PR and Communication Workshop WBII

Make yourself visible!

June 19, 2009
Introduction

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• School of Journalism, Vrije Universiteit Amsterdam;
• Several jobs in Communications and PR; in the Netherlands and in Spain;
• Almost 5 years Senior Consultant Aviareps BrouwerBetist; Marketing and PR agency specialized in tourism/travel;
• May 2005 start of MevrouwdeVries;
• Working in PR, Communications and editorial writing (specialization);
• Clients range from non-profit organizations (CliniClowns, Cordaid), governmental (ministry of Finance, VisitBritain) to profit (Kuoni, Nationale-Nederlanden);
• More information on www.mevrouwdevries.com (Dutch)
• What do you already know?
Almost every media-system is national, it has specific features that are unique compared to other media-systems; even when media are international (internet, television, music, movies), the audience prefers often national content. Formats, organization and presentation are national.

In the Netherlands you can watch MTV, but the national competitor TMF (owned by MTV) is more popular. You can watch Friends with subtitles or “Who wants to be a millionaire” with Dutch candidates. You can read Cosmopolitan or a Disney magazine in Dutch, made by Dutch editors.

The most popular TV programs are all Dutch.

(Source: dr. Piet Bakker, Associate Professor, University of Amsterdam / Department of Communication, Amsterdam School of Communications Research ASCoR).
What is so special about the media in the Netherlands? First what we don’t have:

- We have *no party press* anymore, a lot of European countries (Italy, Scandinavia) still do. It is also unlikely that a newspaper endorses a political party or specific candidate.
- We have *no sports papers* like in France, Spain, Italy and Portugal.
- We have *no boulevard press* like in the UK (the Sun) or Germany (Bild), although some papers have the tabloid format (since 2004).
- We have *no media-tycoons* like in the UK, France or Italy.
- We have *no national* government owned television or radio station.
- We don’t have a *telecommunication monopoly* anymore.
What do we have instead of this all?

- We do have *high readership of newspapers and magazines*, with Scandinavia, German speaking countries, the UK, Canada and Japan the highest in the world.
- We do have *very concentrated print media*, only three publishers of newspapers control 90% of the circulation.
- We do have successful *free daily newspapers (Metro, Spits, de Pers)*.
- We have *two newspapers with a Sunday edition*, but only since 2004.
- We do have *many TV- and radio stations*, national, regional and local.
- We do have a very high rate of *cable-penetration*, one of the highest in Europe.
- We do have *high internet use*, with many people connected through broadband (85 percent has internet connection), the highest in Europe.
Media-ownership, media-use and the media themselves are in many respects very different from other countries. But then again: almost every European country seems to be very different from any other country when it comes to the media.

The media reflect the unique social, political and economic history of any country. In some ways, however, there are developments that can be seen in almost every other country: the media become more and more concentrated, they are becoming more and more international while commercialism is growing rapidly.
Newspapers
Newspaper readership in the Netherlands is going down, but still high compared to other countries. For every 100 households 59 copies of daily newspapers are printed in 2004. Twenty years ago however, there were 90 copies for every 100 households. For 2004 this means that there is a daily circulation of almost 4 million copies. Almost half of this can be contributed to the national daily press. The are seven national daily newspapers.
### Dutch Media-landscape

Circulation (x 1000) national daily newspapers 1996 – 2004

<table>
<thead>
<tr>
<th></th>
<th>1996</th>
<th>2000</th>
<th>2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>De Telegraaf</td>
<td>760</td>
<td>808</td>
<td>727</td>
</tr>
<tr>
<td>Algemeen Dagblad (AD)</td>
<td>401</td>
<td>360</td>
<td>283</td>
</tr>
<tr>
<td>de Volkskrant</td>
<td>368</td>
<td>346</td>
<td>306</td>
</tr>
<tr>
<td>NRC Handelsblad</td>
<td>272</td>
<td>272</td>
<td>254</td>
</tr>
<tr>
<td>Trouw</td>
<td>122</td>
<td>126</td>
<td>108</td>
</tr>
<tr>
<td>Reformatorisch Dagblad</td>
<td>57</td>
<td>58</td>
<td>59</td>
</tr>
<tr>
<td>Nederlands Dagblad</td>
<td>30</td>
<td>32</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2.010</td>
<td>2.002</td>
<td>1.772</td>
</tr>
</tbody>
</table>

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The five biggest national dailies are based in Amsterdam (Telegraaf, Volkskrant, Trouw) and Rotterdam (Algemeen Dagblad, NRC Handelsblad). Telegraaf and AD are considered ‘popular’ newspapers while the others are called (by their own readers) ‘quality papers’.

The popular papers use more color, bigger headlines than the so-called quality papers and devote more space to crime and show business but they have little in common with papers like Bild Zeitung or The Sun.

De Telegraaf and AD can be considered as (political) to the right, NRC Handelsblad is a liberal paper (the only evening newspaper of the five) while Volkskrant and Trouw are more to the left. Nederlands Dagblad and Reformatoisch Dagblad are right wing Christian newspapers.

There are also free dailies in the Netherlands: Spits (by de Telegraaf, 450.000 copies), Metro (Metro International, 1 mln copies) and de Pers (only available in de Randstad, 200.000 copies).

One of the most successful ‘newcomers’ is NRC.next, easy and fast to read, with a circulation of 90.000 copies a day.

Regional newspapers are not as big as the biggest national papers but 9 of them have a circulation of more than 100.000 (2004).

Of course all newspapers also have a website, which is read a lot.
Regional newspapers with a circulation (x 1000) higher than 100,000

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2004</th>
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</thead>
<tbody>
<tr>
<td>Dagblad De Limburger</td>
<td>174</td>
<td>156</td>
</tr>
<tr>
<td>(Telegraaf)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>De Gelderlander</td>
<td>161</td>
<td>185</td>
</tr>
<tr>
<td>(Wegener)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brabants Dagblad</td>
<td>156</td>
<td>148</td>
</tr>
<tr>
<td>(Wegener)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noordhollands Dagblad</td>
<td>156</td>
<td>152</td>
</tr>
<tr>
<td>(Telegraaf)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BN/De Stem</td>
<td>145</td>
<td>134</td>
</tr>
<tr>
<td>(Wegener)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twentsche Courant Tubantia</td>
<td>137</td>
<td>134</td>
</tr>
<tr>
<td>(Wegener)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dagblad van het Noorden</td>
<td>134</td>
<td>168</td>
</tr>
<tr>
<td>(NDC)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eindhovens Dagblad</td>
<td>124</td>
<td>121</td>
</tr>
<tr>
<td>(Wegener)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leeuwarder Courant</td>
<td>112</td>
<td>112</td>
</tr>
<tr>
<td>(NDC)</td>
<td></td>
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</tbody>
</table>
Magazines
Figures are guesses when it comes to magazines but there are at least 8000 different titles available for Dutch readers. These can be divided in different categories. There are small but very profitable scientific journals (often in English) and professional magazines.

Elsevier, Sanoma (Finnish) and Wolters Kluwer belong to the big publishers, and not only in the Netherlands. Elsevier (part of Reed Elsevier) sold their general interest magazines and newspapers because they wanted out of that market; in scientific magazines and professional information the profits are much higher. Magazines for the general public really do reach this public.

The woman’s magazines have a combined circulation of 1.4 million every week, every week 860.000 gossip magazines are sold, TV-guides reach almost every household (4.3 million) and lots of other magazines (girls, boys, life-style etc.) are read. The figures are staggering. More than half of the circulation of the general interest magazines are published by Finnish publisher Sanoma.
### Dutch Media-landscape

Circulation (x 1000) biggest weekly magazines (TV-guides not included)  

<table>
<thead>
<tr>
<th>Magazine</th>
<th>1996</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Libelle (women)</td>
<td>718</td>
<td>580</td>
</tr>
<tr>
<td>Margriet (women)</td>
<td>516</td>
<td>379</td>
</tr>
<tr>
<td>Privé (gossip)</td>
<td>414</td>
<td>303</td>
</tr>
<tr>
<td>Donald Duck (comics)</td>
<td>361</td>
<td>339</td>
</tr>
<tr>
<td>Story (gossip)</td>
<td>343</td>
<td>237</td>
</tr>
<tr>
<td>Weekend (gossip)</td>
<td>299</td>
<td>230</td>
</tr>
<tr>
<td>Voetbal International (sport)</td>
<td>213</td>
<td>200</td>
</tr>
<tr>
<td>Panorama (family)</td>
<td>202</td>
<td>123</td>
</tr>
<tr>
<td>Yes (girls)</td>
<td>159</td>
<td>106</td>
</tr>
</tbody>
</table>

Other popular (women’s) magazines: Happinez (250.000), Linda. (200.000), Living (72.000), Beaumonde, Flair, Elle, Mama en zo, Lof, etc.

Management/entrepreneurial magazines: Sprout (130.000), FEM Business (25.000), Bizz, de Zaak, Emerce, Financieele Dagblad (65.000), Intermediair, etc.
Radio and television
In the Dutch media-landscape the broadcast media are hard to explain to foreigners. The unique system was created around 1925. Radio was broadcast by different organizations (socialist, catholic, protestant, liberal) who rented radio-time. This system survived the war and was also introduced for television around 1955. It is not government broadcasting. The organizations are independent, and get their concession from the government who doesn’t want to interfere too often (although they can).

Throughout the years, there has been commercial enterprises but until 1989 without any success, except for commercial pirate stations in the sixties. In 1989 a commercial television station (RTLVeronique, later renamed as RTL4) started with television programs from Luxembourg, and it could be seen on any cable-network (90% of Holland has cable-TV) and by satellite. It was a Dutch program made in Holland but transmitted from Luxembourg. Government couldn’t do anything about it. After the first, a second program followed: RTL5. In the nineties the law changed so legal commercial broadcasting was made possible for Dutch companies.
Now a Dutch television viewer can see three public national channels, Six commercial ‘Dutch’ channels. Apart from that there is local and regional television. An average cable-network contains apart from these 10 Dutch-language-channels, BBC 1 and BBC 2, two Belgian channels, German channels and a choice from TV5 (France), RAI uno, TVE, CNN, MTV and many more; 25 to 30 channels is normal. And there is a average of 40 radio stations, 5 of them Dutch public national. Some radio stations are only cable.
**Internet**

Internet is probably the most used medium in 2010, as predicted by software concern Microsoft after a recent broad studies on the internet-use in Europe.

According to the trend-research the European uses the internet for an average of 8,9 hours a week. Television stands for 11,5 hours a week. If the actual growth continues, the internet use will rise to 14,2 hours a week in June 2010, says Microsoft.

But Microsoft predicts a strong decrease using the internet on our PC’s. In 5 years only half of the internet-consumption will take place on the computer. Now it is still 95 percent. It will be replaced by mobile phones, game-computers and other consumer electronics.

In internet-use the Netherlands is one of the highest ranked in Europe. Almost 83 percent of the population has an internet connection.
### Dutch Media-landscape

#### TOP 20 SITES

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
<th>Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>1</td>
<td>Google.nl</td>
</tr>
<tr>
<td>2</td>
<td>8</td>
<td>4</td>
<td>Hyves.nl</td>
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<tr>
<td>3</td>
<td>4</td>
<td>6</td>
<td>Live.com</td>
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<tr>
<td>4</td>
<td>3</td>
<td>7</td>
<td>Marktplaats.nl</td>
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<td>5</td>
<td>67</td>
<td>50</td>
<td>Buienradar.nl</td>
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<tr>
<td>6</td>
<td>2</td>
<td>2</td>
<td>Startpagina.nl</td>
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<tr>
<td>7</td>
<td>7</td>
<td>1</td>
<td>NL.wikipedia.org</td>
</tr>
<tr>
<td>8</td>
<td>6</td>
<td>3</td>
<td>Postbank.nl</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>7</td>
<td>DeTelefoonGids.nl</td>
</tr>
<tr>
<td>10</td>
<td>5</td>
<td>10</td>
<td>Msn.com</td>
</tr>
<tr>
<td>11</td>
<td>48</td>
<td>11</td>
<td>RelatiePlanet.nl</td>
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<tr>
<td>12</td>
<td>11</td>
<td>12</td>
<td>NLbol.com</td>
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<tr>
<td>13</td>
<td>16</td>
<td>10</td>
<td>9292ov.nl</td>
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<tr>
<td>14</td>
<td>10</td>
<td>15</td>
<td>Nu.nl</td>
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<td>15</td>
<td>13</td>
<td>13</td>
<td>Hotmail.com</td>
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<td>16</td>
<td>14</td>
<td>14</td>
<td>Web-log.nl</td>
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<tr>
<td>17</td>
<td>20</td>
<td>17</td>
<td>Rtl.nl</td>
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<tr>
<td>18</td>
<td>17</td>
<td>12</td>
<td>Neck.nl</td>
</tr>
<tr>
<td>19</td>
<td>12</td>
<td>8</td>
<td>Zylomgames.com</td>
</tr>
<tr>
<td>20</td>
<td>28</td>
<td>28</td>
<td>Schoolbank.nl</td>
</tr>
</tbody>
</table>

↑ = Stigt  ■ = Stabiel  ◢ ◥ = Daalt  ▪ = Nieuw
Influence of internet is high

In many ways the influence of internet and websites is getting bigger and bigger. Sometimes organizations still do not realize that.

Website Geenstijl.nl has really changed journalism, it is a fast way of making articles, new sort of language, basically aimed at young people. They like to offend in a ‘fun way’. But a journalist from Geenstijl basically influenced the stepping down of minister Ella Vogelaar (Integration). In an interview he kind of tortured her with questions on a new spin-doctor she was supposed to have (changing her image), she denied having one. He asks her if it is not embarrassing needing a spin-doctor. In the end she did not say anything anymore, complete silence for minutes. It was extremely embarrassing and the whole country talked about it. It was nominated for TV-moment of the year.

Right now Albert Heijn has a promotion with ‘the lowest price guarantee’. If you find a product somewhere else cheaper, you get the AH-product for free plus an apple-pie. Someone already got 78 bottles of washing-powder for free. Website Geenstijl mentions where products are cheaper and bloggers of the site went en mass to the AH where they got free beer and apple-pies. Several articles mention that AH underestimated the power of internet and how quick everyone knows where to get the product cheaper (through blogs, twitter etc.).
Dutch Media-landscape

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Dutch Media-landscape
Dutch Media-landscape
You start a business and need people – customers, clients, relations – to get to know you.

And, you would like to create a certain image. Putting effort in your communication and PR is then necessary! It doesn’t matter what you make or do, you have to sell it. If people don’t know about you, your products or your services or if they aren’t reminded about them, then how can they buy from you or hire you? You must make yourself visible.
Invest in Communications and PR?

PR-initiatives contribute for 50 percent to brand-value

- In some branches pr-initiatives can take care of 50 percent of the brand-value (Text 100 global Public Relations);
- The international PR-agency concludes that public relations could be more important for the brand-value than advertising;
- Researchers looked at the 100 biggest brands in the world. They looked at more than 20,000 worldwide print en online publications in different languages;
- An average of 27 percent of the brand-value is related to how many times a brand appears in the media. In the computer/ internetindustry presence in the media contributes for moren than 47 percent to brandvalue. In the branches of fashion and cosmetics the effect is less, 4% en 1% respectively.
Invest in times of crisis?

Also in times of crisis companies should not downsize their investments in Communications. Said Ruud de Langen, CEO of Mindshare Nederland (media agency). He advises companies to keep their share of voice and not just look at the short term.

Spend your budget differently, he says. If you’re into bannering, the effect of standard banner-formats turns out to be low, but search marketing offers good results. It brings people and specific brands together (searching on Google e.g.) Aim at that part of communications that is cost-effectively the most interesting.

He also thinks social networks like Hyves (target-group young people) are interesting and offer lots of possibilities; making direct contact between brand and people. It is all about raising the brand awareness en triggering the consumer to buy through cost-effective means.

Not every company has sufficient budget for realising contact-moments through traditional, digital media and events. In that case; be smart with the available means and budget. Through communications consumers need to get offered something that they really need.
Invest in Communications and PR?

- What did you already do?
Definition PR

• With the advent of social networking and the world of Web 2.0, how we define public relations is ever changing. With a focus on how the outside world views a company, public relations is closely linked to other activities that keep a company visible and on the radar screens of prospective clients, colleagues, referral partners, the media and more.

• With more and more people getting their information from non-traditional sources, savvy business entrepreneurs must get on board with new media strategies and use them to their advantage. Although a well written press release will always be golden, new ways of approaching PR in the world of Web 2.0 encourage businesses to reexamine how they define Public Relations.

• Historically public relations has focused on things such as publicizing successes, announcing changes, and getting positive public and media attention. These goals continue, but the way they are done has shifted dramatically with blogs, podcasts, online video, internet news wires, and social networking.

• A big trend in PR is on relationship building as a PR and marketing strategy. Relationship building is a subtle way to gain the coveted know-like-trust factor with potential clients and customers. With so many media and marketing messages overwhelming the public, businesses have to work hard at getting people to trust them enough so they’ll buy. A broad based, multi-strategy public relations campaign can give an all around positive impression of a company.

(Source: Selfgrowth.com, Nancy Marmolejo, the award winning founder of Viva Visibility, a PR, media, and social networking strategizing company that helps entrepreneurs get known)
There are 5 key questions to ask before embarking on a public relations campaign:

1. Who is my ideal client or target market?

2. Are the strategies we use aligned with the interests and habits of our target market?

3. How can we facilitate relationship building? (This is where you want to check out social networking, blogs, podcasts, etc)

4. What key media contacts can we cultivate and how can we leverage those?

5. What is our budget and how can we get the most for our money?
First think, then act!

Communication-plan

- Define your problem (what needs to be ‘solved’ through communication?);
- Is your positioning clear? (the kern of all communication)
- What is the market you operate in like, who are your competitors, what do they do? (make a SWOT-analysis if necessary)
- Target-groups (internally, externally, press as intermediary);
- Communication / marketing goals;
- Communications (core) messages (defined by target-group, what you would like your target-group to think or do)
- Strategy (in what way are you going to reach your goals, listing the key-tactics, through raising free publicity e.g.)
- Means of communications (press releases, brochures, website, e-mail, newsletters, etc. choose the right mix);
- Planning;
- Budget;
- Evaluation.
Some means to use

- **Corporate identity** to start with; be sure who you are, how you would like people to perceive you, what you communicate, which people/markets you would like to attract, who is your client? That needs to be reflected in your corporate style. Means: your website, correspondence;

- **Press and Publicity**; generating free publicity is still one of the most effective ways of getting attention from your target-audience. And it is regarded as reliable, more than e.g. advertising; as a journalist writes on it, it must be good. Means: press releases, press events, contacting press directly, press newsletters, press kits. But also through a column in a magazine or newspaper, react on an actual event in a newspaper, on a blog, being a speaker on congresses and events, your weblog, posting a video on YouTube that attracts the media, organizing an event that attracts the media.

- **Relation-marketing**; keeping your clients and relations updated on what you do and what you are working on a regular basis. It generates a contact-moment. Means: newsletter (e.g. on professional items in your field that show your expertise), a yearly event or simply lunch or a coffee, sending them gadgets that fit with your audience and the market you work in.

- **Advertising**; if your budget allows you to you could use advertising as an extra to communicate with your target-group in combination with other means such as an article in a magazine, or a banner next to an online article that links through to your website;
Some means to use

- **Advertising with Google and Search Engine marketing**: you can have a website but if people cannot find you, it is not much use. Make sure your site is SEO friendly, work on your page-rank and make sure to have links on other relevant sites to your site and use (if there’s budget) Google Adwords and keep an eye on how people find you through Google Analytics.

- **Sponsoring**: also if your budget allows you to, sponsoring can be another way to reach your target-group. It is necessary to ask yourself every time if it is a good choice to sponsor a day, event or organisation. Does it fit within your company’s policy, goals, our market, clients? Do the costs fit with the exposure? Who is the target-audience we could reach? Sponsoring usually does not have a direct or clear revenue, but could lead to more brand awareness.

- **Joint-promotions**: a joint action could lead to a more effective way of communicating and is usually cost-effective for parties involved. Look good at if the other party fits with your target-audience and with the image you would like to create. (look for local partners for joint actions, or magazines, newspapers, be creative).*

- **New-media and social networks**: your own blog, being present on Linkedin, Plaxo, Twitter and relevant internet-groups for your business.
Popularity joint promotions increases

Due to the crisis, the popularity of joint promotions increases. Marketing-agency Promotional Partners says that in the fourth quarter of 2008 more than 1600 joint actions were being organised by companies, retailers and publishers. In the first quarter of 2009 there were 1,438 of such actions registered. The largest number ever in a first quarter of a year over the last 15 years.

According to Sander Schoneveld of Promotional Partners joint promotions are a cheap way for generating attention and revenue. In the sectors where the crisis is most visible, like furniturebranche, financial consultancy, automotive and the travel-industry many joint promotions are seen. Also a lot of supermarkets make use of the joint promotion (Albert Heijn). Many times it can be done with 'closed wallets', one provides the prize, the other takes care of the promotion.

(source: Financieele Dagblad)
What is considered newsworthy?

- Journalists themselves do not agree on one definition of newsworthy. ‘Something is news when a journalist considers it is news’ they say sometimes. That means that one journalist will throw the press release away, another thinks it’s interesting.

- Newsworthy means simply that it is mentions something new and/or unique/different. It must be actual (in general or in your business). And there are 6 general ‘criteria’ to keep in mind:

1. **Different** (afwijkend in Dutch). Something that is different than ‘normal’ or something that has been seen many times, could draw more attention. A boy with a supernatural talent for singing, an old woman using an umbrella to get rid of a someone breaking into her house, an extremely high rate of unemployment. No news is that a company takes measures for getting down the illness rate of the employees, unless it is a revolutionary method.

2. **Actuality** (actueel in Dutch). Using what is actual in the media always works well. A vaccin against the vogelgriep was not considered newsworthy until the disease also spread in the NL. A party or event with an actual theme (e.g. sustainable, environmental matters) does it better than something more usual.
3. **Sender** (afzender in Dutch). The sender also influences the fact whether it is newsworthy or not. Who is the source it is coming from? If the Ministry of Foreign Affairs writes that the number of asylum-seakers is increasing, it is more newsworthy than when an employee of an asylum centre writes it. The importance, reliability and a sender that is well-known plays an important role.

4. **Offer** (aanbod in Dutch). News is news, but the columns in newspapers and items in TV-shows are limited. If the offer of ‘real’ news is large – a large fire on the Veluwe, the government is about to Fall down, Ajax has become European Champion – then other press releases make less chance.

5. **Numbers** (aantallen in Dutch). The larger the numbers, the more interesting. A deadly accident is sometimes more interesting if there is more than 1 human being found dead. Unless it is a BN’er, a famous person. A concert gets headlines when more than 50,000 tickets have been sold in 10 minutes, a shoe-store in the area gets attention when it has the largest offer in the region or sells a brand which is unique.

6. **Distance** (afstand in Dutch). If Nissan downsizes in Japan, maybe it will not be mentioned. If they do so in the NL, it will. The less distance the better. If it is a subject with distance, try to ‘translate’ it to the reader or viewer you want to reach to make it interesting.
7. Impact (same in Dutch). A press release that does not have actual or a very special content, still has a chance to be published or draw attention to if it will have an impact on the reader, listener or viewer. If a local bank closes a lot of offices in the region without firing employees, it is economically speaking not great news, but for the local people it is because they loose the bank they always visit, their local pin, etc.

If a press release does not fit into these criteria? Still no problem. For one medium these criteria count, for another they don’t. The choices a NRC Handelsblad makes are totally different from those Telegraaf makes. A Sprout magazine makes different choices than Management Team. A door-to-door newspaper makes different choices, than national TV.

A press release on a new range of gardening books does not have much chance at NRC Handelsblad, but does at a professional magazine on gardening.

Always look at the subject, the medium (what could interest them) and also timing is important!

Journalists appreciate fun facts (leuke feitjes)
From an online research it turns out that journalists appreciate ‘fun facts’. Some 84 percent of the by research-agency Mindful asked 280 journalists thinks `research (onderzoekjes) to fun facts`interesting. But also 14 percent thinks the number of fun research is becoming too much. Lots of times there’s no checking upon if the research has really been done. Mindful has done the research after an article in de Volkskrant stating that media are being overwhelmed by silly research reports.

It does turn out that the fun facts are being well read and generate publicity.

Although the majority of the journalists say the like those facts, 28 percent will never use them and 56 percent maybe. Of the journalists using a release like that, states 70 percent that they never check if the research has really been.

Journalists appreciate such facts, because they always look for news to write their articles. They also think the facts can have a humourous value.
Reaching out to the press

Een plaag: onderzoekjes naar leuke feitjes

Nieuws Video Achtergrond Opinie Recensies Service Webwinkel
Binnenland Buitenland Economie Sport Kunst Wetenschap Multimedia Archief

Een plaag onderzoekjes naar leuke feitjes

Van onze verslaggever Jan Groenewegen
Gepubliceerd op 26 maart 2005 13:51
AMSTELAND - Media worden bedolven onder onbenullige onderzoeken. Waarom? 'Een artikel wordt beter gelezen dan reclame.'

Een golf van onderzoekjes door fabrikanten en
brancheorganisaties toont de ongehoord maanden
nieuwsexa. Daarom zo het reclame kunnen halen.

Een kleine groep: de man doet zijn grote boodschap overal,
de vrouw vooral thuis. Volgens het Nationale
Tandartsenonderzoek vindt 60 procent een goed gebit
sens. De Nederlanders hebben vorig jaar 200 gram minder vis
gegoten. De Hollandse pot is populair bij de Nederlanders.

stampot gedeelt als het poldervoedsel bij allen. 3 procent van de Nederlanders heeft weleens
seks op het toilet. 4 procent van de mannen houdt op het toilet via zijn groei Hyves en Facebook
bij.

Wat moet de lezer ermeen?
Reaching out to the press
10 golden rules

‘Dear journalist, Herewith please find a attached a press release on our newest product. Best regards’. Still such releases appear in the inboxes of journalists. A small part will have trouble downloading it on their PC as a Word document or worse, opening a PDF. Why sending an attachment when it could have simply been put into the e-mail. Waarom een apart bestand versturen, als het ‘nieuws’ ook al in de tekst van de mail had kunnen staan?

It is one of the most made mistakes when sending out press releases. A waste. All the more when you as an entrepreneur have been working so long on the moment you could present yourself or your product to the outside world.

The 10 golden rules, based on article in Sprout magazine.
10 golden rules

1. News on top
Start the release with the most important news and what you would like to communicate. A short lead of some sentences. It happens too often that the real news is hidden. Answer the classical 5 W’s and H: who, what, where, when, why and how? Keep it short and simple, 1 A4 will do. And use correct language!

2. Clear subject and headline
Start the subject of the mail with ‘press release’ and a good headline, the one you would imagine to be the one of the article that might be published. The news in the title of the mail. The shorter, the better. Don’t use funny or misleading subjects.

3. Text of release in the e-mail
Never send a press release as an attachment. Journalists hate that. Colourful letters and a colourfull background of the mail can also be disturbing. Keep it simple and make it the journalist as easy as possible. Journalists received hundreds of press release a day and they need to scan everything quickly. Also some graphic design will not be shown well in every e-mail program.

4. Make sure the receiver fits with the subject
Look well at to which journalists and media you send a release. Do not send releases on a new art exhibition to Sprout. Journalists you already know well, those you can send a release sooner or simply call them. If you would like to keep your relationship good with them, they like a little exclusivity.
5. No marketing-language or jargon
Try not to use ‘sales’ languages and jargon. Marketing language is absolutely not done. If your product is new, innovative, or unique, it has to be seen from the content. You should not mention that, otherwise you have to prove it with data, facts, etc.

6. Make sure you can be reached (mobile)
Press releases should end with the right contact details and people journalists can asked questions. On the day of sending out, those people really should be available.

7. Use the right tone of voice
Free publicity is a favour, so use the right tone of voice for journalists. Never write: ‘for publishing in your magazine’. No serious and professional medium will simply publish your release. Would you like to influence the publication or be 100 percent guaranteed, then you should buy an advertorial. The press is considered to be independent.
8. It must be newsworthy
Do not send with everything a press release, that will turn against you. There must be something new. The irritation of an overkill of press release could lead to the fact that when you do have something newsworthy, journalists do not see it anymore.

9. Make an archive
It is good to have a link to a web-archive with more relevant press releases at the end of a press release. Or at least mention your website. Interested journalists like to get background information on other things or actions undertaken by you. Also Google loves press releases, so it is a good thing to place them on your site. Take care of good high res logo’s and good downloadable photo-material. Do not send a press release with a photo of 6 mb.

10. Use the bcc-field
Never leave addresses of other journalists in the CC-field of the e-mail. They don’t like seeing to how many media the release is being sent. Use always the BCC-field.

Addresses from journalists can be obtained through the ‘colofon’ of magazines or newspapers, by phoning them, through the Nederlandse Handboek voor Pers en Publiciteit (subscription) or e.g. through dePerslijst.com In the latter are more than 4000 journalists mentioned. (subscription 910 euros a year).
If you would like to know whether the release was used, you can subscribe to a Clipping Service, about 40 euros a month and 1,50 euros per clipping. Usually journalists will let you know if they have done something with the release and otherwise will call for more information.

Calling the journalists yourself (before or afterwards)? Sometimes it can help to point out to the release, it depends highly on the journalist and the medium. Some find it irritating, some find it attentive. The general rule is that if a journalist finds it interesting, he will call you.

Does it help if I know the journalist? Yes, that helps a lot. Get to know journalists in your field, build up and maintain relationships, give exclusivity sometimes (know how to play the game).
10 golden rules

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- **Picknicken met BN**'ers!

By the way, it's not only in your head, but also in the caption. Is your head already spinning? Do not worry, it's a reality check.

- **Picknicken met BN**'ers!

By the way, it's not only in your head, but also in the caption. Is your head already spinning? Do not worry, it's a reality check.

[b]Mohamed (left) and his family with cabaretier Nagel

Anhalt midden.

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**PR and Communication Workshop**
To keep in mind

• Journalists are independent, or at least they pretend to be, so don’t push them into something, trying to convince that your product is something unique, they will sort that out for themselves;

• Make it journalists as easy as possible, take care of good pictures in high resolution that they can easily download, make sure all the information is available;

• Take care of a professional look and make sure the spelling is correctly;

• Journalists are always looking for news, so don’t be afraid to contact them with something you think might be worthwhile writing about. It is also possible you read something on a subject you’re an expert in and would like to add new information on it to the journalist. Call him or her or write an e-mail!

• Journalists say they like exclusive items, but they are also ‘followers’. They look at what the competition is writing about. Once made an article together with Dutch Elle on Cornwall, on eco, green etc. They wanted to go there because the Vogue had recently published on it, they saw it as a trend. You can be ahead of them and also signal a trend.
Creative with a small budget

- Invest in a good website (SEO friendly) and corporate identity; get links on other sites to drive traffic to yours
- Use Google Adwords as a way of advertising on the net, with the KvK many times you will find a coupon worth 50 euros to try it out (although it is a field of its own, just try!)
- Make sure you create a professional image that fits you and the market you move in
- Keep up to date with the expertise in your field, reading magazines, newspapers, internet
- Simply call journalists if you have an idea for an article or you would like to present yourself (look for contact-details on sites of the media), ask them if they have a schedule of themes planned throughout the year so you can fit in with their ideas
- Look for partners to work with in joint promotions or joint actions, use your joint budgets together
- Become a member of networking groups in real-time and online, let everybody know you exist
- Send an e-mail newsletter to your clients or customers on a regular basis; let them know what you are doing, inform them on actual facts and figures in your field. Email can be your best friend. It costs very little, if anything, to send out email blasts highlighting your successes, offering special incentive or unique offerings to customers or clients, or brief newsletters discussing points of interest in your industry.
- Thank them for working with you offering them the next time a special deal
Creative with a small budget

- **Client Thank you Notes;** a personal touch. Sometimes a simple gesture like a call or handwritten note can be the most powerful type of communication.

- **Call your clients or customers.** Invite them into your office, if only for a cup of coffee. Give them updates. Thank them for their business. Ask them for suggestions of what might be good promotions or niche markets, products or services. Ask them what is on their minds. Ask if they’d like to contribute to your newsletter or blog.

- Depending on your type of business, ask for referrals to other people you might be able to help or serve. Letting your clients know you appreciate them is always great PR – also referred to as good old client service!

- If you have not already done so, consider using social media such as MySpace or Facebook. Of course, blogs are an effective way of getting your message out, creating conversations with customers, or driving traffic to your website. And there’s also text messaging, Twitter, iPhone applications.
In a difficult environment, small businesses cannot afford to hibernate. You must be seen and you must communicate. Investing in your own public relations efforts will keep you in front of your customers and let them know that your doors are open. Plowing time and even a small amount of money into communications and outreach can be one of the best investments you can make in any environment. In this challenging atmosphere, concentrating on public relations might be the smartest investment you can make.

(Source: Expert Business Source, consultant)
• Do you have any ideas yourself or tried any of these things?
Creative with a small budget

- And, of course you could always ask Mevrouw de Vries, what she can do for you...
Case: storytelling

- Telling stories is as old as humanity. The power of a good story is in the fact that people are able to leave their usual ‘ways of thinking’, are able to remember it well, it proves something, stands for authenticity and let the ‘storyteller’ grow.

- For years documentary makers had film and video as only media to tell their story. Now there’s internet as well, it is a place where the world tells its stories. Telling stories in a cross medial way, transmedia storytelling or digital storytelling is ‘hot’.

- Digital Storytelling is the modern expression of the ancient art of storytelling. Digital stories derive their power by weaving images, music, narrative and voice together, thereby giving deep dimension and vivid color to characters, situations, experiences, and insights. Tell your story now digitally. (- Leslie Rule, Digital Storytelling Association)

- The example of digital storytelling is of course: YouTube. People leave their life stories there, telling their story through the internet. Also a medium you could use if it fits your goals.
Case: storytelling
Case: storytelling

The New Age of Storytelling and the use of digital media.

Book publisher Penguin used storytelling literally to create free publicity a.o. with We Tell Stories - a website created for Penguin, in which six authors are telling six stories in ways that are completely original to the web.

The first story, The 21 Steps (a homage to The 39 Steps) was told over Google Maps; another was written live and displayed in real-time, in five hour-long installments, by Nicci Gerrard and Sean French. Matt Mason ('The Pirate's Dilemma') and Nicholas Felton ('Felton Personal Annual Report') created an infographic snapshot of teen life and the new media world.

The final sixth story was basically an unholy cross between a text adventure, choose your own adventure, and a dungeon map.

And there is a seventh hidden story, that users can track down through a number of hints - online and in the real world.

With this totally new way of presenting not only the number of readers grew, sales got up but also a lot of free publicity was generated.

www.wetellstories.co.uk
Case: MIM-PI girls clothing brand

MIM-PI --- ONLY FOR GIRLS - Windows Internet Explorer

P R and Communication Workshop

Meyrouw de Vries.
Case: MIM-PI girls clothing Brand

She does not understand what is the problem. When Leonora Nieuwenhuizen (42) started six years ago her children’s clothing-brand MIM-PI, she got a lot of attention in the media. Large magazines such as Flair, Living and Libelle placed photo’s of her clothing line, she grew to 528 points of sale worldwide.

Only lately it is not that obvious anymore. Although her clothing line is still doing very well, her products barely reach the media anymore. And she does everything to get media attention. Last season the response was so dramatically low that she sent an emotional e-mail to all her press-contacts with the subject HELP! So much work, time and energy, so much beautiful pictures, great, popular brand, and nowhere to be seen in magazines?
Case: MIM-PI girls clothing brand

The facts

- The clothing line is nice, good, professional and popular; children like to look as mini adults, she believes;
- Her PR looks sufficient enough to get attention. Two times a year she organises a professional photo-shoot of her newest collection with which she prints 20.000 brochures. Including hiring a studio, photographer and visagiste it costs 20.000 euros.
- The brochures go in a professional press-kit to 125 magazines, with a press release, cd-roms with high res pictures and a gadget to trigger the journalists, like little wooden dogs that she took from one of her business trips to India.
- A lot of money but advertising in the magazines is not possible for a small entrepreneur, one page in Libelle costs 26.000 euros. I can only afford Google Adwords, she says in an article in Sprout.
- In these lesser times she changed her strategy: two photo-shoots with different backgrounds, so journalists can choose. She calls them actively, knowing for sure the package reaches the right person (a lot of changes amongst journalists);
- Of the latest collection only 4 magazines have published out of the 125 sent to.
- She still has a gross revenue of 3 million euros a year, so not bad, but with getting more publicity, it would go even better. She noted once that a dress of hers was mentioned in Veronica magazine, it was sold out immediately.
• What can she do differently, any ideas?
Case: MIM-PI girls clothing brand
Case: MIM-PI girls clothing brand

The experts opinion

John de Vroede, managing director MarketingXperts, marketing and advertising agency in the NL

That free publicity costs money, time and energy, she understands well. The active role she’s playing could lead to better results with adding some other things. What she already does in a right way is a structured way of working and updating her contacts constantly.

It is not strange that the media in the beginning jumped on the brand and gave a lot of attention to MIM-PI. Simply because it was different and new, that makes it newsworthy.

Despite the fact that Leonora puts a lot of money in the press-kit it is logic that the press does not use it per se. Rule number one for free publicity is that it contains news, mentions something interesting for the reader and above all is objective. Attention is not being given when a message is commerically orientated and is pure advertising for the brand.

Only a presentation of the new collection is not sufficient; pay attention to new fabrics, send them with the package or mention a new concept or tell a story. Above that it is always good to contact the journalists beforehand and also ask them afterwards why they did not use it. Learn from it!

Also combine your offer with what’s in the planning of the magazine. Combine it with a mail and win promotion.
Nancy Berendsen, editor in chief of glossy Living

The example of Leonora Nieuwenhuizen is well known. We receive dozens of press releases every day and companies put more and more effort in it to get attention. A nice wrapping, a special gadget, even complete presentation-teams stop by dressed up to get our attention and show their products. Attention they get, but not publicity. We only have limited number of pages and we need to fill it according to our concept, formula and DNA. A big part of the press releases does not fit with our magazine. A more tailormade approach, with which Leonora already started (by offering tailormade photo-material) works better. The more specific you are able to show why a product, introduction or innovation has importance for a title and its readers, how bigger the chance for success. It requires a new way of thinking and approach from the companies. The media are being overwhelmed by mass market mailings, it is time for something new!
• Questions?