



# Inform EU training “Working with journalists”

Matteo Salvai, Florin Rugina, David Hackling, Simon Litton

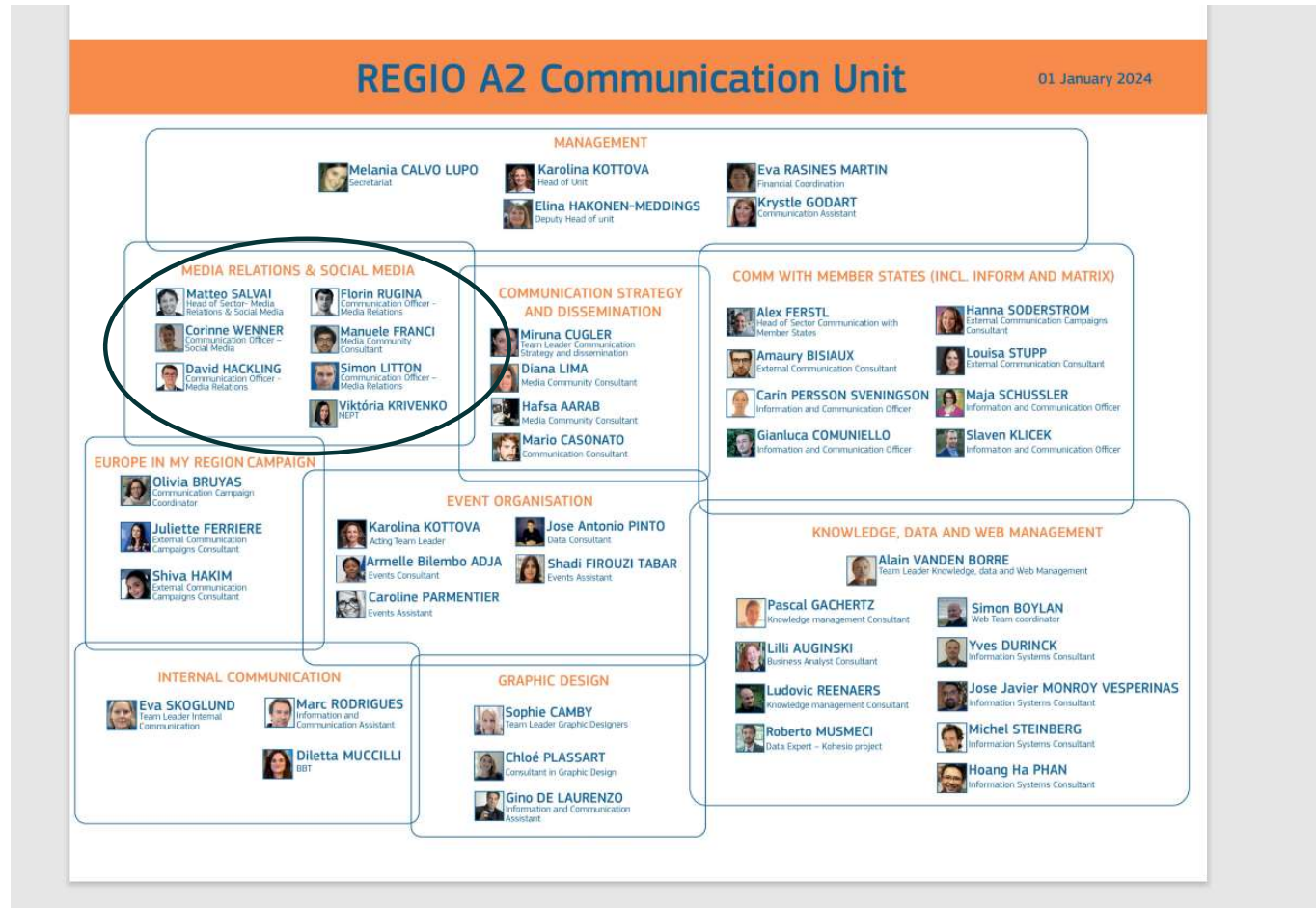
*6 February 2024*

# Agenda

- Intro: who are we and what we do
- Establish reliable contacts
- Interact with media
- Pitch a story
- Evaluate the media relations work
- Initiatives where you can get involved



# Who we are



# Media relations – daily business



Daily:  
press review,  
press releases,  
news,  
briefings,  
working with spokesperson  
service,  
pitching stories

SM(0)



Weekly:  
Internal newsletter  
Regio Bulletin,  
external newsletter  
Regio Flash



50 major inaugurations  
and national  
achievements

## Slide 4

---

**SM(0)** Add photos of media, social media and special projects

SALVAI Matteo (REGIO); 2023-08-22T08:47:12.877

**SM(1)** Add thumbs of the colleagues

SALVAI Matteo (REGIO); 2023-08-22T09:06:50.939

**WC(2)** Support/COMM campaign of Kohesio ?

WENNER Corinne (REGIO); 2023-08-22T11:49:21.739

# Media relations – longer-term projects

## Media call

Annual €7m budget,  
around 30 projects  
funded per year; 160  
projects so far in 6 years,  
covering 24 MS



## Training regional & local journalists

6 events done & 6 upcoming,  
400+ journalists expected,  
160+ total hours of training



## Media trips and programmes:

EUregionsWeek,  
Cohesion Forum,  
RegioStars, JTF trips,  
New European Bauhaus,  
Macro regional  
strategies, Interreg  
Annual Event



## Youth4Regions programme

7 editions, ~1,800  
applicants, 216 alumni –  
DW, Euronews, N1 etc



# How to create local media contacts?

## Calls for applications

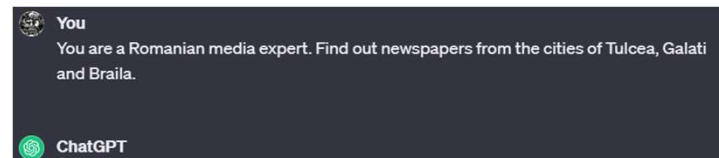
- Invitations to join mailing lists (e.g. REGIO Flash)
- Calls to apply for trainings (e.g. EUinMyRegion Media Trips)

## Sources (if they are GDPR compliant)

- Institutional (e.g. Commission Representations and Europe Direct centres)
- Databases (e.g. CISION, Twitter lists)
- Online research (e.g. Google, social media such as LinkedIn, ChatGPT to help narrow down media organisations)

## Networking

- Creating a networking event or
- Joining a local event (e.g. press clubs)



# How to create local media contacts?

## Calls for applications

- Invitations to join mailing lists (e.g. REGIO Flash)
- **Calls to apply for trainings (e.g. EUinMyRegion Media Trips)**

## Sources (if they are GDPR compliant)

- Institutional (e.g. Commission Representations and Europe Direct centres)
- Databases (e.g. CISION, Twitter lists)
- Online research (e.g. Google, social media such as LinkedIn, ChatGPT to help narrow down media organisations)

## Networking

- **Creating a networking event or**
- **Joining a local event (e.g. press clubs)**



# How to keep engaged with your contacts?

Pitch worthy info directly



Be like Santa Claus – create lists and check them twice (e.g. Regio Media Network)

Use social media and mailing lists (e.g. Cohesion Policy Media Network, Youth4Regions Alumni group)

Do a press review once in a while and follow-up with journalists about their interests that match with your organisation's

Speak on background if needed

# Useful remarks (imo)

How to assess **success** in relation with media as a press officer?  
At least two options



**Reuters report:** the media are shifting their distribution channels, focusing more on direct messaging or video platforms

**2024:** the year of hooks? - European elections

If you can: support your local media

# How to pitch a story to the media?

- Use **simple, clear** and **precise** language --> you can also use Chat GPT to make your message clearer (don't put sensitive data )
- **Think like a journalist**- what is newsy? (make a selection)
- **Tell stories** with your project/ initiative and personalize your stories (how did the project impact the life of citizens?)
- Try to build up personal relationships with journalists and identify journalists that are interested in your policy

# European News Media Outlook 2023

- TV remains the chief news source (75% of EU population), followed by online media, radio, social media and the press
- Digital media experience the fastest consumption growth



# Eurobarometer Flash Survey 2023

Flash Eurobarometer 531  
Citizens' awareness and perception of EU regional policy

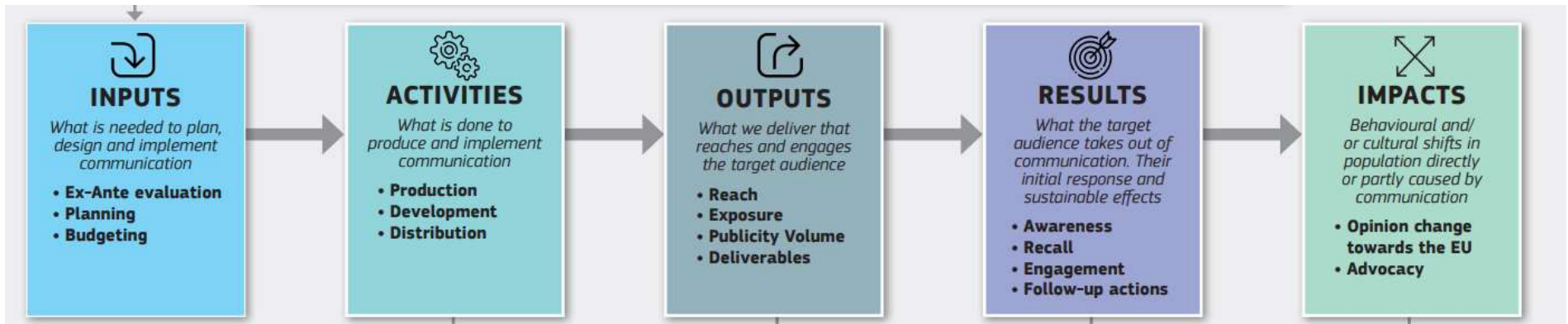
- National TV, the Internet and local/ regional newspapers are sources where journalists first heard about EU funded project
- Differences between Member States:  
 IT: 33% for national TV  
 FI, DE, AT: local or regional newspapers > 20%  
 EE, LT, HU, PL: Internet > 20%

Q1B1 Where did you hear about it? Firstly?

	National newspapers	Local or regional newspapers	National TV	Local or regional TV	National radio	Local or regional radio	Internet	Online social networks	Billboard	Workplace	Personal knowledge	Other (SPONTANEOUS)	Don't know
EU27	5=	10▼-1	17▲1	7▼-1	3▲1	3=	14=	5=	12▼-1	8=	10=	5▼-1	2=
BE	12▲1	10▼-4	17▼-4	6▼-1	4▲1	2▲1	6▼-2	2▼-5	10▲1	15▲5	10▲6	4=	4=
BG	2▲2	3▲1	16▼-10	6▲4	0▼-2	1=	19▲2	8▲1	8▼-1	12▲1	10▼-2	14▲4	1▼-1
CZ	2▼-1	9▼-2	19▲2	3▲1	2=	1=	16▼-2	3▲2	9▼-1	9▲1	11▼-4	7=	8▲4
DK	5▼-5	15▲5	7▼-3	8▼-2	0▼-1	2=	9▲6	5▲2	1▼-2	20▼-1	12▼-2	15▲4	3=
DE	10▲4	22▼-3	4▲1	11▲5	4▲1	4=	17▲11	2▼-2	4▼-10	8▼-2	7▼-6	4▼-2	4▲1
EE	11▲5	14=	12=	3=	3▼-1	1▼-1	21▲1	4▲1	17▼-4	7▲2	5▼-1	2▼-3	1▼-1
IE	12▼-3	12=	6▼-1	4▼-2	6▲1	4▲1	3▼-2	2▼-1	22▲2	3▼-1	15▲5	10▲2	2▼-1
EL	2=	5▲3	16▼-1	3▼-3	1▼-1	2=	22▼-5	4▼-1	25▲5	6▲1	12▲4	2▼-1	0=
ES	5=	10▼-1	14=	8▼-3	6▼-1	6▲1	9▼-2	6▲2	13▲2	6▲1	12▲4	6▼-4	0=
FR	5▲2	20▲3	13▲5	5▼-1	6▲2	2▼-1	4▼-1	3▼-2	14▼-5	13=	10▲1	3▼-3	2▲1
HR	3▼-1	5=	23▼-2	8▲1	2▲1	5▲2	18▼-1	7▼-3	6▲2	7=	11▲1	4▼-1	1=
IT	8=	8=	33▲2	10▲1	1=	1=	9▼-3	3=	2=	10▲1	9▼-1	3▼-1	1=
CY	2▼-5	1▼-4	29▲3	5▲2	5▲2	0▼-1	17▼-6	8▲3	11▼-2	6▲1	12▲6	4▲2	1=
LV	2▲1	12▲4	10=	4▼-1	4▲1	3▼-1	23▼-1	8▼-2	11▼-3	8=	9=	5▲2	2▼-1
LT	3▲1	4▼-1	10▼-6	2▼-1	3=	1=	27▲6	10▲3	21▼-4	6▲1	12▲2	3▼-1	1=
LU	16▼-2	8▲1	12▲1	5=	7▲2	6▲1	14▲1	3▼-1	6=	9▼-3	6▲2	5▲1	6▼-3
HU	2▲1	7▼-3	8=	2▼-1	3=	2▲1	22▼-1	6=	29▲4	6▲2	9▼-2	4▲1	2▼-1
MT	7▲1	2▼-1	31=	21=	2=	2=	10=	4▼-1	7▼-2	3=	6▲2	5▲1	1▼-1
NL	9▼-2	15▼-6	11▼-2	4=	1▲1	0▼-1	16▲4	4▼-1	4▼-2	12▲2	8▲3	12▲4	6▲1
AT	12▲2	23▲1	6▲1	12▲1	3▲1	4▼-1	10▲1	3▼-1	5▼-2	8=	6▼-2	5▲1	5▼-2
PL	1=	4▼-1	14▼-1	4▼-4	3▲1	3▲1	23▲2	5▲1	23=	4▼-2	11▲2	5▲1	1▼-1
PT	8=	9▲2	24▼-2	6=	2=	2=	10▲2	1▼-1	11▼-1	8▼-1	11▲1	7▲1	3▼-1
RO	0▼-2	5▼-1	19▲1	8▼-1	3▲2	2▲1	19=	11▲3	7▼-4	4▼-2	18▲5	3▼-1	2=
SI	3▼-2	9▼-3	21▼-2	6▲1	4▲2	5▲1	21▲2	4=	8▼-2	9▲1	7▲2	3=	1▼-2
SK	2▲1	6=	26▲1	3▲2	5▲1	2=	18▼-2	4▼-2	10▼-3	8▲1	7▼-1	5=	4▲3
FI	5▼-3	31▼-3	5=	2▼-3	0▼-1	3=	6▼-3	10▲6	11▲1	12▲1	6▼-1	9▲4	2▲1
SE	2▼-2	20▼-1	2=	5=	1=	3=	4▼-2	5▲2	11=	18=	15▲8	8▼-5	6=

Flash Eurobarometer 531 - Citizens' awareness and perception of EU regional policy  
 Fieldwork: 9/6 - 22/6/2023 / (%) Base: n=11.835 - Respondents who have heard about any EU co-financed projects to improve the area where they live  
 ▼▲ Evolution 2023-2021 (comparison with Flash Eurobarometer 497, July-August 2021)

# Evaluate our activities



INTEGRATED COMMUNICATION CAMPAIGNS	OUTPUTS	RESULTS	IMPACTS
	<ol style="list-style-type: none"> <li>1 <b>Reach:</b> Number of contacts made during the campaign [audited circulation and audience analytics]               <ul style="list-style-type: none"> <li>• If applicable, percentage of target audience [desk analysis]</li> </ul> </li> <li>2 Cost per contact [desk analysis]</li> </ol>	<ol style="list-style-type: none"> <li>1 <b>Recall:</b> Number of people who can recall a campaign message [survey]               <ul style="list-style-type: none"> <li>• Cost per person recalling the campaign [desk analysis]</li> </ul> </li> <li>2 Percentage of people reached who sought more information or engaged in follow-up actions as a result of the campaign [survey]</li> </ol>	<ol style="list-style-type: none"> <li>1 <b>Change of opinion:</b> Percentage of people having a more positive opinion of the EU as a result of the campaign [Eurobarometer, survey]</li> <li>2 <b>Advocacy:</b> Likelihood to advocate or speak positively about the EU as a result of the campaign [survey]</li> </ol>

MEDIA RELATIONS	OUTPUTS	RESULTS	IMPACTS
	<ol style="list-style-type: none"> <li>1 Number of online views of media releases [EC website and/or third party platforms if data is available]</li> <li>2 Time spent on the webpage</li> <li>3 Number of journalists in media events organised by the EC [physical, online and hybrid]               <ul style="list-style-type: none"> <li>• Percentage of Member States coverage</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1 Percentage of media items published in tier(s) 1-6 in a sample of EC related media coverage</li> <li>2 Number of media items mentioning a Member of the College or a specific initiative in the analysed sample of EC related articles</li> <li>3 Tone of publications / sentiment analysis [percentage positive, negative, neutral and mix]</li> <li>4 Percentage of press release content taken-up by the media</li> <li>5 Number of pickups in social media of media items published by the Commission</li> </ol>	<ol style="list-style-type: none"> <li>1 Percentage of citizens having a more positive opinion on a specific topic as a result of the media activities</li> <li>2 Percentage of citizens having a more positive opinion of the EU as a result of the media activities</li> <li>3 Percentage of citizens having the perception that they are well informed about the political priorities of the EU</li> </ol>

# Evaluate media activities

Activities	Output	Baseline (2022)	Target (2023)	Results	Baseline (2021)	Target (2022)
<b>Media relations</b>	Number of journalists participating to media events + overall satisfaction	210	300+	Report published/journalist participating	1.3 reports/journalist	1.5
<b>Media call</b>	Number of applications	80	100	Total reach of the activities	20m	25m
<b>Media training</b>	Number of journalists trained	120	150	Increased coverage and awareness of cohesion policy		
<b>Media clipping</b>	Number of clipping in the media review	5000	6300	Tone of reporting for some events		

# Initiatives where you can get involved

- **Media call:** publicise the call through your networks, raise awareness of campaigns relevant to your region
- **Smart Regions:** short 3-minute episodes on EU funded projects on Euronews every two weeks; submit proposals of projects for potential episodes!
- **Youth4Regions** – the programme for aspiring journalists (08 April), **EUinMyRegion Train Trip** (June 2024)
- **Joint press conferences**, e.g. on achievements, RegioStars winners
- Dedicated session at **INFORM EU meeting?**
- For more details we recommend the **Journalism Mini-guide by Interact!**



# Thank you



© European Union 2024

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: [element concerned](#), source: [e.g. Fotolia.com](#); Slide xx: [element concerned](#), source: [e.g. iStock.com](#)