

# RSA® Conference 2019

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# BETTER.

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## Engaging the Media

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Research Director, WSJ Pro  
Dow Jones & Co, The Wall Street Journal

#RSAC

# Hello!

- Resume:
  - Research Director at WSJ Pro
  - Response Director at Context IS
  - Various Cyber Roles in UK Government
- Focus:
  - Provide business-focused cybersecurity analysis
  - Weekly column for WSJ Pro newsletter
  - Deliver events



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# The Four Types of Media Expert

- **The All-Rounder**

- A trusted pair of hands at respected organization who can share expert opinion and insight on any broad or narrow cybersecurity topic



- **The Content Contributor**

- Has relevant expertise that adds insight and credibility to a story. May be one of several contributors to an article



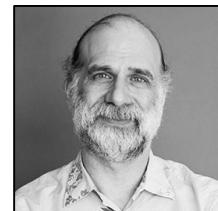
- **The Role Model**

- Holds a position of influence and is seen as the source of wisdom and leadership. Extensive quoting or focus of the story



- **The Thought Leader**

- An expert who doesn't wait for the story and writes their own content to educate others on issues they think should be heard



# Consider the Audience

- Think about your audience
- Plan your arguments and evidence
- Think about how you come across
- Don't count the 'likes'
- Get straight to the point
- Illustrate with real examples
- Less is often more



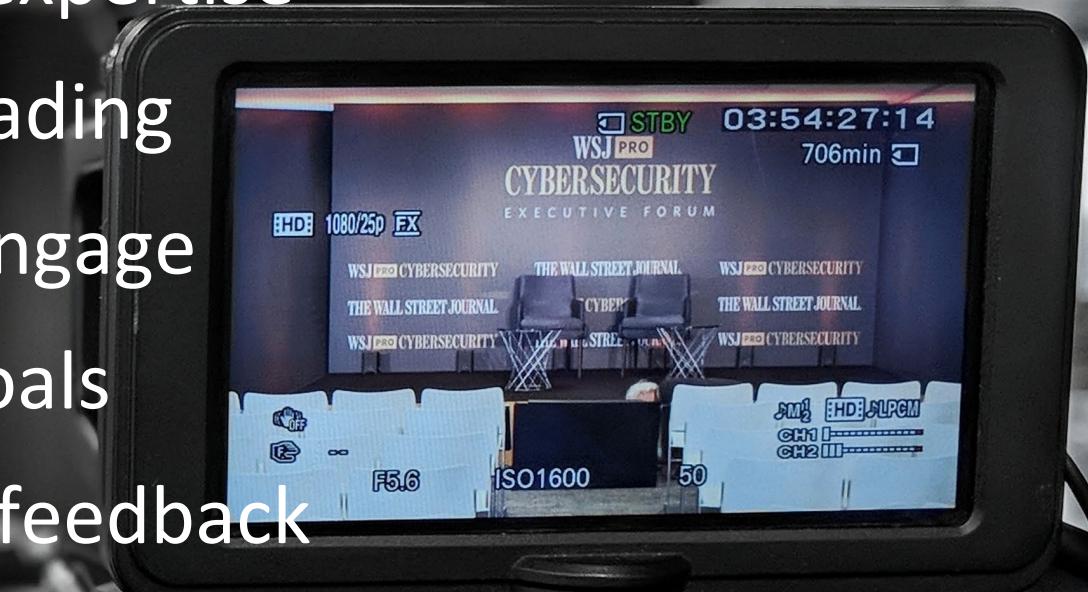
# Engaging Journalists



- Put yourself in the journalist's shoes. Understand their requirement and constraints
- Personal meetings are trickier to arrange, but more likely to be productive
- Be prepared. Be flexible. Be available
- Don't expect sponsorship to open doors

# Apply

- Map your customers' media landscape
- Build your profile to highlight your expertise
- Write regularly, even if no one is reading
- Identify outlets and individuals to engage
- Commit to short and longer term goals
- Practice writing pitches and ask for feedback



# Successful Approach, Unsuccessful Execution

**Robert Kelly — Asian Security Blog**  
International Relations of Asia & US Foreign Policy

Home About Me About this Blog/Disclaimer C.V. Comment Policy Publications What I am Reading

**The South Korean Right in the Wilderness, part 1: Modernizing the Liberty Korea Party**

Posted on February 3, 2019

★★★★★ Rate This



자유한국당

This is a re-post of an essay I wrote for the Korean Dong-A Daily newspaper.

So exactly no one in the English-speaking cares much about this topic. Everyone wants to talk about Trump and Kim and North Korean nuclear weapons. I get it.

But I do think it is fascinating thinking about how the South Korean right will come back from the wilderness where it now is. Its last president was so corrupt, she was impeached. The conservative party – the Liberty Korea Party – then got trounced in the presidential election of 2017 and then again the local elections of 2018.

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TWITTER UPDATES

RT @graham\_euan: Well, American exceptionalism has always vied with the (multilateral) rules-based order. It's the habitual dissing of all... 8 hours ago

I will be speaking in a debate on North Korean denuclearization at the International Christian University near Tokyo...

- Dr. Robert E Kelly
- Professor of International Relations in the Political Science and Diplomacy Department of Pusan National University in Busan, Korea
- Online resume, links to articles and publications, contact details, samples of writing, photo

# Successful Approach, Unsuccessful Execution



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