

Annexe 1

EXTERNAL MEDIA



Adoratrices

Esclavas del Santísimo Sacramento y de la Caridad

**ADORERS'
GENERAL
PLAN OF
COMMUNICATION**

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Adoratrices

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1. Press release

Before entering into the most practical part of preparing a press release, we must take into account several presuppositions:

- The media receive a multitude of press releases daily. If we want our press release to be selected for publication, it must be attractive.
- Given the internal rhythm of journalists, on many occasions, the text we send is going to be disseminated without changes, that is why the text must be adjusted to the journalistic conventions that any editor of any media would have used.

Design and execution of the press release.

1. The first thing we must look at is what is newsworthy, i.e., what is of interest for the media to pay attention to us. This will become a lead that responds to the 6w.
2. Regarding the medium, it must be said that the same text does not have to be valid for all the media, therefore, nothing obliges us to send a single text. It is necessary to take into account to whom it is sent and write it as if it were in the editorial office of that media. This is ideal, although it is not usually the case. Besides, it is very interesting to attach supporting material appropriate to the medium.
3. **Headline:** the press release will start as a complete informative headline. For its elaboration, it is best to follow the structure of subject + verb + complement. The headline can be completed with an intertitle or subtitle to highlight an attractive secondary idea. The headline can be in bold and slightly larger than the text, but never underlined or in capital letters.
4. As for the text, we are talking about short paragraphs arranged in decreasing interest. It is necessary to use short sentences, simple language, avoid exaggerated adjectives, acronyms and technical terms.

5. Data adapted to the audience. In newsrooms, data are more valuable than opinions, and if it is necessary to give an opinion, it must be backed up by concrete figures. In addition to this, it is also necessary to know that although the content of the press release is the same for all the media, it is very important to adapt it to the territorial scope of diffusion of the media if we want to appear in the media's agenda.

6. Identification. The sending of the press release is personalized using support with the logo of the organization and highlighting the contact information, especially the telephone and e-mail.

7. Sending. The press release must be sent simultaneously to all media. If we send it by e-mail, it is normal to attach a file and use the main screen of the mailing to say who we are, identify the source...

8. Time. The time to send the press release. We must know the journalistic routines and must adapt the sending to the internal operation of the media.

9. Confirmation. Some authors say that once the press release has been sent, it is advisable to call the media to see if it has been received. However, others say that it is not good to bombard the media. In my opinion, it is better not to call but to verify who has published the news and who has not.

2. Press conference

- It is a collective interview. They are meetings called by an informative source to give an account of certain information to the media. It is a work technique that consists of summoning the representatives of the media, the journalists, to inform them at the same time and in-depth of a subject that we consider of general interest.
- It is the most dynamic and interactive type of informative relationship because it involves personal contact with the journalists.
- It is usually implicit in the appointment that the convenor will then submit to a round of questions.
- From the journalists' perspective, press conferences are such a common dynamic that they have become preferential in planning the distribution of the media's news priorities.
- Press conferences have to be called for matters of real interest, that is when we have something truly newsworthy. If the press conference is not fully justified, it makes no sense, therefore, we must answer three questions before calling it:
 1. If the information to be disseminated is sufficiently important.
 2. If it is information that we are capable of explaining in this context. If not, we will look for other ways to explain it.
 3. Ask yourself whether the number of journalists you expect to attend is sufficient.

- The success of a press conference will depend on how it is called, where it is held, how it is conducted, what is discussed, and how the message is conveyed..
- The response we get from the media will depend on the activity of the organisation, the social projection of the issue, the timeliness of the topic and even the number of events on the day.

Considerations when calling a press conference:

1. Unless it is something unexpected, or to convey the reaction to an event that has just taken place, there is no room for improvisation at a press conference.
2. Respect and care for the professional routines of the media. Choose a day with low media saturation. Avoid Mondays and Fridays. It is also very important to choose a suitable time. Ideally between 11.30 and 13.00 hours.
3. Do not marginalise any media..
4. The invitation should include an explanatory text in which it is always clear: who is convening, where, when, including the date and time, who will participate, what topic/s will be discussed and, of course, the contact details.
5. After the press conference has been sent out, we can sometimes call to confirm whether the media have received the invitation.

The setting of the press conference:

- The first thing to say is that the setting will affect the image of the organisation. There will not always be a specific room available to communicate with the media and therefore, we will have to adapt a room. In any case, the size of the venue must be appropriate to the expected response.
- We need to have a central table and the best background is a plain background on which we can place the organisation's logo. Besides, if the background is white, it will also serve as a projection screen if necessary.
- The people sitting at the table should have a sign with their name and position on it.
- The most important person is placed in the centre

3. Press kit/ documentation dossier

- Press releases are limited to the most newsworthy information, but sometimes it is necessary to prepare and provide the media with a dossier containing additional information.
- We are talking about a collection of documents on a monographic topic that is sent or given to the media to facilitate the elaboration of comprehensive information on that topic. It will therefore contain everything from general information to small additional details.
- It should always be considered, on the one hand, as information support that facilitates the understanding of a message by providing clarifications, nuances... But it should also be understood as a reinforcement of the information provided in press releases, press conferences, interviews...

In short, the dossier allows us three things:

1. Flexibility both in terms of topics, possible annexes, including illustrations, in the form of presentation and style. It gives us more freedom.
2. It also gives us completeness. We can provide as much information as we want.
3. Impact in the short, medium or long term. Journalists usually keep the dossier and have it at hand when they need it.

4. Breakfast Briefing

In short, the objective is the same as the press conferences but the tone and staging are more informal and closer. Therefore, it is very interesting when you want the journalist to know in detail some specific aspects or even get to know a company or project for the first time.

The most positive thing:

- It allows for more detail.
- It brings the journalist closer to the source.
- It creates a relaxed atmosphere that favours the treatment of the news.
- In many cases, it is not only a journalist from a certain media that attends but also people linked to the management.

The downside of this type of event:

- They are more complex to prepare.
- Journalists usually have little time.
- If it is not well prepared, it can generate a negative image.

At breakfast briefings, it is important to provide the media with documentation. Not just a press release.

On some special occasions, it is advisable to have a promotional detail with the media attending.

5. Open days

It has the same advantages and problems as the breakfast briefing. It is very focused on activities that have a special interest or duration in time.

They require previous preparation and a great deal of organisation during the day of the event.

These days, the media should be able to interview the profiles that the congregation considers appropriate, but always giving the image that it is the media that chooses.

6. Interview

This is an ideal genre for publicising the institution in general or on a specific issue.

It is very important to take some aspects into account:

- It is necessary to choose the right profile to talk to.
- The possible questions should be prepared in advance. A series of key ideas should be prepared in advance.
- Never negotiate certain questions in advance.
- Answer everything. With data, examples, short sentences and, above all, "placing" the messages you have chosen in almost all the questions.
- You have to be aware of the current situation in your environment because some questions may focus on it and know how to redirect it towards the company's objective.
- In interviews, you have to show, above all, solvency and proximity.
- Journalists want facts and clear messages.
- Do not get too technical.

In short, you have to prepare beforehand, be concise, pleasant, direct and very affable.

If the interview is conducted by telematic means, you must prepare graphic resources for the media.

7. Advertisements and sponsorship

This heading is very broad. In summary, it is worth mentioning some actions that can be carried out:

- Direct advertising in the media. At this point, it is important to adapt the message to the target audience and the medium.
- Indirect advertising. When a media outlet asks for help for one of the activities it organises.
- Sponsorship of events organised by third parties.
- Advertising exchange.

In this point, we will focus, almost certainly, on the first three headings.

With reference to the first point, we should not only think of classic advertising. We must go further:

- Interviews in the media under a commercial agreement.
- Participation as a prescriber in the media under a commercial agreement.
- Achieving synergies within the media themselves in the different formats. In other words, if an advertising action is carried out in the written media, we must achieve repercussions in their digital channels (web and social networks).

8. Online Marketing

This is a very interesting section because it allows us to direct the campaign to a previously segmented audience. It is important to take this type of campaign into account when you want to reach your target audience through the networks.

Economically, they are low-cost campaigns and have a significant volume of impact.

They should be complementary to other types of actions and always bearing in mind that it is very important to monitor the metrics they offer.

9. Advice and general conclusions

It can indeed be a bit scary to invite the press for the first time. Let's outline the possible path from the beginning:

1. The first thing is to get the direction of the media.
2. Once we have the list of addresses, we should send an introductory email. This helps us to be taken into account the first time we send a note or call a press conference and above all so that if there is any news related to us, they can check it out. Journalists always seek to verify the news. Let's open our door to them.
3. Don't be afraid. Journalists are the means to reach many more people.
4. It is essential to always bear in mind whether the subject is interesting or not. It is a delicate frontier.
5. Do not overexpose yourself. Not everything is news. Do not be too active in sending information. Eventually, the journalist will stop paying attention.
6. The most important issues should be explained in a press conference and the less important issues in a press release.
7. The information you want to tell must be very clear.
8. The maximum possible information should be given without being pedantic. Well-prepared materials.
9. Always be willing to add to the information.

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April 2021



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