



Brand Journalizer Criteria

1. FOCUS ON THE AUDIENCE

Always consider what the audience cares about and how they will benefit.

It's not about the organization's brand, it's about the organization's audience.

2. FIND A VOICE

Find a real person and tell the story through their eyes.

3. BE CREDIBLE

Seek tie-ins into a national trend or bigger picture.

Integrating third party stats/facts bolsters credibility.

4. KEEP IT SIMPLE

No 'technical talk'—find an expert who can speak the consumer's language.

5. THINK VISUAL

The most memorable stories deliver engaging visual content.

6. UN-BRAND THE CONTENT

Brand Journalism is not brand-centric, but a Brand Journalist's job includes figuring out how to seamlessly weave in a brand presence.

To learn more about proper story vetting and how the Brand Journalizer works, visit MediaSourceTV.com

of un-branding your content is to mention your company through the affiliation of your expert who is featured in the story.

Brand Journalism Distribution

Once you have identified appropriate brand journalism story topics, the content should then be distributed to your target audience. This style of content delivers maximum value when it's leveraged across both earned and company-owned media channels.

Brand journalism for company-owned media: Best practices for brand journalism content include distributing it across company-owned media channels, which may include a special area of the company website, or via a separate website and URL. These sites look similar to a news media site, giving the content the feel of being produced by a journalistic media outlet.

Brands should also amplify this type of content across their social media channels including **Facebook**, **Twitter**, Instagram, Pinterest and any other channels that reach their target audience.

Brand journalism for earned media: Brand journalism done at its highest level can and should be used to garner earned (news) media coverage. The general rules for pushing the content to earned media follow the same principles used in traditional public relations.

Distributing brand journalism content starts with correctly targeting and identifying the appropriate journalists followed by building relationships and sharing the story. The content provider's attitude should be less "story pitching" and more "content sharing." Journalists will view a successful brand journalism content provider as a valuable content source instead of a pesky marketing person.

Brand journalism content should be delivered using distribution methods that make it easy for journalists to use.

Brand Journalism Case Study

Researchers at **The Ohio State University** Wexner Medical Center developed a self-administered test called the SAGE test that can help spot early symptoms of cognitive issues such as Alzheimer's disease. Because the test is self-administered, it could be taken virtually anywhere.

The hospital's goal for this campaign was to use brand journalism for earned media to drive consumers to company-owned media.