

TIPS ON WORKING WITH MEDIA

Recommended Timeline to Send News to Different Media Platforms

- Dailies (e.g. The Straits Times) and Broadcast (e.g. 938Live): 4 days - 3 weeks
- Weeklies (e.g. 8 Days): 2 - 3 weeks
- Monthlies (e.g. lifestyle magazines): 2.5 - 3 months
- Online (e.g. TODAY): 2 days - 2 weeks

Recommended Timeline to Disseminate Media Invitations

- 2 weeks prior to event date, but good to call or email media to pre-empt them a month to 6 weeks before your event date, to do a soft-booking on their calendar.

Media's Preference for Personal Hard-hitting Stories

- With consumers increasingly conscious of time spent online, there is a shift of focus to 'more meaningful' content and human interest stories from profiles.

Other Trends:

- Consumers are increasingly **obtaining their news from social platforms** e.g. Instagram, Facebook vs newsfeeds. Stories will be the main way people share important information with one another.
- **Audio** has been an increasingly important medium of content consumption with many publishers launching daily news podcasts.
- **Online videos format** as key medium to disseminate stories, for e.g. bite-sized content like video interviews and visuals with short text overlay.
