
The New PR

Why media relations have
regained strategic importance



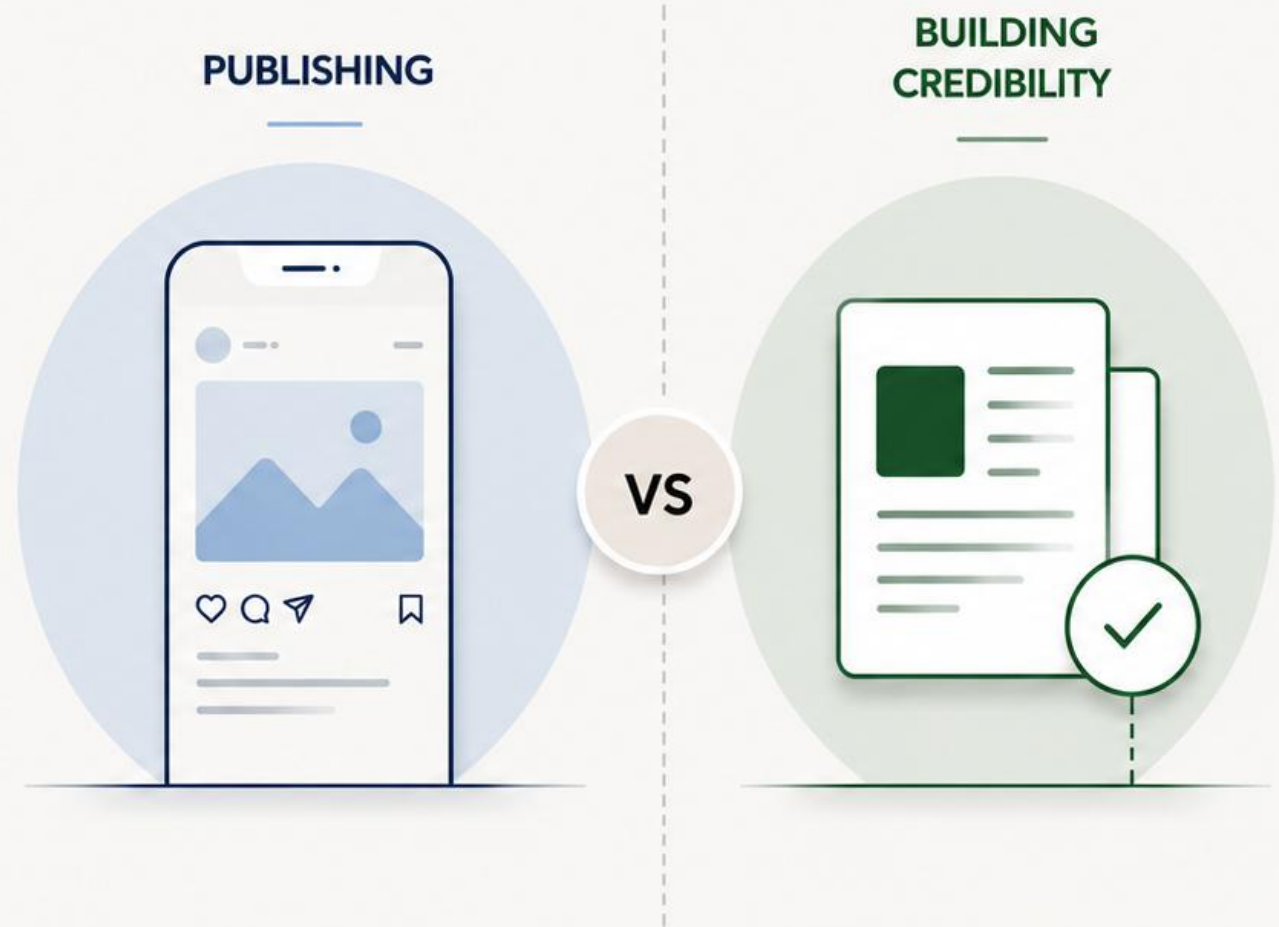
What Many People Came to Think Media Relations Is

Over the past few years, media relations have often been reduced to:

- press releases,
- media monitoring,
- publicity,
- media coverage,
- or simply “getting a company into the news”.

At the same time, social media and owned channels reinforced the perception of greater control over corporate communications.

But media relations have always been about more than exposure.

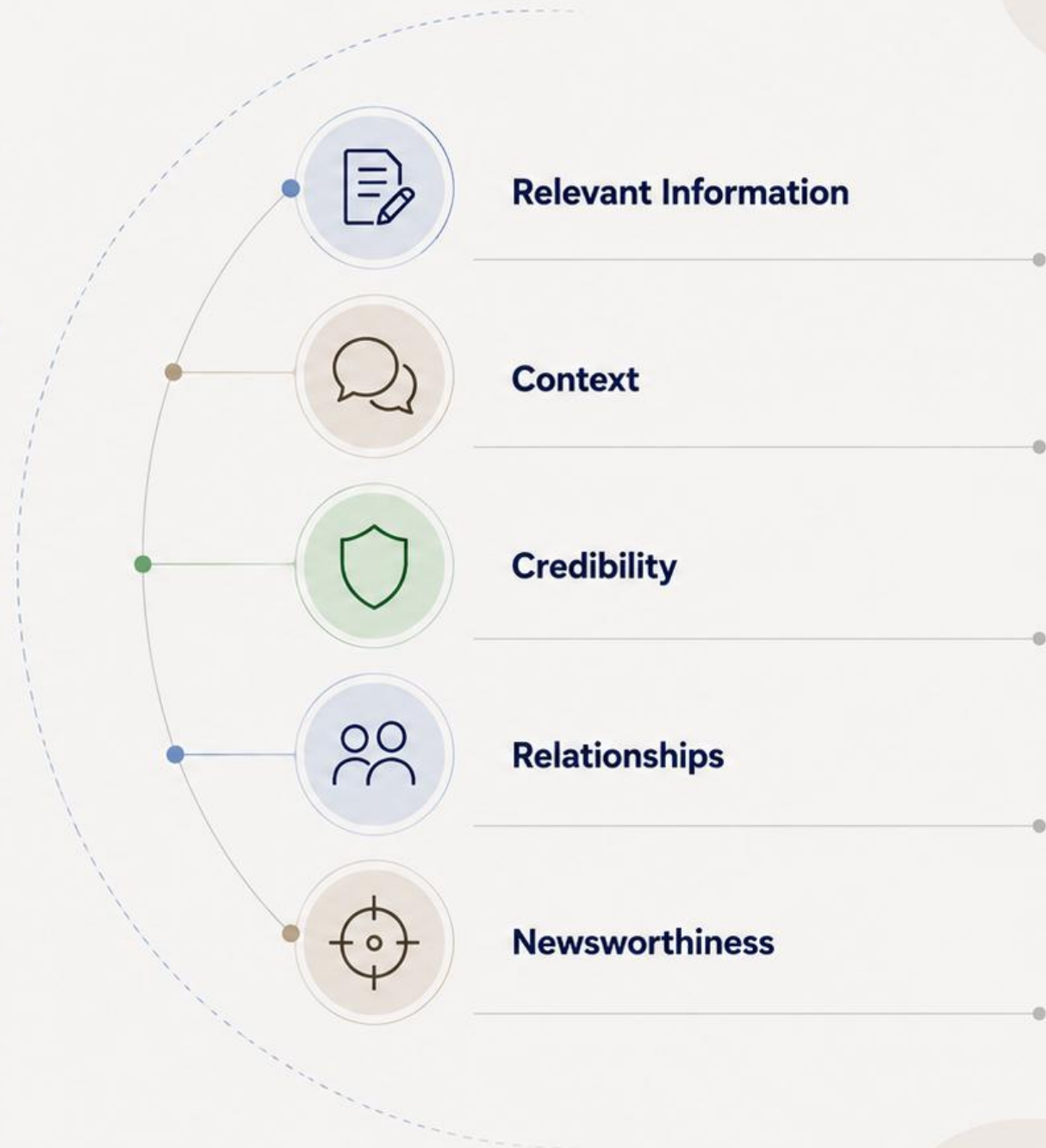


But What Is Media Relations?

Media relations consist of building **earned editorial presence** through:



Unlike advertising,
editorial space is not purchased.
It is earned through the
relevance of the story.



Where the Press Release Fits In

A press release is **not advertising**. Nor is it the final outcome of media relations work.

A press release is a **strategic communication tool** designed to present information, data, perspectives and story ideas to the media.

Its purpose is to generate **editorial interest**.

It helps transform relevant topics into **newsworthy stories**.

PRESS RELEASE



A tool used to present **information, data,** story ideas and perspectives.

JOURNALIST



Evaluates, reports and transforms the content into a **news story,** interview or feature.

NEWS STORY / FEATURE



Content published **independently and organically.**



It is this editorial validation that creates credibility, **qualified reach** and **reputation**.

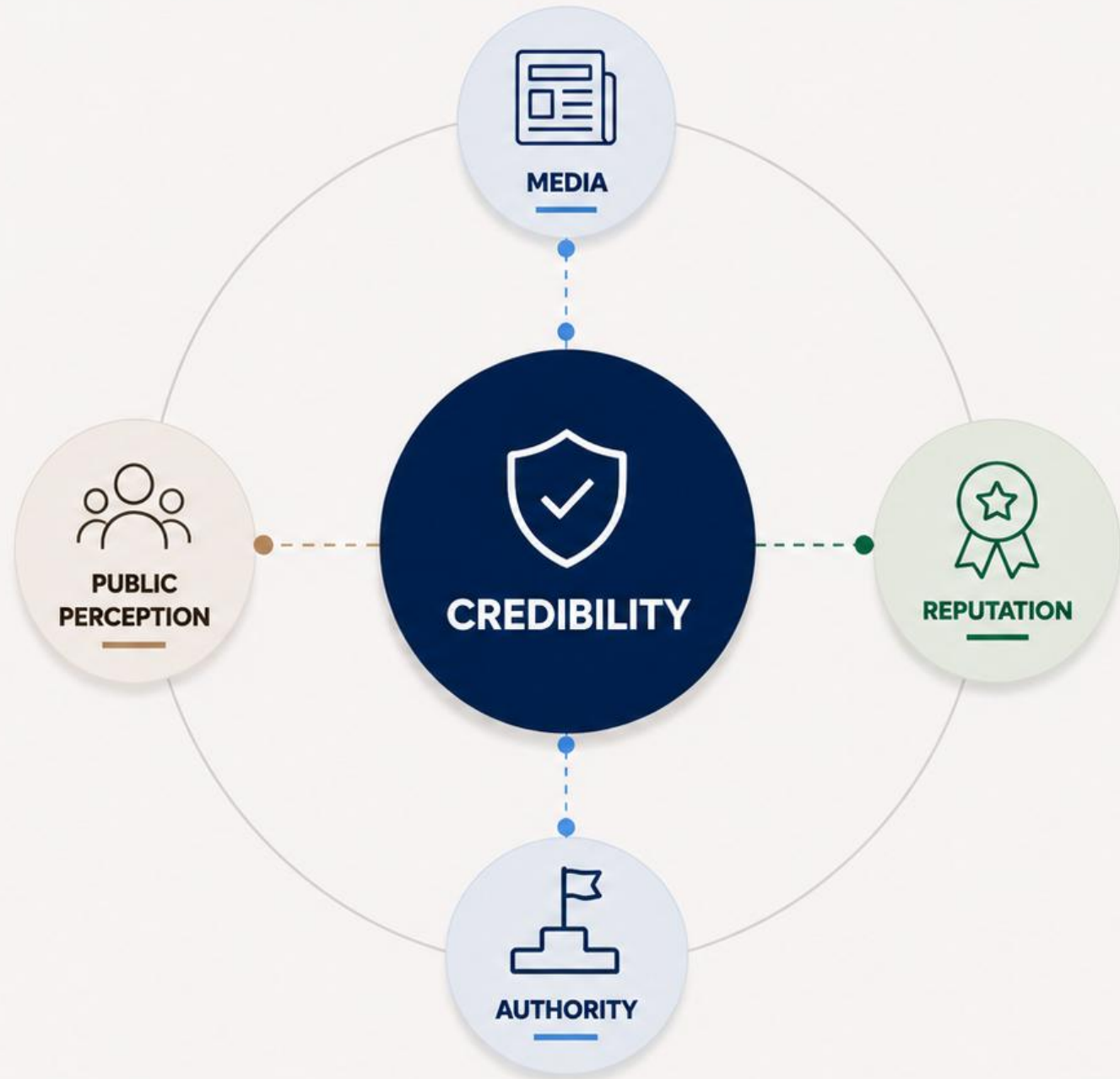
What Builds Credibility

More than exposure, **media relations** help build fundamental pillars for brands, leaders and institutions:

- credibility
- public perception
- authority
- reputation

For many years, these factors were primarily associated with **institutional reputation**.

Today, they also influence **discoverability**, **relevance** and **digital perception**.



Information Overload Has Changed the Rules of **Visibility**

Today, any company can produce content continuously:

- social media posts,
- videos,
- blogs,
- advertising,
- newsletters,
- campaigns.

But **visibility** does not necessarily mean **credibility**.

Amid the growing volume of content, **external sources** are becoming influential again in how brands are perceived.



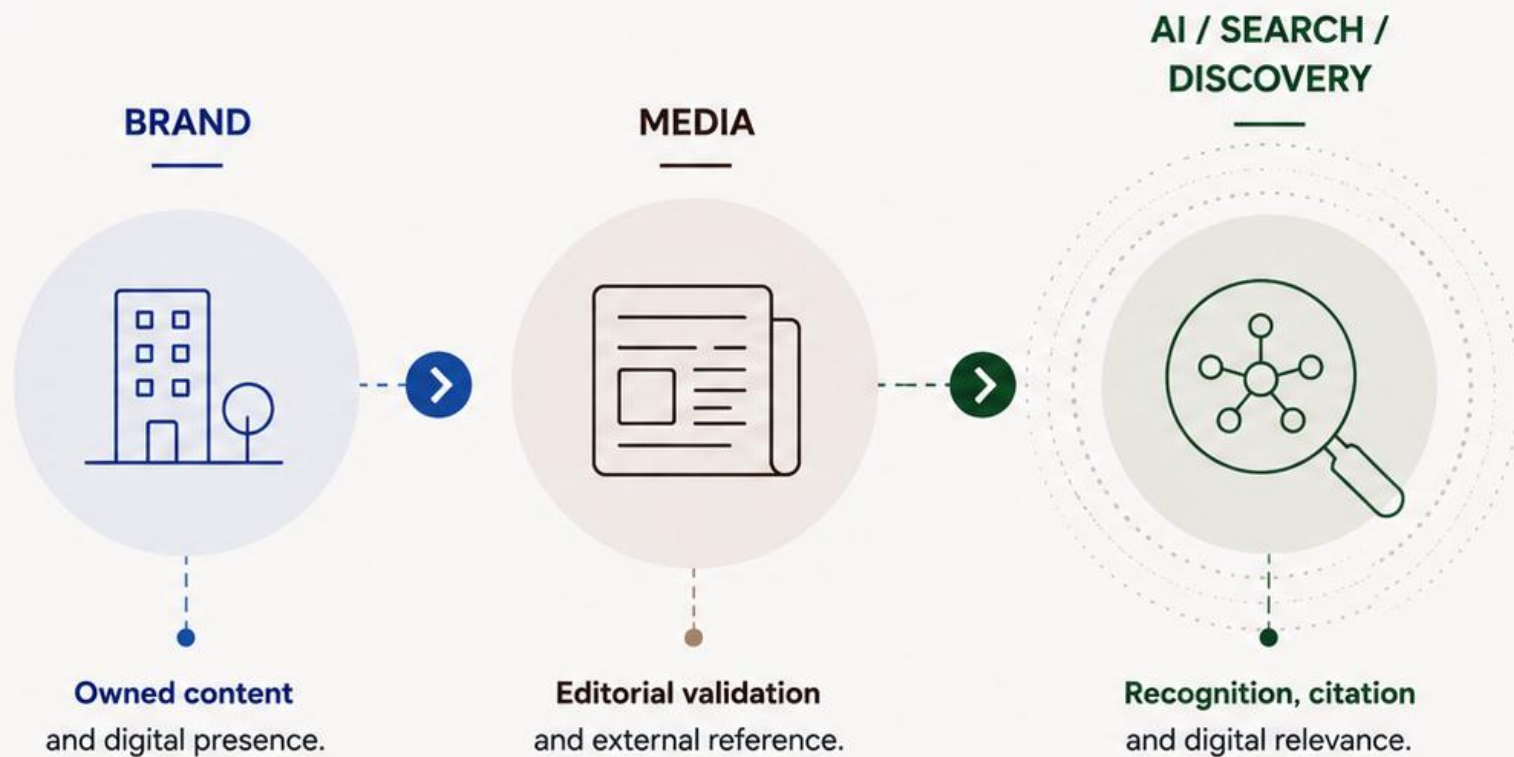
What Has Changed

With the rise of **generative AI** and **natural language search**, content published by trusted sources has become more relevant within digital discovery systems.

This includes:

- trusted sources,
- external references,
- editorial publications,
- content cited by third parties,
- publicly validated information.

Source credibility is once again playing a **strategic role** in brands' digital presence.



Content that receives **editorial validation** gains visibility, is cited and becomes a **reference for AI and search systems**.

What This Means for Companies and Leaders

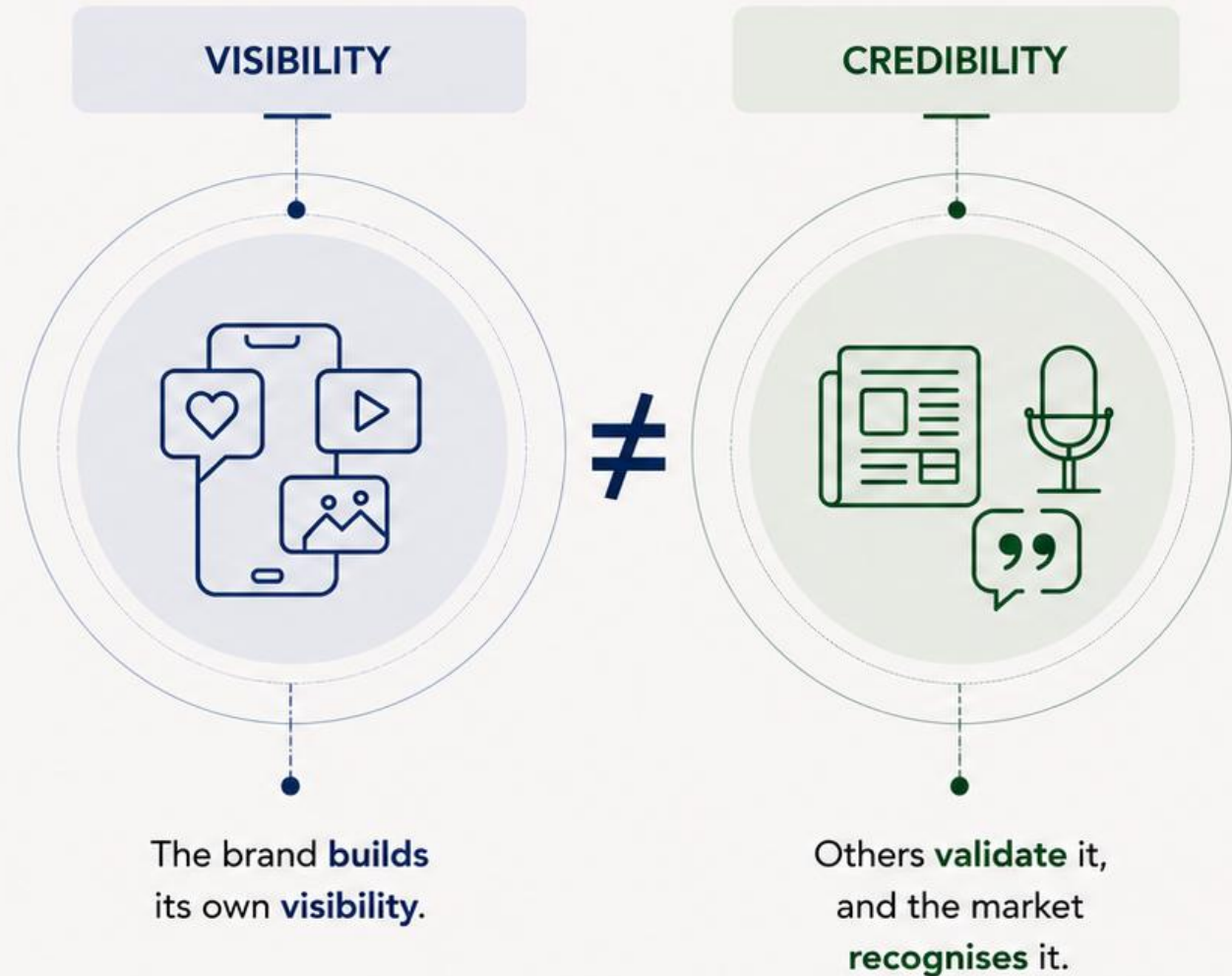
The transformation of communications **has not eliminated**:

- social media,
- owned content,
- digital marketing,
- creators,
- paid media.

But it has changed the way **authority** is built.

Today, **visibility** has not replaced **credibility**.
And **relevance** does not depend solely on content
published by the company itself.

With so much content competing for attention,
trust is increasingly built through **external validation**,
editorial context and **public perception**.



The New Role of Media Relations

Today, editorial content helps **influence**:

- reputation,
- authority,
- digital presence,
- relevance,
- public perception.

More than publicity, media relations have become part of **building institutional value** for brands.



Certified Credibility

The new dynamics of digital visibility have increased the **strategic value** of media relations.



Media relations are a source of credibility.

External validation builds public trust.



Media relations enhance discoverability.

Editorial content is found, cited and recommended.



Media relations strengthen reputation.

Editorial context reinforces authority and public perception.



Media relations are a strategic investment.

Credibility has become a driver of relevance.

**In a world overloaded with content,
credibility is what makes the difference.**

And media relations are how
brands, leaders and reputations
earn that credibility.