



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.

Listen to the Brand Journalizer Song:
www.bitly.com/BRANDJOURNALIZER

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