

# Media Relations – The *Right* Way – The *Only* Way

NSPRA National Seminar – 2011



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## A Conversation...

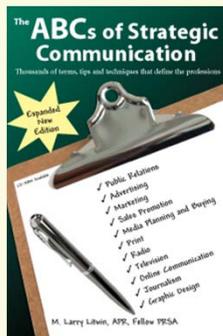
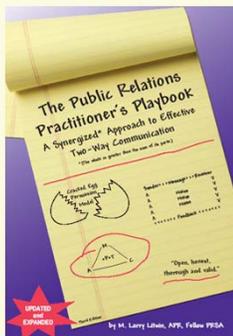
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...based on the best principles and  
practices of effective:

***Media Relations***



## Taken from...



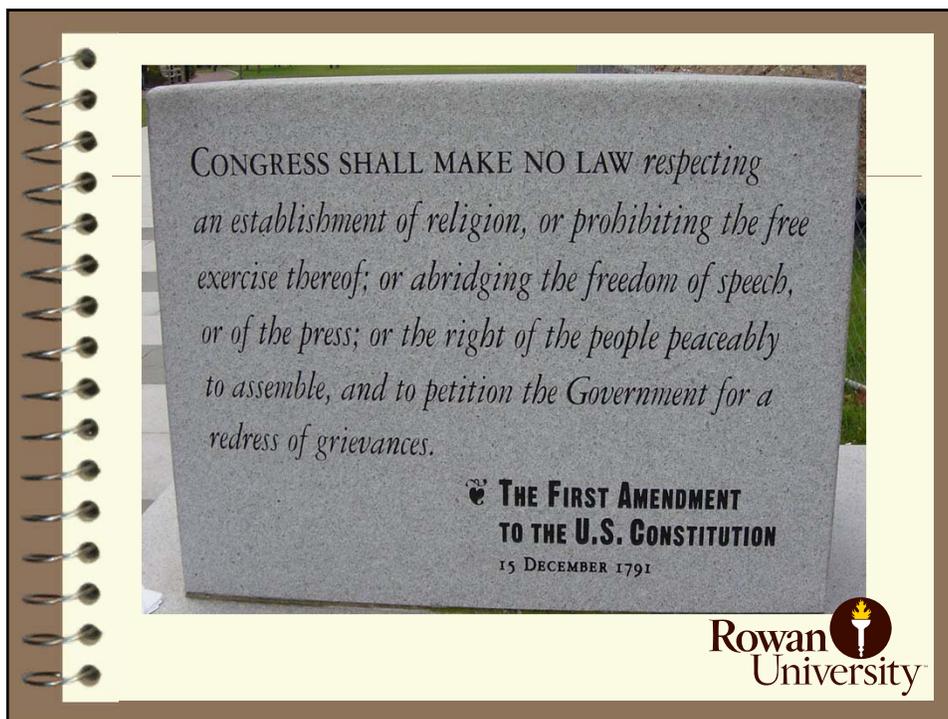
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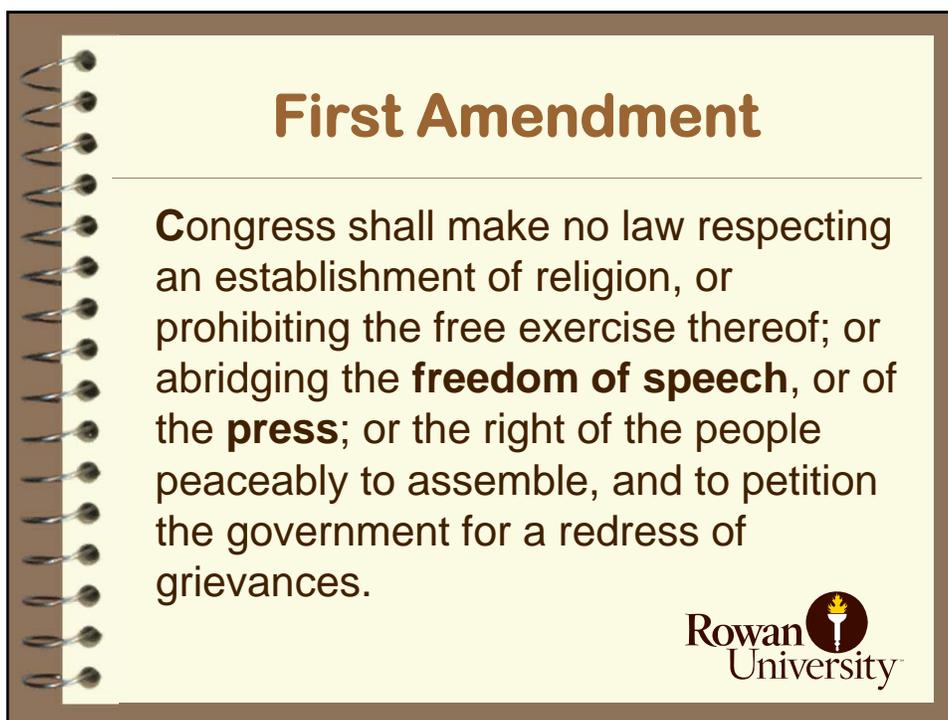
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CONGRESS SHALL MAKE NO LAW *respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.*

**THE FIRST AMENDMENT  
TO THE U.S. CONSTITUTION**  
15 DECEMBER 1791



## First Amendment

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# Questions to Consider

- 📄 **The role of journalists in a free society:** Are contemporary journalists adequately fulfilling that role?
- 📄 **The role of public relations in a free society:** Are contemporary PR practitioners fulfilling *our* role?
- 📄 **Where can journalists and PR practitioners find common ground?**
- 📄 **In what circumstances do journalists and PR practitioners collide?** Is such conflict necessarily a condition you would want to change or does this tension – in the long run – serve the public?



## SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

<b>CONTACT INFORMATION:</b>	<b>Client contact</b>	<b>Spokesperson</b>	<b>Agency contact</b>
	Phone #/skype	Phone #/skype	Phone #/skype
	Email	Email	Email
	IM address	IM address	IM address
	Web site	Blog/relevant post	Web site

**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.

<b>PHOTO</b> e.g., product palette, exec headshot, etc.	<b>MP3 FILE OR PODCAST LINK</b> e.g., sound bites by various stakeholders	<b>GRAPHIC</b> e.g., product schematic, market size graphs, logos	<b>VIDEO</b> e.g., brief product demo by in-house expert
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**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 del.icio.us 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 1.0**

<http://www.company.com/socialmedianeewsroom/todaysnews>

<b>CONTACT INFORMATION:</b>	Client Contact Phone Number Email Blog Website	Spokesperson Phone Number Email Blog	Agency Contact Phone Number Email
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**"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.

**BOILERPLATE STATEMENTS**

RSS Feed to Corporate News Databases	"SHARE THIS" Universal backslash widget	TECHNORATI TAGS
OPML Feed to Corporate Blogs	"SPHERE IT" Content related web search	

**MODERATED COMMENTS**  
Offer RSS and email update options

Type your comment here...

**TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS**



# What Editors and Reporters Expect of PR Practitioners

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Building networks and partnerships

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# 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"

\*\* Connected Marketing



# The Networked Age

📄 Cross Platform \* \*

📄 News Convergence

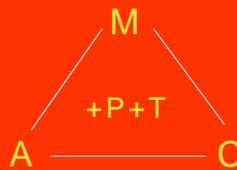
- Print
- Digital Signage\*
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## MAC Triad



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



## What Editors and Reporters Expect of PR Practitioners

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



## Getting Coverage in Print

– including Internet – and On The Air

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- Get to know your local media
- Develop relationships
- The “Beat” System
- Know how to “pitch” – 1-2-1/M-2-M
- Supply information
- Tell the truth
- Rejection



## Establish a Media Policy

- ☞ Truthful
- ☞ Factual
- ☞ Admit problems and mistakes
- ☞ Responsibility



## 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

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

### PR Play 9-3

(Page 276)

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## Why Hold a News Conference?

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- 📄 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

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- 📄 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...

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- 📄 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 – 1-2-1/M-2-M



## 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...

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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...

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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...

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- 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...

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- 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**



## A Summary of Tips

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- 📄 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...

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- 📄 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.

*Provided by: Best Evidence, Cherry Hill, N.J.*

**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*



## 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



## More tips – No. 2

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



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e.g., sound bytes by various stakeholders

**GRAPHIC**

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

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**TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS**



# Questions ???

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