

# A short guide to **PUBLIC RELATIONS and KYIV POST**



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## **Kyiv Post – There's something in it for you!**

The Kyiv Post is a community newspaper providing news, information and opinions on current events of interest to English-language speakers living in Kyiv, across Ukraine and around the world. The newspaper, founded in 1995, is the oldest and best source of English-language news about Ukraine. We work hard to live up to our motto: Independence. Community. Trust.

In 2008, the Kyiv Post modernized its website at [www.kyivpost.com](http://www.kyivpost.com) to give us the 24/7 ability to keep readers abreast of the latest world, nation and city news, as well as offer advertisers enhanced online options. The website includes forums for reader comments, bloggers and opinion columnists. Our online readership continues to grow from all parts of the world. In the first three months of 2009, kyivpost.com averaged more than 500,000 hits per month.

In the newspaper's Nation section, you'll find general news about Ukraine, its people and politicians. In Opinion, we provide a forum for readers' views, as well as columnists and editorials that address the newspaper's view on the topics of the day. The Business section contains general news pertaining to commerce and the economy, as well as news about companies doing business in Ukraine. Periodically, in Business Focus, the Kyiv Post puts the spotlight on a particular industry and the people behind it. In the Guide, the newspaper covers the entertainment scene and highlights upcoming events, including live music and movie listings. We also help readers – Ukrainians and expatriates alike – find each other through community listings, where readers post notices about club meetings and requests for conversation partners to learn a new language.

Kyiv Post's regular columns include: Ukraine Abroad, a look at how the nation is portrayed internationally; On The Move, a business column tracking the comings and goings in the corporate world; Business Sense, a column in which experts explain how to do business in Ukraine and the nation's place in the world economy; and Vox Populi, a weekly person-on-the-street interview answering a topical question.

The newspaper – as part of the large KP Media company -- is also able to draw on the best coverage of its Russian-language sister publications, including Korrespondent and Afisha magazines, for adaptation to our English-language audience.

There's something in the Kyiv Post for everyone.

Whether you are interested in letting Kyiv know about a new employee, important new client or product, new operating hours or a special event, The Kyiv Post can tell your story.

### **Is it a story or an advertisement?**

Sometimes it is difficult to know whether your news or event is better handled as a news item or as an advertisement. The easiest way to find out is to ask us! Our editors know news. Sending them your information will ensure that it is reviewed, and that it will be considered for inclusion in the paper's editorial content. Generally, information of general interest and that is not strictly promotional in nature is newsworthy. Even promotional information can be news if presented in an interesting way. Be creative! Saying that a bottle of your dishwashing liquid will clean 500 dishes isn't news - but holding a free dinner and dishwashing competition may be - and it gets your message across loud and clear!

If your announcement contains photographs or a lot of details that must be included, you may want to consider taking out an ad. While the Kyiv Post prints news without charge, it reserves the right to rewrite and cut information to meet space requirements and editorial standards. With an advertisement, your news item may be included while being supported by a display ad - and your message is more powerfully conveyed in the process. Talk to the Post's advertising department and see how your commercial message can be conveyed just the way you want it.

An event may be news, advertising or both. The best way to know for sure is to ask us!

Generally, if the information is intended solely to increase customer traffic or boost sales, it should be placed in an ad. If, however, the information would be interesting to the public and its promotional value is secondary to its information value, it is probably newsworthy, but those decisions are made by the editorial staff.

Some examples:

- New employee - NEWS
- New product - NEWS/ADVERTISING
- Lower prices - ADVERTISING
- Company or employee wins award - NEWS
- Customer wins contest - NEWS
- Longer working hours - ADVERTISING

## Guide to working with the Kyiv Post editorial department

This quick review of doing effective PR work with the Kyiv Post is designed to teach companies the do's and don'ts of achieving favorable press coverage on the pages of the Kyiv Post

### A: Publicity Pitfalls

The don'ts of doing PR with the Kyiv Post:

1. **Paid articles.** Kyiv Post journalists are not allowed to accept money, gifts, or other compensation in exchange for favorable coverage of a company or negative coverage of a company's competitors. Any journalist found to be in violation of this rule is subject to immediate dismissal.
2. **Strong-arm PR tactics.** The Kyiv Post editorial staff will not submit to threats, intimidation, blackmail or bribery from companies wanting to dictate the editorial content of the newspaper, nor to any intimations of connection between advertising and editorial coverage.
3. **Viewing articles in advance of publications.** Sources who agree to talk to the Kyiv Post on the record may not review the article in which they are quoted prior to publication. Sources may review the wording of their quotes for accuracy upon timely request, but they have no right to rescind or fundamentally alter quotes granted on the record. There are no exceptions to this rule. A Kyiv Post journalist faced with a choice of either getting a quote from someone who demands to see the article first or getting no quote at all is to opt for the latter option.
4. **Guarantee of publication your interview or information.** Editors have the final say over the news content published in the newspaper or online. Sending a press release to the newspaper does not guarantee that it will be published in whole or in part.

### B: Good Publication Tactics

Having a good idea for an article in mind and presenting it clearly to the editors are the keys to getting published in the Kyiv Post. A good story will sell itself. But you first have to get that story into the hands of the proper editor and present it in a way that the editor will easily understand the story angle. Editors receive dozens of press releases and look through hundreds of stories every day. Take that into account by keeping your press releases short and to the point, so that the editor can quickly grasp the idea of an article.

Use the following guidelines when pitching a story to the Kyiv Post:

1. **Have a good story.** What is a good article? There's no clear answer. But keep in mind that the Kyiv Post is a local newspaper that is always thirsty for information on local and foreign companies doing

business in Ukraine. We consider news on new projects, new investments, new partnerships, new products, mergers and acquisitions, market trends and even employees' career changes as potentially worthy of coverage. A company's involvement in a local charity or sporting event often presents an opportunity, as the given event may be worthy of news coverage in its own right. Companies may also consider offering experts as sources of information for breaking news stories. For instance, the publicist for a major agricultural company may inform the Kyiv Post about a source willing to talk about grain harvest figures. Lastly, realize that when you speak about business, the most important factor is money. Being forthright about revenue, profits, etc., will make for a better story. Vagueness is the bane of journalism.

2. **Prepare a proper news release.** When preparing a news release, follow a couple of rules. First, keep it short and to the point. Secondly, the headline should summarize the article. More often than not, editors won't read more than the headline. Thirdly, try to grab the attention of the editor by putting the most interesting information first. Lastly, clearly state all relevant dates, locations, contact names and phone numbers. When possible, write in English.
3. **Send the story to the proper section.** Once you've prepared a proper story pitch, it is vital to get that story into the hands of the right editor. You might also consider delivering it directly to a specific journalist. For instance, if it's a business story, make sure to send the press release to the attention of the business editor or reporters who cover those issues. If it's a fax, put his or her name on the fax; if it's an e-mail, send it directly to the e-mail box, listed in the contacts section of [www.kyivpost.com](http://www.kyivpost.com). Faxes without recipients and e-mails sent to the general editorial box more often than not get lost in the shuffle.
4. **Send the story to the proper column.** Be familiar with regular columns in the Kyiv Post like Business Focus, Business Sense, On The Move and Vox Populi. Targeting one of those columns increases the chance of coverage dramatically.
5. **Follow up the press release with a phone call.** This is a vital step that will let you know whether the editor or reporter has received the press release.
6. **Have realistic expectations.** Realize that nothing can guarantee publication. Going through all of the above steps will ultimately not help if a story is not interesting to the editor. Editors may even decide at the last minute not to publish a story already written by a journalist or a photograph taken by a photographer. The bottom line is that the editor, not the journalist, ultimately decides whether a story will run. Understanding this basic newsroom reality is vital.

### C: Speaking with the Kyiv Post

A publicist's work of course does not end with the Kyiv Post showing interest in taking up a story pitch. On the contrary, mapping out an interview strategy and sending out the proper message when speaking with a journalist are the most delicate and crucial aspects of doing public relations work. The first thing to realize is that, as mentioned above, the Kyiv Post does not let sources view stories before they have gone to print. In other words, you don't get a second chance to have your say. So it is crucial to articulate your message clearly in the first interview. Here are some tips on interviewing with the Kyiv Post.

1. **Understand the rules of the game.** It is absolutely crucial to understand the rules of interviewing with journalists to avoid possible conflicts and misunderstandings down the road. Besides understanding that Kyiv Post reporters are not allowed to disclose articles or photos before publication, it helps to be familiar with the terms dictating the way in which the information may be used by a journalist.

- **On the record.** If you are speaking on the record, it means that you have agreed that anything you tell the journalist can be attributed to your name in print. If you say something that you later regret on the record, the journalist is under no obligation to withhold your comments from print.
  - **Not for Attribution.** This essentially means that you give the journalist permission to use your comments, but not your name. You should realize, however, that Kyiv Post journalists are encouraged to avoid using anonymous sources, which means that your comments will not be used, unless they are extremely insightful and unless the journalists obtained permission from the editors. Journalists are strongly encouraged to get all quotes on the record.
  - **Off the Record.** This term implies that you forbid the journalist from reporting your comments. A Kyiv Post journalist is not to report any information received off the record unless he/she receives the information from another source.
  - **On Background.** Sources often give journalists explanatory information "on background" in order for journalist to better understand a given topic. Journalists are not allowed to report such information unless they confirm it with another source.
2. **Be prepared.** Make sure you have a good understanding of the message you want to convey. The more prepared you are and the more knowledge you have about the subject matter at hand, the better chance you have of getting your quotes published. Also, never forget that being transparent about the financial indicators of your company always increases your chance of published.

**Finally**, we at Kyiv Post recommend that every company be open to journalists. The more open and accessible a company is to journalists, the more likely it is that it will receive coverage.

As a community newspaper, the Kyiv Post is approachable. Please contact our editors by phone or e-mail to see whether you have news we can use, and call our advertising department to discover how your message can be delivered to our readers with maximum impact. Whatever your message, we're here to help you to deliver it effectively.

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## Advertising policy

The Kyiv Post editorial department maintains strict independence from the advertising department. This means that a company that enters into an advertising contract with the Kyiv Post should understand the following:

1. Advertisers are not entitled to dictate or influence editorial coverage in the Kyiv Post in any way.
2. Kyiv Post advertising agents are not allowed to sell, promise or discuss the possibility of editorial coverage in the newspaper. The editorial staff of the newspaper is in charge of making such decisions.
3. The Kyiv Post editorial department is not allowed to inform an advertising agent about editorial content written about the client.
4. For news items, Kyiv Post journalists should treat advertisers as they would any other company.
5. All advertising and promotional articles in the Kyiv Post must be clearly identifiable as advertisements; Any text-based advertisement must differ from editorial articles. Type for such advertising: arial; font size: 10; text: broken up in four columns. The tiny disclaimer ADVERTISEMENT is included above the advertisement's text.

The Kyiv Post adopts these guidelines to protect the integrity of the newspaper and its advertisers. Any breach of these guidelines is considered unethical and compromises the newspapers' credibility. Violations by either advertising agents or newsroom staff are grounds for immediate dismissal.

In case of any questions concerning the news and advertising policies of the Kyiv Post, please feel free to contact your advertising representative or contact **Brian Bonner**, Kyiv Post chief editor, at 0 44 234-6300, or e-mail: [bonner@kyivpost.com](mailto:bonner@kyivpost.com).