



April 2020 » by Chad Dudley

NEWSJACKING

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INTRODUCTION

- The rules have changed.
 - In a 24/7/365 news environment, there are new ways to generate media attention.
- Newsjacking is powerful, but only when executed in real time.
- Paris Hilton got arrested for drugs. Wynn Hotels banned her from the hotels. They stole the story.
- Chilean miners got set free after 69 days. They came out wearing Oakley sunglasses. Oakley got some of the story.

1: FROM RANDOM OCCURENCES A METHOD EMERGES

- Life of a news story
 - Breaking news
 - Newsjack here
 - Journalists scramble for additional information
 - Public excitement grows
 - Peak
 - Old news
 - Done

2: WHY REAL TIME JOURNALISM NEEDS NEWSJACKERS

- Gathering news happens in real time. Looking for people to step forward and add to the story.
- Need to act fast.
- To avoid getting newsjacked, provide journalists with enough credible information to write the story so they don't have to look for more information.

3: THE NEWSJACKER'S GOAL: OWN THE SECOND PARAGRAPH

- First paragraph is always the what, where, when, part of the story.
- The challenge is to get the “why.” That is the 2nd paragraph.
- React quickly. Provide 2nd paragraph content.
- Spot an angle to something and get it online as fast as you can.
- Steps:
 - **#1: Find news to jack**
 - Be open to serendipity/happy accidents
 - Monitor keywords and phrases
 - Track journalists and media outlets
 - Follow Twitter hashtags.
 - **#2: Formulate a strategy in real time**
 - Does your organization have the mindset to act in real time?
 - How are you related to the breaking news?
 - Why should the media care?
 - **#3: Instantly get your take into the market**
 - Blog your take on the news
 - Tweet it using an established hashtag
 - Send a real time media alert
 - Talk about it in a speech
 - Hold a live or virtual news conference
 - Directly contact a journalist who might be interested

4: HOW TO FIND YOUR OWN NEWS, JACK

- **Where to look**
 - #1: Your immediate sphere of business activities and local personal interests
 - #2: In the wider sphere of national or global news
- **Tracking people you know**
 - Bloggers, analysts, journalists
 - Begin monitoring via RSS feeds (Google Reader or Newsfire)
- **Monitoring keywords and phrases**
 - What are the search terms relative to your business?
 - Set up Google news alerts

- Twitter is essential to the newsjacker
 - Tweetdeck or Hootsuite or twitter's own search function
 - The hashtags are a vital link from the newsjackers and journalists

5: THEN AGAIN, IT MAY JUST FALL INTO YOUR LAP

- Have to be ready for real time mindset
- Just look around you. What is going on? What is worth writing about?

6: KA-CHING. CEO BAGS A COOL MILLION WITH A SINGLE BLOG POST.

- Identify something that someone in your industry is doing and write on it.

7: BECOME THE GO-TO GAL OR GUY IN YOUR INDUSTRY

- Journalists like going to the same experts again and again. Simple, reliable and safe.
- Get information to the key sources quickly!

8: GETTING THE MANDATE TO COMMUNICATE

- If you are a big company, have guidelines in advance on how you can react quickly.

9: HOW TO BOARD THE MEDIA BUS IN REAL TIME

- Blog it and put it on your website
- Media alerts in real time
 - Newswire, Business Wire, PR Web
- If you speak at events, this is a great spot to give your thoughts on a topical issue.
- Live stream it
- Link your message to existing content with comments
- Tweet journalists directly

10: BE CAREFUL OUT THERE

- Must act quick, but also must be in tune with what is going on
- Be dignified and statesman-like
- Be upbeat and positive
- Don't get too cute or clever

11: MEET THE MASTER NEWSJACKER: LARRY FLYNT

- Pick some themes (for Flynt, it is supporting free speech and exposing hypocrisy)
- Be fearless

12: JACK BE NIMBLE, JACK BE QUICK

- Get out there and do it