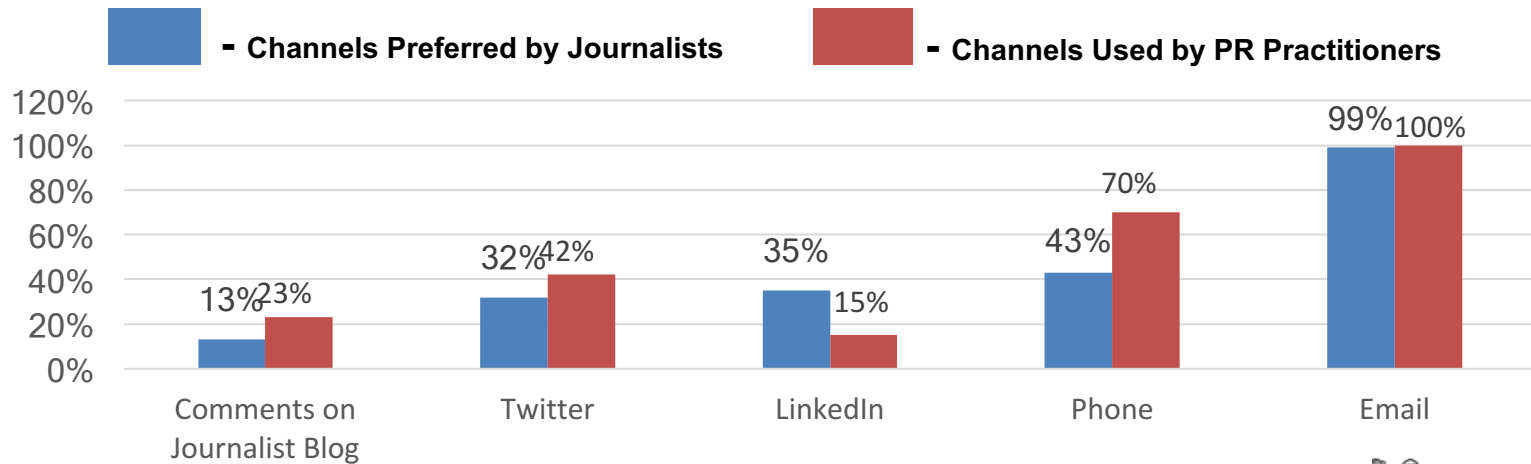
ERIC ADAMS TRANSPORTATION 05.19.16 07:00 AM

THE OBSESSIVE, SECRETIVE RACE TO MAKE THE PERFECT TIRE FOR ELECTRIC CARS



Misalignment between PR pros and journalists on role of LinkedIn. Twice as many journalists want to be contacted via LinkedIn compared to the PR pros that are doing so.

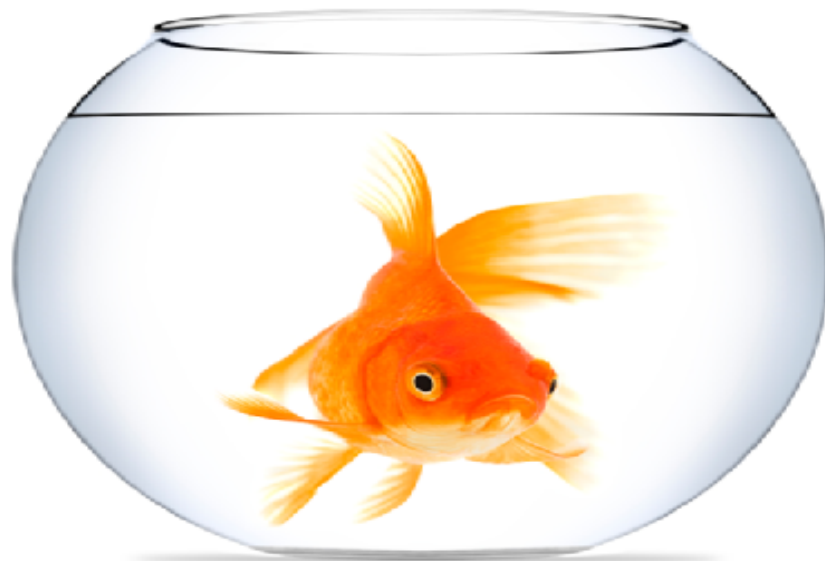
Channels Used for Pitching



8 Seconds...

Make it visual

Make it short



Be polite

Think big

Provide value

Don't wait for news

Manage expectations

Questions?

