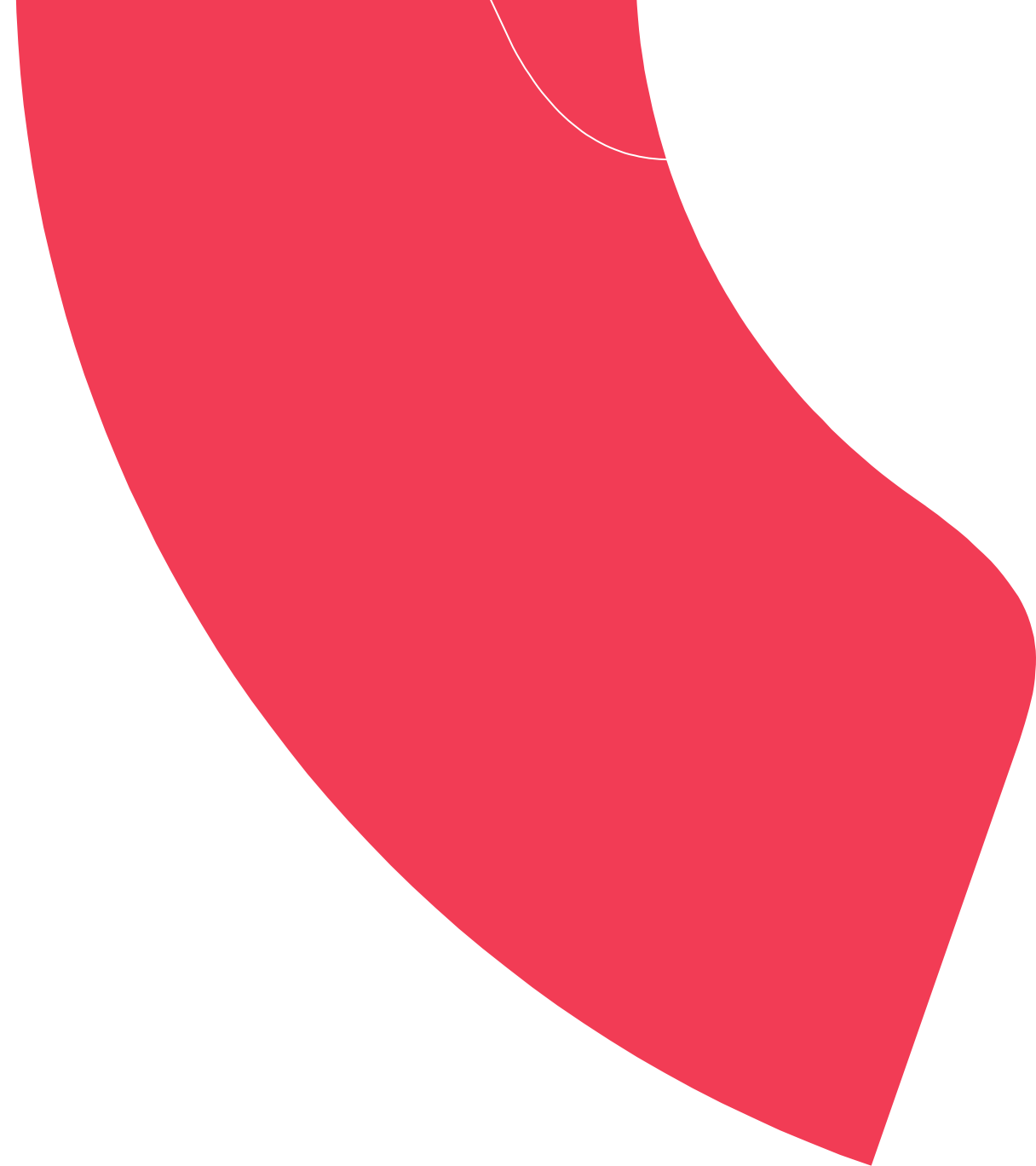


# HOW TO WORK EFFECTIVELY WITH BRUSSELS MEDIA

Public Affairs Council webinar

20 March 2018

- 
1. Introduction
  2. Why engage?
  3. Media evolution and the Brussels press
  4. The media relationship
  5. Tips & tricks

# Why engage?

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- Media relations can be an important and influential complementary action to your advocacy activities (influence the debate).
- Raise awareness on a specific issue – localise a national strategy.
- Raise profile and drive the agenda (debates are happening anyway).



# Media evolution and the Brussels press



Notifications

Mark All as Read · Settings

FT

Financial Times is live now: "What's ahead for Britain's Brexit negotiations:"

19 minutes ago

TIME

TIME is live now: "105-year-old cyclist Robert Marchand attempts to break his..."

49 minutes ago

The Guardian was live: "Politics editor Anushka Asthana looks at the year ahead in..."

2 hours ago

Le Monde was live: "RECETTE. C'est bientôt l'Epiphanie, préparez une galette..."

4 hours ago

AFP news agency @AFP

## #BREAKING Polls open in pivotal US presidential election

# Media evolution and the Brussels press

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## What the journalists say...

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*“It would be a more efficient use of everybody’s time if some people were able to **think a little bit more carefully about targeting their audience**. I would get all sorts of emails about matters that I’m never ever going to be concerned with for the column.”*

*“When someone gets in touch with you who has a clear idea of **who you are, what you’re covering and what your interests are** and what you may like to cover in the future and they have something useful for you, that’s absolutely fantastic.”*

Tom Nuttall, Charlemagne columnist, *The Economist*



## EU-watching media landscape

# POLITICO



euobserver

mlex  
market insight

CONTEXTE



THE PARLIAMENT  
POLITICS, POLICY AND PEOPLE MAGAZINE



ε!Sharp

 **Cambre**

How to work effectively with Brussels media

# What skills does a Brussels journalist require?

## Brussels Correspondent

### *A strong team looking for a strong leader*

EURACTIV is on a journey of network transformation. In the future, it will be less Brussels-focused and even more European-led. The Editor-in-Chief will be expected to help shape, accelerate and lead that transformation. He/she will have a passion for the media of today and tomorrow, understand and embody EURACTIV's vision and strategy, while reinterpreting it for tomorrow's editorial opportunities. EURACTIV brings together a multicultural team of content professionals. That strong team is looking for a strong leader. The Editor-in-Chief will set the tone for journalism standards and forms across all EURACTIV platforms and supervise the Managing Editor. The Editor-in-Chief is appointed by the EURACTIV Board and answers to the CEO. He/she will be located at the EURACTIV Brussels Network Office, with some European travel as required.

### *Your clear priority, leading the editorial strategy*

- Inspire and lead the publication of first-class content by the editorial team. This includes encouraging other production means such as videos, infographics, blogs, and data visualisation across multiple platforms.
- Prepare the models for sourcing, analysing, and creating content; devise the strategic plans including channel selection, focus and metrics; set and maintain the editorial budget with the Managing Editor.
- Analyse the competitive landscape and map a content strategy for the 12-language network involving new formats in line with business development opportunities. On this aspect, this role has an almost unlimited creative license within agreed principles.

### *A hands-on role, creating strategic content*

- Experiment with new content formats and conduct usability tests with product owners. EURACTIV's challenge is to align user needs with revenue growth opportunities to drive new and current business.
- Manage international teams in Paris and Berlin and lead franchise partners, including their role as relay to/from national media partners to scale up high-quality editorial content across the different policy hubs, formats, languages and platforms.
- Lead by example by organising interviews with top stakeholders and contributing own articles to maintain an understanding of the journalism reality. This strategic aspect demands a clear hands-on drive.

### *The Editor-in-Chief is also representing the media*

- Be a public face and take an active role in promoting EURACTIV, speaking at top events, raising EURACTIV's visibility and opening doors to colleagues.
- Represent the editorial team within the company by playing a consultancy role for the other departments.

Telegraph Media Group is currently recruiting for the position of Brussels Correspondent. As the Brussels Correspondent, you will play a key role in the Telegraph's coverage of Brexit, the EU and Europe.

You will work principally from Brussels and Strasbourg, overseen by the foreign desk but keeping close contact with the Home News Editor. Key to success in this high-profile role will be the strength of your contacts, and the relationships you will build with the foreign, news and parliamentary desks.

Based in Europe, you will be uniquely placed to cover non-political stories in the region, at the discretion of the foreign desk. To this end, a readiness to travel at short notice will be expected.

Your remit will cover both breaking news stories and relevant longer form pieces, including comment and features when required. You will need to exhibit a flexible approach to effectively react to the demands of a 24/7 online news environment.

You will focus on digital storytelling and be confident with the use of analytics and social media to develop and retain an online audience.

#### Specific requirements / skills

- Significant journalistic experience of writing and editing for a newspaper or website.
- Deep knowledge of and curiosity about the EU and Europe.
- Proven ability in filing clean copy to strict deadlines.
- Proven track record of breaking exclusive stories related to the EU and Brexit.
- Interest in and knowledge of multimedia storytelling.
- Experienced in both breaking news and working on longer pieces, projects, comments and features.
- Ability to keep calm under pressure and work autonomously in a remote location.

## Government Reporter - Brussels

### Brussels

Posted Jan 24, 2017 - Requisition No. 56642

APPLY NOW

Sorry, we are no longer accepting applications for this job.

Bloomberg News, one of the world's largest news organizations, is seeking an experienced government reporter in Brussels with a track record of breaking news and writing insightful analysis.

We're looking for someone with a deep understanding of the policies and personalities that put Brussels at the heart of the European story. This is a role for an experienced reporter with extensive contacts and the ability and vision to set the agenda at a time of unprecedented EU crisis.

We'll depend on you to write spot news and timely big picture stories, secure regular interviews with newsmakers from European institutions and be comfortable contributing to Bloomberg's multiple platforms, including TV and radio.

In these turbulent times, we also want a reporter who sees how the EU fits into the global political and economic story and who can write for a global audience.

#### You need to have:

- An established network of contacts that will help you to set the agenda
- A bachelor's degree and several years' previous journalism experience, preferably in a real-time news environment
- A commitment to accuracy, a strong work ethic and team spirit
- Solid news judgement and proven ability to write high-quality stories

#### We'd love to see:

- Fluency in one or more European languages, preferably Italian, German, or Dutch
- Knowledge of financial markets and the ability to understand the market impact of news developments. Experience of reporting on the euro crisis is a plus.
- The ideal candidate would be adept in modern forms of storytelling like social media, data visualization and video journalism

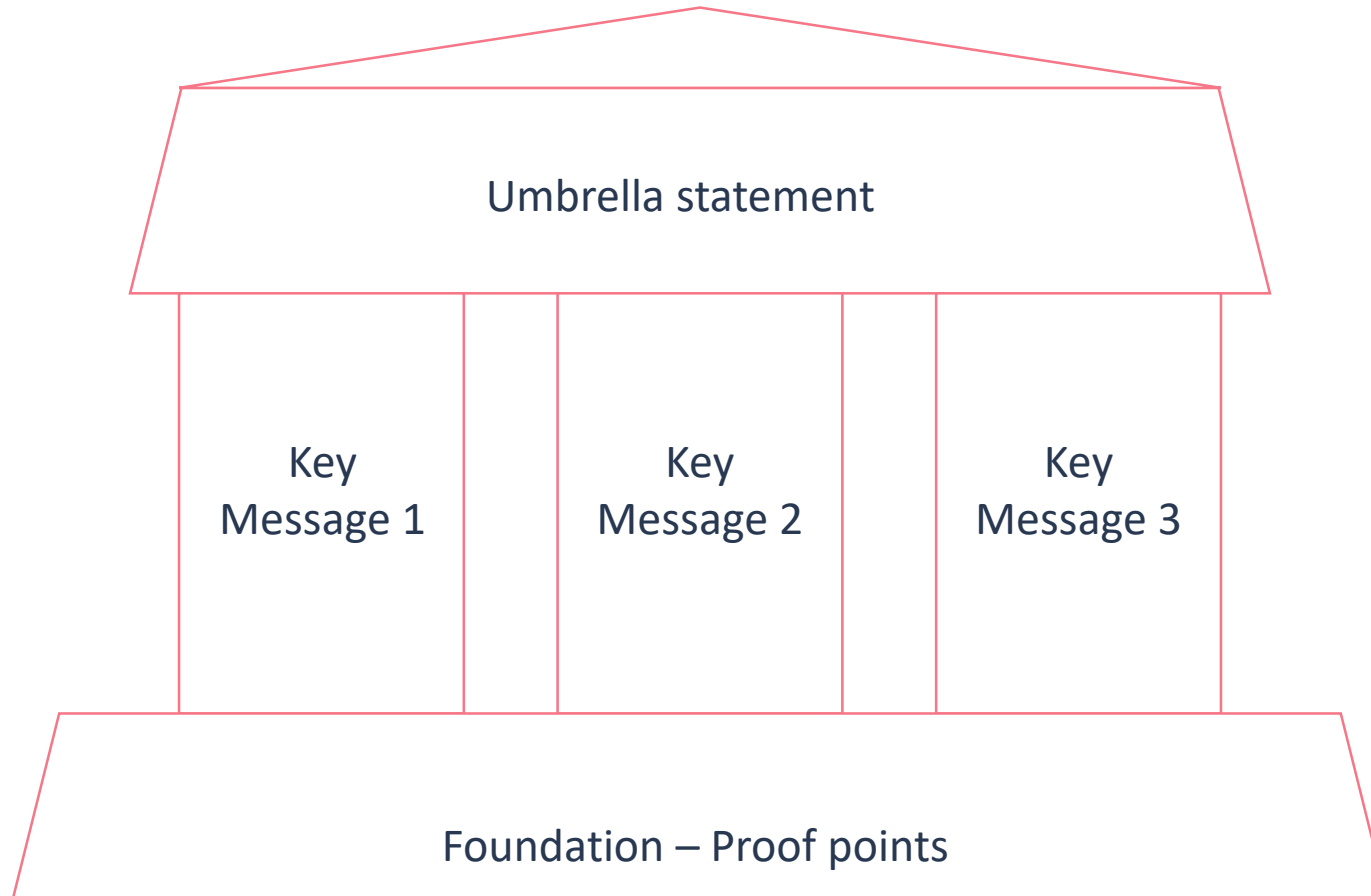


# The media relationship



# The need for a message house

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## Tailoring messages

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- Three to four (maximum) concise statements
- What you want most your audience to know (and remember) – this is your opportunity!
- Offer consistency and coherence through repetition



# Crafting a memorable message




# Crafting a memorable message

 **Bruno Waterfield**  
@BrunoBrussels

New criteria for merger decisions - weight.  
[@Vestager](#) says Hutchison\O2 ruling 'heavy' as files weighs in at 2.65 kilos

RETWEETS 10 LIKE 1

12:29 PM - 11 May 2016

 **Nic Fildes** ✓  
@NicFildes

Vestager says Three-O2 decision weighs 2.6 kilos. "I weighed it myself. It is a very heavy decision."

RETWEETS 3 LIKES 3


12:27 PM - 11 May 2016

 **Lewis Crofts**  
@lewis\_crofts

Blocking a telco merger -- Hutch / O2 -- is a heavy business. 2.56kg is weight of decision, [@vestager](#) says

RETWEETS 5 LIKES 3

12:28 PM - 11 May 2016

 **Direkt Bryssel**  
@Direktbryssel

[#Telekom](#): [@vestager](#) försäkrar att förbud mot 3 ❤️ O2 ej är flört med UK-konsumenter inför [#Brexit](#)-val.  
Beslutet är välgrundat = 2,65 kg tungt

Translate from Swedish

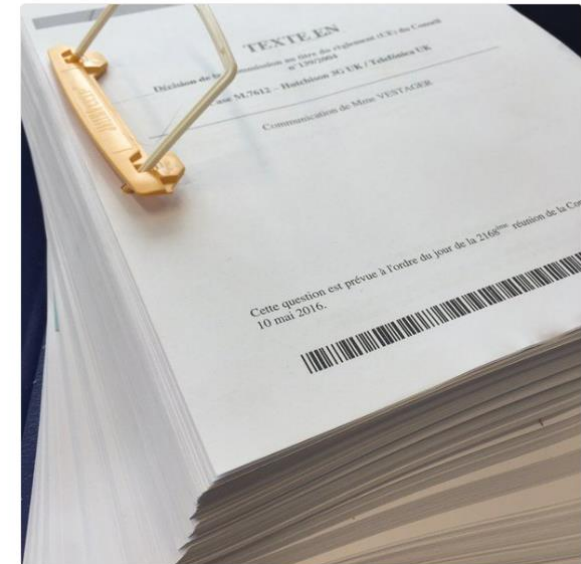
12:39 PM - 11 May 2016

 **Lewis Crofts** @lewis\_crofts · 11 May 2016  
Blocking a telco merger -- Hutch / O2 -- is a heavy business. 2.56kg is weight of decision, [@vestager](#) says

2 5 3

 **Margrethe Vestager** ✓  
@vestager

[@lewis\\_crofts](#) 12 cm high, 2,564 kg quality of case-by-case decision.





# Crafting a memorable message

## Three's takeover of O2 blocked by Brussels on competition concerns

European competition commissioner Margrethe Vestager said the takeover would probably have increased prices and reduced choice



Margrethe Vestager, the commissioner for competition, said she decided to block Hutchison's plan because of concerns for UK consumers. Photograph: Michael Reynolds/EPA

The [European commission](#) has blocked Three's £10.25bn takeover of O2 on competition grounds, more than a year after the deal to form Britain's biggest mobile phone operator was announced.

[Margrethe Vestager](#), the commissioner for competition, announced the decision at a news conference on Wednesday, just over a week before the 19 May deadline.

She said the takeover would probably have increased prices and reduced choice for consumers by placing too much power with one mobile operator.

Hutchison Whampoa, the Hong Kong conglomerate that owns Three, [agreed in March 2015 to buy O2 from Telefónica](#) of Spain.

“

She said: “I have weighed the decision and it is 2.56kg and it is a very heavy decision. It’s a lot of work that goes into this and we can’t let politics go into this.”

”

# Adding colour to your messages

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- Idioms

« Britain is better prepared for zombies than Brexit »

- Metaphors

“It takes two to tango. The EU needs to take into account...”

- Analogies

«Hoping British science would do as well if we weren't [in the EU] is like imagining Lionel Messi would be the player he was without the Barcelona first team playing all round him»

# 10 tips on working with the press

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1. Know your goals
2. Have something compelling and relevant to say
3. Take aim with care
4. Do your homework
5. Tell your story well
6. Meet the journalist half-way
7. Never drop your guard
8. Be realistic
9. Right wrongs the right way
10. Don't give up

Thank you!

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Questions?

# THANKS!

## SAY HELLO!

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