

# Welcome!

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Training 2

„Multiple placement:  
Research once, publish many times“

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# Multiple use of journalistic content

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**What multiple use is NOT (on a professional level):**

- Offering a topic indiscriminately to all sorts of media
- Offering our work in general terms: „a kind of story about xy“
- Sending a complete article or programme to various media
  
- **What is multiple use on a professional level:**
- Developing a strategy to realize various different stories based on just one investigation

**Guiding principle:**

**Take aim. Don't scatter.**

# Finding relevant media for your work

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## Print media:

- big newspaper kiosks
- editorial calendars for magazines and special issues (advertisement section of website)
- internet: online editions (often including tables of contents)
- public libraries (large state and university libraries, also online)

## Radio:

- program guides of radio stations (online or print)

## Online / all media:

- internet (\*subject\* + \*magazine\*, relevant websites and web communities, associations, interest groups, etc.) .
- general media guides or media guides of certain sectors (travel, sports, economy...)
- press guides of trade fairs and congresses
- And don't forget the huge market of corporate media!

# Finding your stories / investigation

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## One subject, so many stories!

### Stripping down a topic:

- various types of media (daily newspaper/general interest and trade magazines/specialized journals/radio/online)
- various target groups (men/women/kids/elderly/professionals/interested in sports, medicine, economics etc.)
- various regions (geographical distinction)
- various aspects of the same topic:
  - one overview article plus several specific topics (overview and many specific focuses)
  - various persons, places, events etc.
  - up to date issues (upcoming events, anniversaries, „day of the...“), web: „international days list“, [www.un.org](http://www.un.org) → „international days“

# Getting in contact with your favourite media

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**Editors need good stories from good authors!**

**We are partners in the media business - and not supplicants!**

- Initial contact: Always offer a specific topic, perfectly fitting the needs of the medium.
- Never send anything unsolicited: No rough drafts, no unsolicited articles.
- Check out the right contact person and call directly.
- Let them know (between the lines...) that you really know the paper/magazine/programme.
- Make them understand what benefit they get (editors and readers) by working especially with you.

# The pitch, they can't resist

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**Initial contact:** One really outstanding topic plus perfect presentation.

**1.) Extent:** Short and to the point!

**2.) Content:**

- informative email subject line: „Our phone call: Outline for article xyz“
- title/working title of article/programme
- topicality: reference to actuality, current issues, anniversaries etc.
- type of article/programme: reportage, service article, portrait, commentary etc.
- specific contents (What exactly will the story be about?) / orientation of the story
- interlocutors/interviewees (radio: Who will be talking? Also emphasize on sound aspects)
- photos, videos, graphics, recipes, info boxes or other added value

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### 3.) Style of pitch:

According to style of medium, section and target group

**Note:** Let the style of your pitch reflect your writing style.

→ Make yourself and your work irresistible to the editor!

### 4.) Other:

- If necessary: a few words about yourself and your expertise
- reference to your website, social media, online articles etc.
- When can you deliver? Or ask: When do you they need your manuscript?

→ **... and then:** Starting from acceptance, respecting refusals.

# They agreed

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Confirmation of order (short email) :

- subject
- length of text/programme
- deadline
- agreed-upon fee

If they did not agree: Are they interested in other stories / Which topics?

Stay tuned and try again: They may accept another story.

And last but not least:

**Take your courage in both hands:**

**Contact the media of your dreams!**