

# Best Practices To Earn Media Cross-Platform

[Heather Whaling](#), Founder and CEO of [Geben Communications](#), joins Doug Simon, President & CEO of D S Simon, to discuss findings of the Media Influencers Report and how brands can earn media cross-platform.

If you would like a copy of the D S Simon Media Influencers Report: [please click here.](#)

## Heather's VlogViews:

"It was disheartening to see the number of media who said they had been burned by PR people or misled by PR people, certainly that is not a good thing for our industry. It does create an opportunity for those of us who are building really good positive relationships with the media. There are so many out there doing it wrong that if you are doing it right it reinforces why the media are so willing to work with the same PR people over and over."

"I was surprised to see the data around how willing the media are, particularly television, to use third party video, I think that creates an opportunity for PR people to tell their stories to broader audiences in new ways."

"I think it goes back to in your relationships and in your dealings with the media. Being open and honest as much as you can, whether it be through disclosures or is someone available to talk to them at that time or what are those details that led to the specific situation happening is important."

"Make sure your social is appropriate for all the audiences you'll be touching. I was on a panel with the Human Rights

Campaign and they talked about how they're placing highly targeted ads targeting specific journalists that they want to make sure see the videos so that it's not just the journalists getting it organically on their feeds or in an email. I think this is a really interesting and smart way to connect with journalists beyond just our traditional approaches."

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