Welcome!

Training 2

„Multiple placement: Research once, publish many times“

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Multiple use of journalistic content

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

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

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: „internationals days list“, www.un.org → „international days“
Getting in contact with your favourite media

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

**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
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 they need your manuscript?

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

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!