



**TIP SHEET**

**NO NEWS? NO PROBLEM.  
WHAT TO TALK ABOUT WHEN  
YOU DON'T HAVE NEWS.**

The news cycle can move fast: what was headline news today won't be essential reading tomorrow. For businesses, this means that the opportunities to contribute to the broader conversation can be few and far between, especially when companies depend on busy executives and spokespeople to make themselves available for interviews and commentary.

Often, this means many organisations believe they can't gain media coverage because they don't have 'hard' news to share. Or, worse, they fall into the trap of trying to say something just for the sake of it. This can damage your business's relationships with media, as it can demonstrate that you're just trying to get your name out there without providing something valuable to the journalist that will get their readers to engage.

## HOW TO OVERCOME THE NEWS CYCLE

Keeping your name in the news by engaging with industry media and commenting on the latest trends is essential to help build brand awareness. But, how can you ensure you continue to be part of the conversation when you have nothing new to share?

There are four essential steps your business can take to stay relevant while still providing value and building brand awareness.



## Find out if you're hot or not

Understanding that the news cycle moves quickly is one thing; however, knowing what makes news is an entirely different beast. It's essential to understand where your business fits in the hype cycle, which is based on how well-known your brand is—from being unknown to ubiquitous—and how mature your public relations (PR) and marketing efforts are.

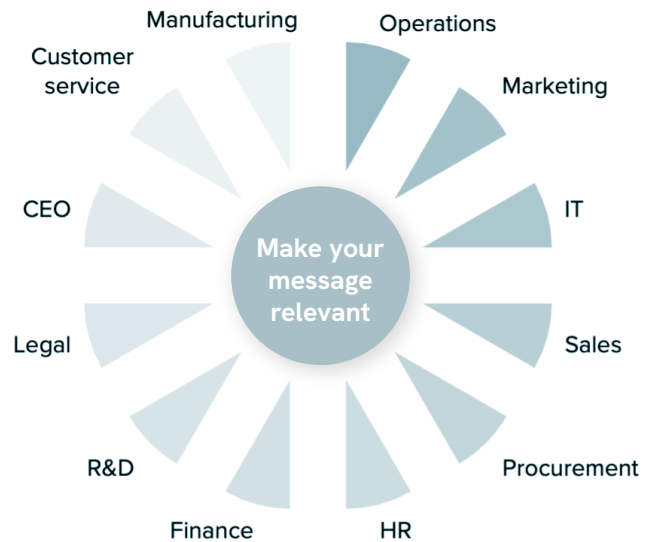
The Recognition Group developed the Hot or Not Matrix to help simplify this process. Businesses should consider:

- What is the current media/social agenda (i.e., what topics are hot or not right now) in an area that aligns with your business focus?
- How much content do you have to support your engagement in these conversations?

## Align your message with relevant topics

Once you understand both the news cycle and where your business fits, you can strategise new ways to contribute to the conversation. Most businesses have access to a wealth of data and information across a multitude of departments and sectors. Even if you think your business has no news to share, the subject matter experts in your company will still have valuable perspectives to contribute to the broader news cycle.

Unlocking this latent value can be a significant challenge for many organisations. That's why we developed the Topic Affinity Model. It provides a reliable framework to help businesses find new opportunities to engage with the news cycle and align their overarching message with relevant industry sectors and audiences.



Using the Topic Affinity Model, you can take a trending topic or issue—such as cybersecurity, for example—and assess how it aligns or affects different areas of your business, like finance, IT, or human resources (HR). Taking this approach lets you contribute to the broader conversation by identifying ways in which your business can help to alleviate pain points in different areas.

		The media/social agenda	
		NOT	HOT
your content	I HAVE LOTS	Look for new insights Map to trends	A good pitch should work
	I HAVE NONE	This won't get media pickup	Create or comment on others

## Develop, amplify, and repurpose

Of course, finding an angle alone isn't the end of your journey; you need to know how to actually contribute to the conversation. Offering your spokespeople for comment, Q&As, or even written or recorded interviews is one way you can achieve this. However, it's not the only way to realise success. Contributing to relevant editorial features, developing thought leadership content (such as bylines), writing blogs for your website, or even promoting articles on LinkedIn are all ways you can offer insights.

And, once you've developed a piece of content that works, you can always repurpose and amplify it across other channels. A topical whitepaper your marketing team developed can be turned into a thought leadership article that you can share with media and promote across LinkedIn to ensure you sweat your assets and get the best possible return on investment. Of course, this can be time consuming for marketing teams, especially under-resourced ones that are focused on other business-critical tasks. Working with a dedicated integrated PR and marketing agency can help you bridge the gap and get the most out of your content.

## Ensure consistent messaging

The last piece of the content puzzle is to ensure that your messaging is consistent across the board. It's critical to understand that your target audiences will come to you through different channels. If you have multiple spokespeople engaging with different journalists, while you're simultaneously promoting content across your website, social media, and trade and national media, you need to ensure your messaging is consistent, and every audience has the same understanding of your business no matter where they engage with you.

This can be difficult to achieve, especially if your teams—particularly sales and marketing—operate separately from each other. The risk is that your information can be siloed, and sales and marketing, as well as other team members in general, could be sharing conflicting narratives with different audiences. It's crucial to get your people on the same page. To help businesses like yours create a compelling and consistent messaging framework that clearly articulates their key differentiators, we developed a Key Message Development Program. Our approach helps businesses align their disparate sales, marketing, and operations teams while ensuring consistency across all client interactions with your business.



## The Write Away Communication way

Write Away Communication—part of The Recognition Group, Australia's leading group of PR and marketing specialists—has more than 30 years of experience helping businesses involved in all aspects of the built environment to simplify their messaging and connect with the right audiences through compelling content.

For more information on how Write Away Communication can help your business consolidate your messaging and elevate your media engagement (even if you think you have no news to share!) contact the team today.

Get in touch today

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