

Media Relations Fundamentals in a Changing World

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Goals for Today

- What the new landscape means for media relations
- Which practices need to evolve
- Which practices are staying the same





Today's Media Landscape: More fragmented, but ripe with opportunities

- Legacy media: still influential, but reach is diminishing
- Specialized outlets, email newsletters & podcasts continue to grow
- News influencers on social media are on the rise, but don't always follow typical rules of engagement

What's Changing:

Building Media Relationships

- Opportunities for following & engaging with journalists on new channels
- Importance of delivering value to media (little time for chitchat outside of events)
- BUT: still no substitute for compelling pitches and in-person interactions





What's Changing:

Identifying Ideal Spokespeople

- New formats require different skills (e.g., ability to carry a longform podcast conversation)
- Increased competition has grown media appetite for high-level leaders (e.g., CEOs)
- BUT: traditional qualities (expertise, clear & concise speech) still matter

What's Changing:

Rapid Response in Time-Sensitive Situations

- News cycle moves faster, meaning response windows are shorter
- More channels available for rapid response (social media, owned platforms)
- BUT: credibility of earned media is hard to replicate





What's Staying the Same:

Identifying the Right Outlets

- Who covers the topics you care about?
- Who reaches the audiences you care about?
- Who does stories that align with what you have to offer?

What's Staying the Same: Crafting Compelling Pitches

- Connect to trending topics, but make clear what's new
- Take the time to get the subject line right
- Be as concise as possible while covering the key info





What's Staying the Same:

Importance of Proactive Drumbeat

- Don't wait for journalists to come to you
- Leverage announcements, conferences & other hooks to stay connected with media
- Monitor the news cycle for newsjacking opportunities