

European Ombudsman Institute

Европейский Институт Омбудсмана

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THE OMBUDSMAN AND HIS RELATIONSHIP WITH THE MASS MEDIA

(Expertise compiled for the European Ombudsman Institute for the Working Conference of 29.6.2001 in Chisinau/Kischinew, Moldova.

EOI

An ombudsman is only as good as his degree of fame

I.

Why does an Ombudsman need PR?

"PR! Make them talk about the Ombudsman!!"

9.15 - 10.00 hrs.

An ombudsman is only as good as his degree of fame.

What does success mean for the ombudsman?

To be able to give aid to citizens, to assist them in procedures and proceedings, to help them out of hopeless situations and in difficult circumstances.

In order to be able to do that, the citizens have to know that he exists.

To know that one can turn to him in a relatively unbureaucratic way, that there is somebody who can perhaps help.

The first condition for success is, therefore, that the ombudsman is well-known.

How can an ombudsman become well-known?

In today's world really only via the mass media. There is hardly any present public any more, at least it is not sufficiently large to achieve a greater degree of fame.

Obviously the only effective way is via the mass media.

Almost all citizens can be reached via the media.

So the mass media must report on the ombudsman, include him in their newspaper and television reporting.

There are several possibilities for journalists to gather information for their reports.

The classic method, although out-dated, is through one's own research. But journalists in the media as they exist today have hardly any time for that, particularly those on the daily newspapers.

Another possibility is that somebody forwards a story to the journalist. In other words, secret, usually explosive information that one does not come across in the normal course of research work.

The most common method by far is, however, that PR managers make information available to journalists – professionally compiled, not in a secretive and hush-hush manner, including background information.

So it can be said that it is difficult to get into the papers without PR – unless one creates a scandal. THAT always gets into the papers.

What is PR and what can it achieve?

One can achieve a great deal with PR, e.g.:

- Increase of the degree of fame
- Alteration or strengthening of the image
- Positioning of the institution in public opinion or in the opinion of public groups
- Building up of trust and credibility
- Building up of a positive climate as a condition for business success
- Acquisition of allies and sympathisers
- Objectives to benevolent reporting in the media
- Objectives and understanding treatment by the public in crisis situations
- Rumours, slander and libel fall on less fertile ground

One may not, however, expect miracles from PR.

PR can not:

- Reverse or undo negative developments or misdemeanours
- Conceal or compensate for irresponsible actions
- Transform a lack of openness and desire to give information into good media reports
- Move a lack of honesty into a more favourable light
- Replace advertising

Public relations work consists – roughly expressed – of the following elements:

1. Deliberate, planned, constant, systematic endeavours
2. Goals: development and maintenance of understanding and benevolence, communication with the environment, integration in society
3. Systematic researching of public opinion
4. Communication with the public
5. Cooperative action
6. Inclusion of public opinion in one's own politics

The 10 basic principles of public relations work are:

1. Conviction
2. Openness
3. Honesty
4. Continuity
5. Professionalism
6. Systematics
7. Fairness
8. Sincerity
9. Objectivity
10. Universality

What are the goals that you as ombudsman set to the press?

In an evaluation which is to be made after a period of media work, the first and MOST IMPORTANT task must be to formulate the GOAL.

What do you want to achieve with your public relations work?

Provided that you gain access to the media with your press release:
What can the media achieve for you?

Agenda setting hypothesis

Central idea of this concept: the mass media does not so much influence WHAT we should think, but much more determines ABOUT WHAT we should consider.

It determines what themes and items we put on our AGENDA – agenda or thematic function.

It is a matter of our attentiveness, our knowledge and awareness of problems in the light of daily reported events, public themes and questions.

A cause and effect connection is also assumed in the other direction: the public, with its thematic preferences, influences the agenda of the media, because newspapers and broadcasting companies which have to exist in a competitive market do indeed attempt to orientate themselves to the interests of the recipients.

Model alternatives (of classic causal connection):

1. Awareness model = attentiveness model

The public is attentive to certain themes /groups of themes because the media reports on them.

2. Salience model

Sees the differing emphasis on certain themes in the media as the cause that recipients consider the themes as varyingly important.

Stronger theme structuring effects proceed more from daily newspapers than from television.

A newspaper can, in the presentation and layout of themes, emphasise or repress much better than television.

Press: more long-term theme structuring effects

Television: short-term "spot-light effects"

Always important: Interest on the part of recipients, individual value pattern, characteristics that have a theme (compare news factors).

Use of media: Whoever frequently uses the media also frequently names theme priorities which are similar to the media agenda.

High orientation need by recipients leads to more pronounced agenda setting effects.

The media agenda is itself a result of complex selection process within the media organisation and may not be considered in isolation. The continuity of themes BEFORE their publication is to be accurately observed.

But one has to be able to take the blows as well. PR cannot work miracles. Reports do not always appear in the media.

PR only works on the long-term, it is not a sort of "emergency fire-brigade". Image and degree of fame can only be built up and deepened on a long-term basis.

Still there are possibilities to increase the chances.
You just have to know how journalists work!!

II.

How journalists work – and what you should know about it

Part I:

Gate keeper, news values

10.15 - 11.00 hrs.

Gate keeper theory

This aspect elucidates the key position of individual decision-makers in social groups.

Out of all the input, i.e. all reports, PR press releases etc. that a journalist receives, only a few are selected.

The position of the journalist in this process should not be underestimated.

The journalist is the first sluice-gate in the selection of news, the second sluice-gate consists of the recipients themselves in the selection of the article they read.

Imagine the process like this: the journalist sits at the gate and only lets certain news in.

News value theory

This theory applies to the perception of events.

According to what criteria does a journalist select the news to be printed in the newspapers?
What news does he allow to pass through the sluice-gate?

For each news item there are certain factors that make it noteworthy, interesting and "savoury".

Journalists have an implicit idea of what sort of interests and desires the public have, so they have certain news factors as **criteria of news selection and processing**.

There are various models that are variably differentiated.

Why should you need to know them?

Because you can then compile your press releases so that they are noticed by journalists.

You will then have easier access to the media and increase your chances of becoming well-known.

News factors are characteristics that indicate an event and that dispose over its news value (publication worthiness).

3 factor complexes:

1. **Simplicity:** simple news is preferred to complex news, or complex facts are reduced by journalists to a more simple structure.
2. **Identification:** journalists attempt to capture the attention of the reader by reporting on themes with which the public can identify, in which the reader sees himself.
3. **Sensationalism:** dramatic, emotionally stimulating facts (accidents, catastrophes ...) are particularly often placed in the foreground of news coverage.

"The more a news item corresponds to what journalists consider important characteristics of reality and therefore worthy of reporting, the greater is its news value."

There are 18 news values which can be sub-divided into 6 factor dimensions:

1. Time

- Duration: selective events of short duration have a high news value, long-term events (over 1 week) have a low news value
- Thematisation: establishment of a theme, an already established theme has a high news value

2. Proximity

- Spatial proximity: geographic distance between event and editorial headquarters
- Political proximity: extent of (economic) political relations with the country of the event
- Cultural proximity: lingual, religious, literary, scientific relationship with the country of the event
- Relevance: degree of concern and existential significance of the event

3. Status

- Regional centrality: degree of political-economic significance of the region of the event (for national news)
- National centrality: economic, scientific, military power of the country of the event (for international events)
- Personal influence: political power of the persons concerned
- Prominent personages: degree of fame of persons (for non-political news)

4. Dynamics

- Surprise: expectancy of the timing, course and results of an event
- Structure: complexity of course of events, participation and comprehensibility

5. Valence

- Conflict: degree of aggressiveness of political events
- Criminality: unlawfulness of actions
- Damage: personal, material, financial damage or failure
- Success: progress in a political, economic or cultural field influenced by the event

6. Identification

- Personalisation: degree of personal reference to the event
- Ethno-centrism: whether and to what extent the event affects the people of the country in which the medium appears

There are a number of empirical findings regarding the news value theory which determine a high degree of explanation force.

The news factors have a general influence on the selection decisions of journalists.

There are a number of methods of implementation.

What perceptively psychologically foundable characteristics does an event have to have to become news?

1. Event development = frequency

One-off and short-term events are more likely to become news than long-term developments or trends.

2. Extraordinariness = threshold

The greater and more significant an event, the more likely the chance of it's becoming news.

3. Clearness = unambiguity

The simpler, clearer and more consistent an event, the more likely the chance of it's becoming news.

4. Significance = meaningfulness

The more important and portentous the event, the more likely the chance of it's becoming news.

5. Expectation = constancy

The more an event is consistent with the general expectations, the more likely the chance of it's becoming news.

6. Surprise = unexpectedness

The more unexpected the event, the more likely the chance of it's becoming news.

7. Theme career = continuity

If an event is in the news for the first time, continued reports are made even if there are comparatively more important themes to report.

8. Relative theme variance = composition

The more similar themes are, the more likely the chance that other themes will become news.

9. Reference to elite nations

The more an event refers to elite nations, the more likely the chance that the event will become news.

10. Reference to elite people

The more (intensively) elite persons are involved in the event, the more likely the chance that the event will become news.

11. Reference to persons

The more persons are in the foreground, the more likely the chance that the event will become news. Personalisation can be termed as one of the most important forms of reduction of eventual complexities.

12. Negativity = reference to something negative

The more negative the event, the greater the chance that the event will become news. "Only bad news is good news."

III.

How journalists work -- and what you should know about it

Part II:

Relationship between journalism and PR

11.15 - 12.00 hrs.

Relationship PR manager – journalist

Initial position:

Public relations work: Self-portrayal of particular interests and special knowledge

Journalism: External portrayal, function of total interests and general knowledge

In the limited conditions (in terms of space and time) of the media, a decision in favour of a new item always means a decision against another.

The relationship between journalism and PR in the compilation and creation of media items can be termed as **influence**.

Public relations work has successfully exerted an influence when the results of the media report would have been different without this influence.

But since recipients can not always take part in all events, the comparison of various media contents is the recipient's only controlling measure.

The recipients can only compare contents, which results from the **multiplication and the rapid implementation of one and the same source**.

Role understanding of PR managers and journalists

In the relationship between journalists and PR managers we are talking about an "exchange process with interesting assimilation effects".

Induction processes

Media reporting influences certain processes in companies, and company activities in turn lead deliberately or unplanned to reports in the press, radio and television; both activities partially penetrate and inter-link with each other.

Adoption processes

PR bosses orientate themselves in their initiatives to the conditions and circumstances in the media system: themes are prepared in a journalistic form and distributed long before copy deadline. The media, on the other hand, has accepted that its first partners are the PR departments.

In the handling of PR material 4 basic types of journalists can be distinguished:

1. **PR critics** (approx. 26%)

Not only dismiss PR as superfluous, but see it as a danger, because it entices them to uncritical reporting.

2. **PR sceptics** (approx. 22%)

Consider PR offers as predominantly bad and worthless so that they dismiss them as superfluous, but not as dangerous.

3. **PR anti-critics** (approx. 27%)

Zealously defend PR work against all reproaches from critics and sceptics, expressly deny reproaches of danger and bad quality, but as a rule they do not themselves use PR material.

4. **PR pragmatics** (approx. 25%)

See press releases as helpful information which is well prepared and which they can use because they themselves save time in research work.

In short, 75% of all journalists distance themselves in varying degrees from friendly to critical from PR material and only 25% show themselves to be approachable with the material and other supporting offers.

BUT:

This is particularly interesting because these **self-assessments are in blatant contradiction to content-analytical evaluations of media reporting.**

Around 70% of the reports examined can be traced back to PR activities.
(Study Barbara Baerns / Germany)

From corresponding American studies it has emerged that between 60% and 80% of reports are based on PR material.

Only 25% of journalists confess to using PR material, but around 70% of that which is reported in the media originates from PR work.

Is this not worthy of an explanation?

Journalists never see themselves as forwarders and processors of information from PR offices and recipients, but always as the authors of media content, even if they adopt texts from press folders word for word.

Another unwritten law between PR managers and journalists is the fact that PR contributions become journalists' contributions as soon as they have been printed or sent, even if the two are absolutely identical.

From the point of view of PR managers the following strategic goals apply:

- Get attention
- Influence opinions
- Change behaviour

Journalists' room for manoeuvre:

There are no rules about what they should or must report.
The only condition is multifarious and independent coverage.

The possibilities of obtaining information are only limited from a legal point of view (criminal/civil law).

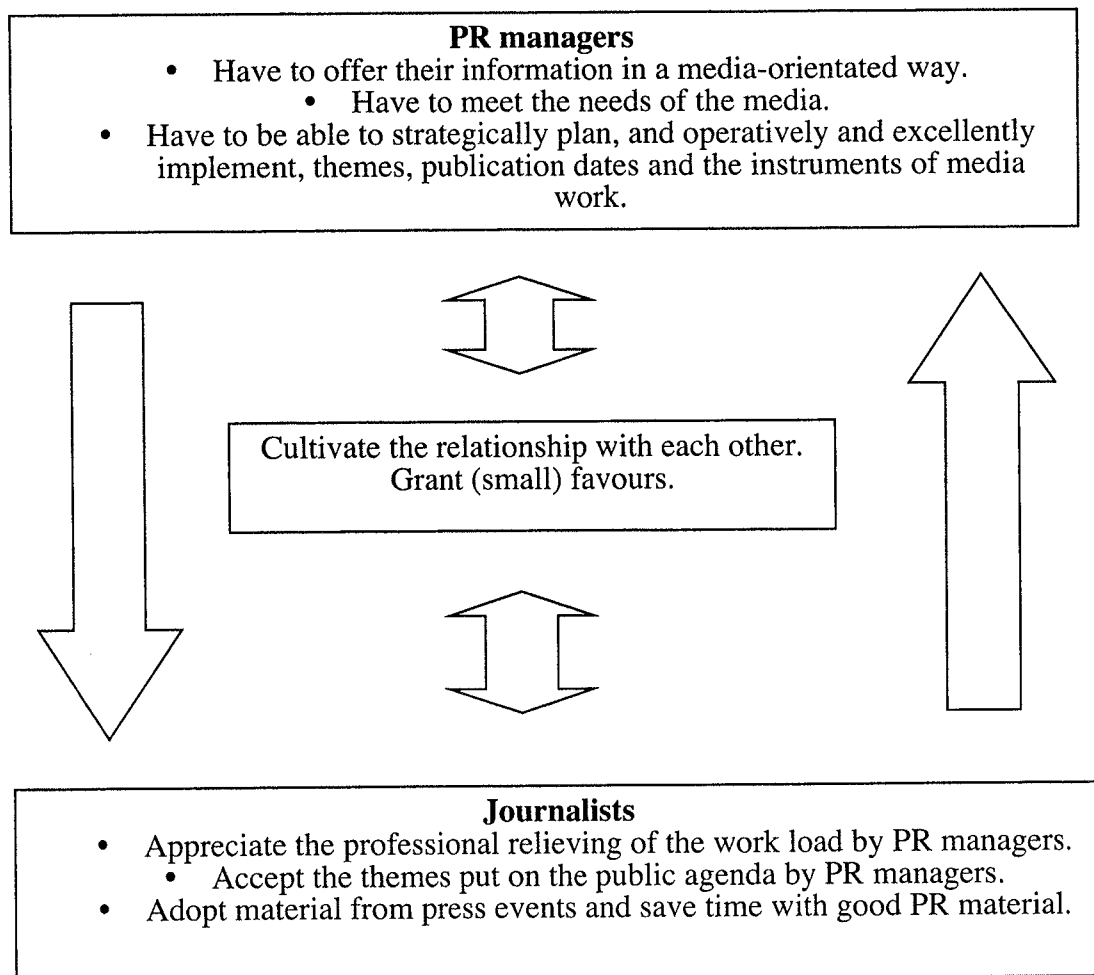
Journalists can also actively involve themselves in the disclosure of information (own research).

PR workers see journalists more as partners.

On the other hand journalists often see PR workers as rivals.

75% of reporting is based on a kind of external PR motivated cooperation. Only 25% can be recognized as independent, because the threat of checking up is often sufficient to obtain halfway reliable information or to induce silence.

Journalists and PR managers have to work on the relationship as two PARTNERS:



The influence of PR on journalism can in any case be relativised by the following points:

- To be successful PR people have to orientate themselves to news factors. So the media system dictates what is to be thematised.
- In crisis cases PR has hardly any chance of success. Journalism then becomes independent, functions autonomously from the otherwise usual PR feeding.

The problem is not that journalism and PR mutually require each other and make each other possible, but that in certain areas of our media system they are gradually penetrating each other and merging.

What do journalists do with the PR material received?

"Transformation work" of journalists, i.e.

all processing and supplementation work, e.g. in the form of:

Selection

Reduction

Commentary

Evaluation

The media system is independent of the PR system's readiness to supply and communicate information.

The return service of the media is immaterial and still worth a great deal, it consists of a very scanty asset: it bestows attention.

The problem is, however, that reliable journalism may not auction attention to the highest bidder, but that it has to distribute without corruption according to its own professional criteria.

IV.

How to reach my audience

Part I:

Advice for your press report

13.30 - 14.15 hrs.

Main principle of media work

"Leave nothing to chance!"

Media landscape

What do PR managers have to know about the media?

(Political, religious, economic) orientation of the media

what political direction can be attributed to a newspaper

Even independent media can be categorised: left – right – liberal

General or special interest newspaper

Production conditions

Know the copy deadline of ALL media, otherwise press conferences are arranged when the deadline for the next day has already passed ...

Daily newspapers

Weekly, monthly magazines

Organisation of individual media (print media, electronic media)

Editorial office, departments of newspapers and television

Names of editors, be informed about changes in positions

Press releases

Written information / report to the media at free disposal

Right to make alterations, including adaptations

Form of an article, NOT a letter

THEME has to "give something", has to be interesting

Must be CURRENT, but not necessarily NEW

Themes can be brought up to date, citizens' service: not generally new, but keeps becoming current

Hard news: What? Who? When? How? Where?

Soft news: 5 B's: Blood, Bosoms, Balls, Babies, Beasts

KISS – formula

Keep

It

Short

Simple

Short: max. 2 pages (the journalist doesn't want to read more!!), line spacing, a lot of short paragraphs, short sentences and words.

Simple: simple language, few foreign words and specialist terms; if necessary then explain.

Take into account the level of the reader.

Speak the same language as the journalist.

Quotations can loosen up the text, make it more dynamic.

The benefit for the recipient must be immediately recognizable.

Further tips:

Formal criteria:

Line spacing, clearly arranged, easily readable print (Arial, Times New Roman), not ornate, no more than one print type, not overloaded with bold or cursive type or underlinings.

No spelling or grammatical mistakes.

First page with logos, corporate design of the sender, following pages normal white paper.

Contact partner should be easily identifiable – and then easily contactable, telephone number with extension.

E- mail address: E-mails should be replied to without delay.

Clear short title/heading and sub-headings – each 3 – 5 words (bold type)

Lead: all short, informative, catchwords.

No questions in the title/heading.

Give DATE.

Mark as "press information".

Leave a broad margin on the right hand side, journalists edit there, not between the lines.

Only print on one side of the paper.

Content criteria:

Layout according to pyramid rule: climax (the most important) first, then more additional information (reflections, for what newspaper, for which editor?).

Layout according to the needs of the journalist.

No I or WE phrasing.

First sentence must contain the most important information.

No use of superlatives, no assessments, clear, simple presentation, should have an objective and neutral effect

No modern (slang) words

Be comical only when it is really appropriate, do not try frantically to make a joke, it only looks artificial and untrustworthy

If necessary include a personal accompanying letter: addressed to the editor personally, particularly if one knows him personally, mention of possibility of check-back, polite, not inferior, not ingratiating, no mention of advantages for the editorial office

No boasting, but also no false modesty, if something has moved you, then you can say so

No attacks on competitors

Only use well-known abbreviations and no particular specialist abbreviations

Avoid leakages:

Do not send out to all the media for which a news report may be interesting.

Furthermore: for which editorial office within the media (national, international politics, economics, chronicle, arts and culture, education, society, health, media, old people ... = for which editor within the editorial office?

To which media? Daily newspapers, magazines, etc.

Write correctly: address, name (with title), if in doubt ring the telephonist

Compile a distribution list: which journalists for which themes, always bring up to date

Use press handbook, index of journalists (all names of Austrian journalists)

Possibility for distribution of information:

Exclusive story: only forward the information to 1 or 2 journalists, but more extensive

Larger distribution: broad distribution to all media in question, via press conference or press release, several will make a small report, add up, with a broader distribution over several media more readers are reached.

Press photos

Often included in press releases

Information via photos is always good = visualisation

Important: technical quality of pictures: focussed, proper lighting

Size 13 cm x 18 cm

Picture should be suitable to the subject

Better: dynamic pictures, not static, passport photos

Best: photographer and persons to be photographed sit together, chat, photographer shoots the whole time, an hour later one forgets that photos are being taken – then the good photos come about

Colour photos are not suitable for black and white newspapers

For colour printing slides are most suitable

Photos are mostly forwarded free of charge, only special material is charged for

Always text included: who, what, when, where?

Mostly on the back of the photo, not on an additional page, can be lost

As already discussed, certain news items are selected rather than others according to the news value theory.

There are journalistic special techniques that journalists use to make reports worth reading and interesting for the consumers; readers also select what they read according to news values.

Journalistic special techniques

1. Actuality

Primary actuality: for PR less significance, current events, catastrophes ...
On the contrary: one wants to thematise certain areas = secondary actuality

2. Locality

Localise: use in / apply to one's own region

3. Personalisation

Attempt to "hang" a story on a particular person
Single out not only facts but individually involved persons

4. Visualisation

Complex connections are often easier to demonstrate in pictures, statistics, charts ...

5. Exemplarise

Presentation of facts on the basis of examples

6. Rarity of an event

For journalists: only bad news is good news
People have a tendency to be interested in horrible accidents, catastrophes ...
Actually it is an interest in RARE events

7. Problematisation

Definitely do refer to problems, one achieves more credibility, nobody believes you when you say there were absolutely no problems
It only provokes journalists to try to find them out

8. Offer journalistic additional benefit

Relieve the journalist of work by giving him well prepared information, going beyond the theme, giving background information
Otherwise he will (have to) try to get information from elsewhere

V.

How to reach my audience

Part II:

Advice for your press conference

14.30 - 15.15 hrs.

Press conference

Informant presents himself to the journalists, gives statements

Relatively formal, traditional, only journalists

Somewhat less formal and more relaxed: press talks

Discussion is more possible here, otherwise questions and answers

"Leave nothing to chance!"

Better to plan everything in chronological order, write everything down, check-list, tick off

The journalists shouldn't even notice what is organized

Press breakfast:

A particular form of press conference, approx. 9.00 hrs.

Advantage: journalists can still observe other appointments

Course of the press conference:

GOOD theme

Which journalists are invited?

Time

Take account of copy deadline, mostly in the morning between 9 and 12 hrs.

"Spontaneous press conference"

Note: there are FIXED TIMES for journalists whom you want to speak to yourself
e.g. evening:

Advantage: no rush from one appointment to another and no copy deadline

Disadvantage: already "after working hours"

Intention at a press conference: reporting

At fireside talks: more maintenance of human relations

Venue

Mostly one's own premises, press clubs

Create a good background, then it can be held anywhere

Creative or particularly impressive background

Book in advance if you want a popular place for the press conference

If possible always with a stage/platform

Table seating plan

Journalists have to be able to write

Toilets if possible clean

Cloakroom: important in winter, wet coats steam, smell ...

Prepare and set up signposts

Ashtrays, flowers, air-conditioning / heating

Arrival

Send maps/plans if the venue is not well-known

Arrange parking and let the journalists know; everyone is bad-tempered after looking for a parking place, one can no longer expect them to be in a good mood

Has to be in the vicinity and has to actually function

Press tables = "information central offices"

At the entrance:

List of invited guests so that everyone knows who is present

Guest book in which everyone can enter their name (with MEDIA!!!), but in fact everyone should know who's who

Press folders

List of speakers, press release in short and long version, photos, background information, contact person

Blocks and pencils

Speakers

Should speak freely (without reading, off by heart)

If a bad speaker, then a speech should be written but in good time so that he can become familiar with it, so that he knows what he is speaking about

Name badges (WITHOUT title, only surname), water and glass (dry mouth – croaking)

Microphones should not hide the speaker

Not too many speakers

What the speaker says and what is included in the press folder MUST match, on the other hand the statements of the speaker should not just repeat what is printed in the fact sheet in the press folder; otherwise nobody has to go to the press conference at all

Consider: what questions might be asked?

Speak for no longer than 15 – 20 minutes

Buffet

In an additional room

Morning: coffee, pastries, cakes

Everything has to be eaten while standing: small bite-sized portions

Available waiters

As organiser of a press conference always bring the following:

Hole-puncher, scissors, sellotape, stapler / staples, post-its, rubber bands, pens, name badges, visiting cards, check-list, list of acceptants

Invitations

Mostly in writing, verbally also possible

Not at too short notice, but not too early, send out 1 – 2 weeks in advance

(Some journalists plan long-term, others short-term)

Shortly before: reminder by letter, fax, E-mail

Same invitation with "reminder" approx. 2 days before

Journalists mostly don't announce themselves, ask shortly before

Not popular, but it works, more people come

Anyone who can't come should be sent information material in good time so that he receives it at the same time as the press conference, send at least one day in advance according to postal service!

Journalists from electronic media come before those from the print media – they have to set up their equipment

Individual interviews must, however, be given AFTER the press conference, print journalists should not be at a disadvantage

Fireside talks:

Hardly ever takes place in front of an open fire!

Small, hand-picked group of journalists

Comfortable, informal surroundings

Personal, often verbal invitation

More for the purpose of building up a relationship with journalists, less for an exchange of information

Background information

Becoming acquainted with journalists

Dealings with journalists

Polite, correct, honest – we want something from him

Do NOT lie, it's pointless, it will come out

Above all with crisis PR, do not play down problems, but point them out AND at the same time suggest solutions, things that have already happened ...

Not servile, but at the same time not condescending

Mostly no qualifications in terms of schooling, the majority of journalists came into the profession by chance, learning by doing, learning on the job

Above all one should be able to deal with beginners, they are often too anxious or too bold, they want to write THE article

Editorial offices often work with free-lancers because they don't have sufficient staff, i.e. journalistic quality is not always high

One should not let journalists notice that one recognizes their lack of knowledge, but one has to prepare the theme for them, so that they can work with it

Good information saves further research

ALWAYS take journalists seriously

Do not start a row with journalists

Always be available to speak to journalists, somebody has to be RESPONSIBLE

Journalists: **only bad news is good news**

They don't want just positive information, but question things

Disclose problems as well

One achieves a more credible effect, not EVERYTHING can be positive

A less critical report will be written: if only positive things are discussed, the journalist expects that somewhere there is a "corpse in the cellar", that one has something to hide

Get to know journalists

Journalists have priority, later can be too late

When false statements are reported:

What one should NOT do:

Insult journalists

Bawl out the chief editor

Make threats of detaining further information

Threaten with legal action, rejoinders, etc.

Swear to NEVER AGAIN talk to journalists

That is all pointless, what's written is written, what's sent is sent

One can only attempt to minimize the damage

If errors can only be put down to superficiality, lack of time or care then speak to the journalists and clear up the mistake. Usually an amendment will ensue.

VI.

Did I reach my audience?

Evaluation

15.30 - 16.15 hrs.

Interview tips

Individual talks with journalists:

Either the journalist or PR manager asks for a meeting

Venue: editorial office, office of the informer, neutral ground (café)

List of journalist's questions: what could he ask me? He doesn't just want chat, but to talk about delicate themes

The first questions are usually warm-up chat

Prepare the theme!!

USP = Unique Selling Proposition

THE statement that one wants to bring across

Preparation of the PERSONALITY of the journalist: is he known to be indulgent, false, does he twist words, is he trustworthy, reliable, what is his political orientation

Show the journalist that one knows his work, that one has read his articles, creates an atmosphere of trust

Interview tips:

Be WELL prepared

Keep your voice high, then you won't be cut off

Keep mentioning USP in various forms

Speak clearly

Watch out with ironic statements, can be misunderstood and abused

Ideally interview before the programme, ask to see article before printing and only release with approval

Questions on the telephone: do not answer immediately, rather ring back in 5-10 minutes, but be DEPENDABLE

Dress appropriate for television

Evaluation

What is success for the ombudsman?

The success of public relations work on the part of an ombudsman can be measured by how many people consult him during the following period of time.

So appearance in the media is just the first step. This can help him towards becoming well-known.

The real success comes when people know that the ombudsman exists and that one can consult him, and where, when, how he can be reached.

The greatest problems in the evaluation of PR measures:
Insufficient money, insufficient time, insufficient personnel

But at least press review:

Which media mention me?

What is the tone of the statement? Positive – negative – neutral – appraising

Do journalists add something? What do they leave out?

What are the names of the journalists who use my press release?

Have they used this exclusively or have they carried out their own research?

What kind of reporting has been achieved?

Which medium was it worth sending which report to?