

Make media work for you..10 ideas in 10 minutes

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Make Media work for you

1. DON'T make the mistake of underestimating us

Because:

An aggregation of our print sale, unique users on desktop, UUs on mobile, editions ...

And social media????????????????????



Make media work for you

...Means

The last time we reached as many people via the brand of the Liverpool Echo was....

1984

Make media work for you

2. Don't be press release people

Pick up the phone



PRESS RELEASE

FOR THE PRESS RELEASE

EXEMPTIONS

FOR THE PRESS RELEASE

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Press Release

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Make media work for you

3. Jargon kills the message

'The LNP has focussed informing development of the European Strategic Investment and Funding Strategy, developing the board and the LNP profile and completing the city region Green Infrastructure Project.'

Make media work for you

4. Find a champion

- ask for a point of contact
- invest in the relationship
- understand that we struggle to understand



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5. PR...is it all that?

No guarantee of compelling editorial

Make media work for you

6. Tell stories through people

- The Clapham Omnibus
- 'Green accreditation' v human impact
- Why we exist



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7. Check out the [The Environment Agency](#)

- Cows grazing on banks of Mersey



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8. Social Media

- Where we live
- source stories
- source quotes ... 'crowd sourcing'
- meet and talk to contacts
- find out what we are working on and how you can contribute



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9. We are in the multi-media age

- Picture Galleries
- Video
- Audio

...and we need help



Make media work for you

10. SEX SELLS



Make media work for you

...and
these
are
the
'new
sex'

