

# Approaches to Journalists Should Take Into Account Cross-Media Audiences, Says Punch Communications

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Long gone are the days when a journalist solely wrote for a print version of a publication. As audiences become more technologically savvy, the media industry is moving to new platforms utilising online, video and social media to capture their audiences' attention. This means a straight e-mail or telephone pitch is outdated, and PRs need to think of more innovative ways to appeal to journalists.

"Newspapers, magazines and broadcasting houses alike are embracing cross-media technology," says Kirsty Shaw from Punch Communications. "Therefore, compiling a successful media pitch is about understanding your target journalist and knowing what they need from a story. Journalists are becoming increasingly stretched as budgets are squeezed and their job becomes more pressured. Ensuring a pitch offers them enough content to cover print, audio and visual will make it more likely for your offering to be taken up.

"Social media should also be taken into account. What exclusive content can you offer a journalist that they can use on the publication's social channels? Don't forget audio and visual elements, video for YouTube and sound hosting sites such as Audioboo can really improve your chances of success."

PRs now need to think of a multifaceted approach to pitching, planning for the many outlets journalists use. The media is no longer a one dimensional print outlet, but a combination of offline, online, social media and audio/visual platforms.

Punch Communications is a PR, social media and search agency with a global reach and client base to match. The company has experience spanning consumer, business and [PR for technology brands](#). For more information, please visit [www.punchcomms.com](http://www.punchcomms.com).

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Punch Communications is an integrated search, social media and PR agency.

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