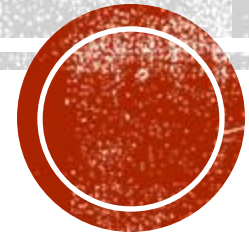


# BUILDING & NURTURING MEDIA RELATIONS



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MR CHRISTOF MALETSKY

CEO: NEW ERA PUBLICATION CORPORATION

# WHAT'S ON THE MENU?

- OVERVIEW OF MEDIA LANDSCAPE
- WHERE DO YOU MEET THE MEDIA?
- BUILDING EFFECTIVE RELATIONS
- STRATEGIES THAT COULD WORK



# 1. MEDIA LANDSCAPE OVERVIEW

## Who's There?

- 3 types: State media, Private (profit-driven), Community
- Printed: New Era, The Namibian, Nam Sun, Republikein, Allgemeine Zeitung
- Digital: Whk Observer, Villager, The Issue, The Brief etc etc
- 2 TV, 7 private radio stations (population 3,1m)
- Some papers closed/went online

## Media Pains

- 7 years back: The Namibian @78k, 120 pages; Republikein 28k, Nam Sun 24-28 pages, New Era 20k
- Advertising income dropped to between 10% and 30% of what it was
- Shifting customer behaviour/audience migration
- Multiple platforms: Info anytime, any place, own content
- Prosumers
- Deepfake, disinformation, fake news
- Junior & inexperienced newsrooms



# MEDIA LANDSCAPE OVERVIEW (CONT.)

## Shift in Thinking

- What indispensable roles can we play in the lives of consumers and businesses? Solutions journalism. NEPC 'How best can we help tell your story better?'
- Shifting their focus from products and services to the lives of customers (life stories, story of company impact etc)
- Value Proposition (what's in it for the customer?)
- Change in editorial stance (activism vs partnerships)
- Fewer, higher quality stories across platforms
- Freebies/media parties are of the past for many/Gift policies
- Centralised news hubs to guide all coverage



# MEDIA LANDSCAPE OVERVIEW (CONT)

## But There's Hope

- Traditional/legacy media still the keepers of truth
- Studies show that readers believe in their work as opposed to social media
- Media changing business models etc audience-first approach as a core strategy



## 2. WHERE DO YOU MEET THE MEDIA?

### Media headache

- Survival
- Want to earn revenue through the placement of partnered content
- To be used as a recirculation and engagement tool

### Sponsored sections

- Paid-for sections with supplied content.
- It helps you with controls to prevent access to uninformed users.



# 3. BUILDING EFFECTIVE RELATIONS

## From media angle

- You seem distant. Face of company needed (etc Tim, Jona, Romeo)
- Deadline pressures; timing
- Content is key (substance). Relevance
- Respect. Never lie. Transparency. Credibility. Journos too want to protect their reputation/brand! Trust is the currency of the future!
- Off record briefings especially with hands-on editors
- Never 'no comment'. Rather off the record

## Room to Improve

- Common Pitfalls (corporate lingua, journos aren't know-it-alls, info lacking)
- Respect deadlines
- Regular contact (maybe get PR), networking
- Pitch quality. Info should improve journo's output (not spam)
- Events encourage reader engagement, builds brand loyalty, and helps establish and cement relationships - Join with media





# 4. MEDIA STRATEGIES



## **Why is media coverage not at desired levels? How can it improve?**

- PRO's need to gather (stakeholder/media) feedback
  - Media engagement sessions (meet ???'s A-team)
  - Build a rapport (individual level)
  - Exclusives do the tricks
  - Piggyback --- On current news but must add value
  - Connect with journos in the social space but professionally
  - Craft compelling content (with visuals, data, expert voice)
- I Thank you!

