

**The Impact of *Public Relations*
on the News
– and –
The Impact of the News
on *Public Relations*
[BIG Lecture]**

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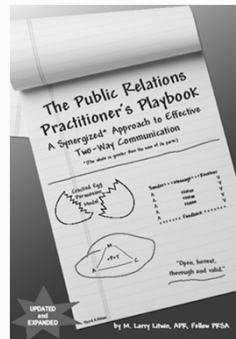


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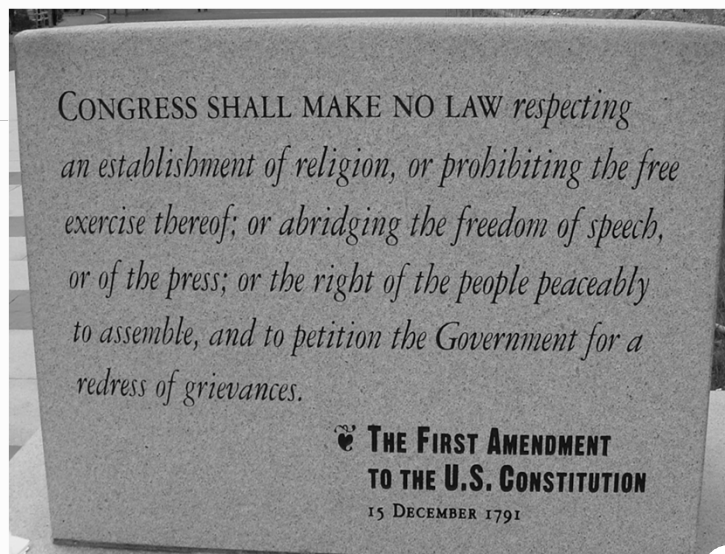
**The Public Relations
Practitioner's Playbook
and
*The ABCs***



Taken from...



Rowan University



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First Amendment

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.



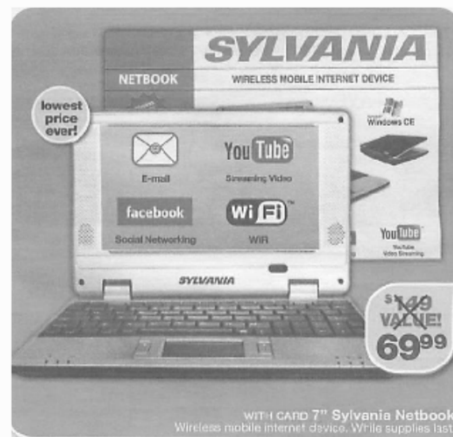
The future is NOW!



The future is NOW!



The future is NOW!



The future is NOW!

Want to avoid getting caught behind this?



COURIER-POST
Accident blocking right lane of Rt. 42 northbound past Rt. 681.

Subscribe to Courier-Post text alerts for the latest traffic, weather and news updates. There are three ways to get started: (1) Use your smart phone's QR code reader to scan the tag to the right; (2) text "courierpost" to 74636; (3) visit cpaj.com/texts.



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**SOCIAL MEDIA PRESS RELEASE
TEMPLATE, VERSION 1.0**

CONTACT INFORMATION:	Client contact Phone #/skype Email IM address Web site	Spokesperson Phone #/skype Email IM address Blog/relevant post	Agency contact Phone #/skype Email IM address Web site
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NEWS RELEASE HEADLINE
Subhead

CORE NEWS FACTS
• Bullet-points preferable

LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE
The purpose-built delicious page offers hyperlinks (and PR annotation in "notes" field) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.

PHOTO
 e.g., product picture, exec headshot, etc.

MP3 FILE OR PODCAST LINK
 e.g., sound bytes by various stakeholders

GRAPHIC
 e.g., product schematic, market size graphs, logos

VIDEO
 e.g., brief product demo by in-house expert

MORE MULTIMEDIA AVAILABLE BY REQUEST
e.g., "download white paper"

PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS
Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.


LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)
This empowers journalist to "take a different angle," etc. These links would also be cross-posted to the custom delicious site.

BOILERPLATE STATEMENTS

RSS FEED TO CLIENT'S NEWS RELEASES

"ADD TO DELICIOUS"
Allows readers to use the release as a standalone portal to this news

TECHNORATI TAGS/"DIGG THIS"



Electronic Release Template

SHIFT
communications


SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.5

<http://www.company.com/socialmediareleasesroomstodaynews>

MODERATED COMMENTS
Offer RSS and email update options

Type your comment here...

PHOTO e.g., product picture, executive headshot, etc.	CONTACT INFORMATION: <table style="width: 100%;"> <tr> <td style="width: 33%;"> Client Contact Phone #/skype Email IM Website </td> <td style="width: 33%;"> Spokesperson Phone #/skype Email IM Blog </td> <td style="width: 33%;"> Agency Contact Phone #/skype Email IM Blog </td> </tr> </table>	Client Contact Phone #/skype Email IM Website	Spokesperson Phone #/skype Email IM Blog	Agency Contact Phone #/skype Email IM Blog	<p>NEWS RELEASE HEADLINE Subhead</p> <p>CORE NEWS FACTS • Bullet-points or narrative</p> <p>LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE The delicious page offers hyperlinks (and annotation in "notes" field) to relevant content sources, providing context and on-going updates.</p> <p>PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS Recommendation: up to 2 quotes per contact. Be prepared to offer additional quotes to content publishers who desire exclusive info.</p> <p>"3 LINKS THAT MATTER" (OPTIONAL) Provide more info without overwhelming the reader. Links should highlight relevant data that add context to the news (e.g., blog posts, white papers). A URL "snipping" service like TinyURL is recommended.</p> <p>BOILERPLATE STATEMENTS</p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> RSS Feed to Corporate News Releases </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> "SHARE THIS" Universal bookmark widget </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> TECHNORATI TAGS </div> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 5px; width: 20%;"> OPML Feed to Corporate Blogs </div> <div style="border: 1px solid black; padding: 5px; width: 20%;"> "SPHERE IT" Content related web search </div> </div>
Client Contact Phone #/skype Email IM Website	Spokesperson Phone #/skype Email IM Blog	Agency Contact Phone #/skype Email IM Blog			



The Networked Age

- ☞ Radio
- ☞ Television
- ☞ Internet (and Interactive–Web 2.0/Blogs/Wikis/YouTube)
- ☞ iPod® (Podcasts, etc.)
- ☞ Vcasts®
- ☞ Cell Phone
- ☞ iPhone®
- ☞ Digital Signage
- ☞ Aroma Marketing
- ☞ WOMM
- ☞ Silent Publicity



The Networked Age

- ☞ Cross Platform
 - Print
 - Digital Signage*
 - Wireless *
 - Broadband/Internet *
 - TV
- ☞ Convergence of Distribution

*Formerly referred to as "Alternative Media"



The Networked Age

- 📄 Cross Platform
- 📄 News Convergence
 - Print
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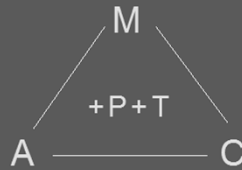


Basic Media Concepts

- 📄 Media mix
 - The way various types of media are strategically combined in an advertising plan
- 📄 Media vehicle
 - A specific TV program, radio station, iPod® or Internet (Web 2.0)



MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing



Recognizing News

- 📄 Is the item relevant to a reasonable number of readers, listeners or viewers?
- 📄 Will the readers be interested in reading it?
- 📄 Is it timely?
- 📄 Does story have local hook?



Hard vs. Soft News

Hard News

- News of the day
- Breaking/Immediate
- Relevant
- Local hook
- Factual

Soft News

- Feature story
- Human Interest
- Side bar
- Evergreen
- Local hook
- Timely
- Factual



What is News?

- Timeliness
- Impact
- Proximity
- Controversy
- Prominence
- Currency
- Oddity



What is News?

- Information the public should be aware of?
- “Something” officials are trying to keep it from the public?



Treat Newsmen and Newswomen as You Would Want Them to Treat You!

- Never (well, almost never) play favorites with reporters.
- Get to know them on a first name basis (relationships).
- Make every effort to be fair.
- Treat them with trust and consideration.



What Editors and Reporters Expect of PR Practitioners

- Relationship(s)
- Know what news is
- Know deadlines
- Accuracy
- Timeliness
- A climate of trust/honesty
- Accessibility (when bad news hits)






Establish a Media Policy

- Truthful
- Factual
- Admit problems and mistakes
- Responsibility






Recent Examples

-  *Daily News*
-  Rowan *The Whit*
-  KYW Newsradio – CBS



What's the Difference?

-  Off the Record
-  Not for Attribution
-  For Background Only

PR Play 9-3
(Page 276)
The Public Relations Practitioner's Playbook



On the Record – Off the Record

- ☞ Know the rules.
- ☞ Be certain the reporter knows the rules.
- ☞ Avoid casual comments at all times.

PR Play 9-3
(Page 276)
The Public Relations Practitioner's Playbook



Not for Attribution

- ☞ Know the rules.
- ☞ Be certain the reporter knows the rules.
- ☞ Anonymous. (Be careful)

PR Play 9-3
(Page 276)
The Public Relations Practitioner's Playbook



For Background Only

- ☞ Know the rules.
- ☞ Be certain the reporter knows the rules.
- ☞ Avoid casual comments at all times.

PR Play 9-3
(Page 276)
The Public Relations Practitioner's Playbook



Getting Coverage In Print and On The Air

- ☞ Get to know your local media
- ☞ Develop relationships
- ☞ The "Beat" System
- ☞ Know how to "pitch"
- ☞ Supply information
- ☞ Tell the truth
- ☞ Rejection



Why Hold a News Conference?

- ☞ To announce item of significant impact.
- ☞ Major product announcement.
- ☞ To explain complex issues.
- ☞ To introduce a new chief executive.

PR Play 9-5

(Page 270)

The Public Relations Practitioner's Playbook



Key Points to Remember

- ☞ Almost *nothing* is “off the record.”
- ☞ State what you know as fact. Truth is the *only* way.
- ☞ Be prepared. Know your subject, objective, audience and interviewer.
- ☞ Expect the worst and have a plan for dealing with it.



Key Points continued...

- Do **not** underestimate your interviewer. He/she has a job to do.
- Keep things simple – easy to understand and follow.
- Know what you want to say and get it said early.
- When confronted with a question you are not prepared for, don't be afraid to say – ***"I don't know."***



More Key Points...

- Get to the interview early. You want time to get comfortable.
- Be a positive force – strong, energetic, sincere and straightforward.
- Detach yourself from the subject matter.
- Remember the importance of body language.



Even More Key Points...

- 📄 Practice to a point – of comfort only.
- 📄 Take a witness or co-presenter if possible.
- 📄 You want to take control of every interview you give.



Real Life “Pitching”

1. **Evolve your media list.**
2. **Warm your pitch.**
3. **Pitch like a journalist, not a salesman.**
4. **Stay calm and focused.**
5. **Take care with multiple reporters at the same outlet.**
6. **Acknowledge the reporting.**
7. **Learn from failure.**
8. **Wait in the wings.**
9. **Respect all reporters and outlets.**
10. **Make personal contact.**



25 Ways to *Deal* with the Media

1. Make the CEO responsible for *media relations*.
2. Face the facts.
3. Consider the public interest in every operating decision.
4. Respond quickly.
5. Return calls.



25 Ways continued...

6. Know to whom you are talking.
7. Be a source before you are a subject.
8. If you want your views represented, you have to talk.
9. Be prepared.
10. Know your message.



25 Ways continued...

- 11. Put your story in context.
- 12. Use everyday language.
- 13. Don't speculate.
- 14. Slow down.
- 15. You are always on the record.
- 16. Cage your lawyers.



25 Ways continued...

- 17. Tell the truth – or nothing.
- 18. Be available.
- 19. Don't expect to bat 1.000 (to be perfect)
- 20. Be realistic.
- 21. Don't take it personally.



25 Ways continued...

- 22. Control what you can.
- 23. Know with whom you are dealing.
- 24. Avoid TV unless you feel you can speak candidly.
- 25. Be human.







PR Play 9-10

(Page 277)

The Public Relations Practitioner's Playbook



News Judgment

-  Impact
-  Conflict
-  Prominence
-  Proximity
-  Freshness
-  Novelty



Some DOs of Media Relations

- Always be available.
- Give reporters your cell/home phone number.
- Compliment reporters.
- “Covering” for reporters.
- Notification of cancellations.
- Put facts in perspective.
- Respond promptly.
- Keep your own set of notes.



Some DON'Ts of Media Relations

- Don't expect releases to be published word for word.
- Don't complain to an editor if a story isn't published.
- Don't ask to see a story before it's printed.
- Don't ask reporters for clippings.
- Don't ask that photos be returned.
(Scan and e-mail them.)

More DON'Ts of Media Relations

- ❏ Don't try to suppress unfavorable news.
- ❏ Don't tell the reporter how to write the story.
- ❏ Don't stress your title or your position.
- ❏ Don't argue with anyone who buys ink by the barrel and paper by the ton.



A Summary of Tips

- ❏ Be prepared.
- ❏ Anticipate sensitive questions.
- ❏ Be open, honest, thorough and valid.
- ❏ Never say "No Comment."
- ❏ Try to avoid "off the record."
- ❏ Think before you speak.
- ❏ Never lose your temper.



Tips continued...

- 📄 Don't let a reporter put words in your mouth.
- 📄 Don't use jargon.
- 📄 Stick to key message points.



Top 10 Media Relations Mistakes

10. Lack of preparation.
9. Failure to identify audience.
8. Reluctance to accept responsibility.
7. Inability to show compassion.
6. Failure to focus.
5. Natural bias against reporters.



Top 10 Mistakes continued...

4. Inability to shut mouth.
3. Natural tendency to want to sound more intelligent than we really are.
2. Fear and loathing.
1. Panic.

PR Play 9-11

(Page 280)

The Public Relations Practitioner's Playbook



“Infodemic”

A complex phenomenon caused by the **interaction of mainstream media, specialist media and Internet sites;** and **“informal” media** – wireless phones, text messaging, wikis, twitters, pagers, faxes and e-mail, all transmitting some **combination of fact, rumor, interpretation and propaganda.**

David Rothkopf

Chairman and CEO of The Rothkopf Group



“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings – and in the end the communicator will be confronted with the **old problem – of what to say and how to say it.**”

Edward R. Murrow



Four more tips – No. 1

PR Play 9-1

Reporters like to talk to people who make news. It is your job to make that person available and your responsibility to prepare that newsmaker for the interview.

(Page 259)

The Public Relations Practitioner's Playbook



Four more tips – No. 2

PR Play 9-3

Preparing the “Pitch”

(Page 263)

The Public Relations Practitioner’s Playbook



Four more tips – No. 3

PR Play 9-12

Building Strong Reporter Relationships

(Page 281)

The Public Relations Practitioner’s Playbook



Four more tips – No. 4

Maybe *the* most important tip!

PR Play 9-2

“Never argue with anyone who buys ink by the barrel and paper by the ton.”

(Page 260)

The Public Relations Practitioner's Playbook



SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

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TECHNORATI TAGS/"DIGG THIS"



Electronic Release Template

SHIFT
communications

SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.8
<http://www.company.com/socialmediarelease.com/todaynews>

CONTACT INFORMATION:

Client Contact Phone: [] Email: [] Web: []	Spokesperson Phone: [] Email: [] Web: []	Agency Contact Phone: [] Email: []
--------------------------------------------------------	------------------------------------------------------	--------------------------------------------

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Offer RSS and email update options

Type your comment here...

TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS



Questions ???

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