

# TECHNOLOGY MEDIA 2021

## Trends and Takeaways for Editorial Planning

COVID-19 dominated the news agenda in 2020, but it also drove some fundamental changes in the way journalists are working and reporting. As we enter 2021, the macro themes of the pandemic, cultural and political change continue to drive the landscape and the way the media report on it.

Our [technology and media experts](#) hosted a panel of top-tier business and technology reporters to hear firsthand how their coverage approach has changed over the last year, and what they're looking for in 2021 and beyond.

What kinds of stories and sources are they interested in? How will the COVID narrative affect their reporting this year compared to last? How have their own reporting approaches and newsrooms changed? How can organizations keep virtual connection opportunities with journalists fresh and appealing?

Based on [their recent discussion](#), here are six tips for technology companies to keep in mind when mapping out their media relations approach.

### **A Hybrid Normal and Human Interest**

Tech journalists are interested in stories beyond product news, especially as they cover the move to a “hybrid normal,” a continued convergence of our virtual and offline lives. As such, reporters want to hear about the technologies that will facilitate a return to work, who will benefit from these technological shifts, who may be left out, and how we consolidate technology as we move to living in this “hybrid normal.”

### **Tech x Sustainability**

The intersection of tech and sustainability has returned as a hot topic now that President Biden has taken office. Now is the time to think of the ways your tech and innovation are driving positive environmental impact, and how you can link your story to what's going on in Washington. Consider all angles of sustainability: from manufacturing to supply chain to packaging. Expect coverage on topics like smart cities, affordable electric vehicles and expanded renewable energy sourcing to come back in full force as those clean technologies are top of mind.

### **More Executive Access = Higher Bar for Coverage**

As executives are traveling less, they have become more available—at least virtually. Continue to offer your executives and subject matter experts for phone or video interviews, as journalists are still eager to connect with their sources virtually. But keep in mind, there's more competition for “screen time” than before, so your executives and SMEs need to have a unique perspective to break through—and it needs to be something that couldn't have been communicated via email. One real opportunity is to try to find ways to replicate or at least approximate the creativity and two-way collaboration from in-person interactions of the past, so the more you can make your spokespeople shine, the better.

### **Virtual Event Overload**

When it comes to virtual events, know that editorial staffs are being inundated with invitations more than ever before. They're still attending events and briefings, but they're cherry-picking the ones that deliver something fresh and unique without a huge time investment. Keep the media attendee experience top-of-mind when designing a virtual event, and consider creative ways to engage them beyond the typical “sage-on-a-screen” approach.

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# Ketchum

## Coverage Through a COVID-19 Lens

While everyone is growing weary of COVID-19, it's (unfortunately) the story of 2021 as much as it was the story of 2020. Many outlets are finding readers are still interested in utility stories related to the pandemic. They're looking for information about how technology can help them live—and live better—through the pandemic. Further, reporters are as interested in future vision and predictions as ever, even as they have to report on the news of the moment. What technologies will stick post-pandemic? What data or trends can executives share to support these predictions?

## Relationships Still Rule

When it comes to PR teams working with journalists, we heard the same theme several times: Work to build relationships with reporters, and be honest. Don't overhype a product. Try to figure out reporters' personal workstyles and preferences, and cater to them. Bonus tip: Try to put your main point in your email's subject line, along with the company name; journalists often search for emails weeks later. And if you're looking to expand relationships and pitch more than one reporter at an outlet, be transparent about it.

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## Relevant Ketchum Services

### Tech Earned Media

Earned media is the foundation that underpins Ketchum's approach to storytelling and reputation building. Companies today are expected to inform, engage, adapt and entertain—especially those deeply rooted in technology and innovation.

We know how to get companies credit for their stories and create credibility for executives through earned channels, especially when they need to reach several stakeholders and audiences. Beyond this, we listen. Through our agile process, we get ahead of trends and proactively move to get our clients in the news in an authentic way.

### Social Permission & Technology Study and Techruptors

Even before COVID-19, the technology industry was facing scrutiny relating to trust and social permission. Issues like consumer data privacy and security, as well as calls for more transparency and regulations, were growing in intensity. Much of this criticism comes from a subset of tech-savvy influencers we've dubbed Techruptors. Techruptors are voicing their concerns related to online privacy and are in favor of legislation that regulates companies' use of their personal data.

We've monitored these topics closely since 2018 via [Ketchum's Social Permission and Technology study](#), and we continue to evaluate online and social trends on key topics like data privacy and health care. As we progress toward a "hybrid normal," we can help brands prepare now for the future of technology and social permission.

### OmniearnedID™

OmniearnedID is a patent-pending analytics platform that validates the impact of earned media and influencer content on business performance indicators. Developed by Omnicom Public Relations Group with extensive contributions from Ketchum Analytics, omniearnedID provides valuable anonymized information about individuals who are consuming and reacting to earned media content and links them to measurable business impacts, such as sales and brand reputation. With this intelligence, we can help companies measure campaign effectiveness and refine future earned content and channel strategies.

### Exec Comms in Virtual World

Reporters have always preferred to spend one-on-one time with brands and their executives over attending a press conference or media event or receiving a release—when you really have worthwhile news. With travel restrictions in place, many executives are more available than in the past for interviews and virtual conversations with media. Our Executive Advisory and Media Services experts help leaders build an evidence-based narrative and provide coaching on delivering their story successfully through a variety of platforms, whether virtually, through news media or on social media platforms.

### Contact:

Lisa Sullivan  
Partner, Director, Ketchum Technology  
+1 415 412 6456  
[lisa.sullivan@ketchum.com](mailto:lisa.sullivan@ketchum.com)

## About Ketchum

Ketchum is providing data intelligence and coronavirus communications counsel to clients in Asia, Europe, Latin America, Canada and the U.S.

As a leading global communications consultancy, we combine the deep industry and specialty expertise of boutique firms with global reach to find unexpected connections that lead to lasting relationships and work that matters. The most creatively awarded firm in our industry, we're equal parts human-centered and business-focused, empathetic and intelligent. For more information, visit [www.Ketchum.com](http://www.Ketchum.com).