



**The Impact of *Public Relations*
on the News
– and –
The Impact of News
on *Public Relations***

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Taken from...

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



Taken from...



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.



SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

CONTACT INFORMATION	Client contact Phone number Email address Web site	Spokesperson Phone number Email address Spokesperson photo Web site	Agency contact Phone number Email address Web site
NEWS RELEASE HEADLINE			
CORE NEWS FACTS			
LINK & RSS FEED TO PURPOSE BUILT DELICIOUS PAGE			
PHOTO	MP3 FILE OR AUDIO	CONTENT	VIDEO
MORE MULTIMEDIA AVAILABLE BY REQUEST			
PRE-APPROVED QUOTES FROM CUSTOMERS TO EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS			
LINKS TO RELEVANT COVERAGE TO DATE (OPTIONAL)			
RELATED STATEMENTS			
RSS FEED TO CLIENT'S NEWS RELEASES			
"ADD TO DELICIOUS"			
TECHNICAL TAGS "OGG THIS"			




The Networked Age

- ☐ Radio
- ☐ Television
- ☐ Internet (and Interactive—Web 2.0/Blogs/Wikis)
- ☐ 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
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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
+P+T
A ————— C

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

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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?

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Hard vs. Soft News

<p>Hard News</p> <ul style="list-style-type: none"> <input type="checkbox"/> News of the day <input type="checkbox"/> Breaking/Immediate <input type="checkbox"/> Relevant <input type="checkbox"/> Local hook <input type="checkbox"/> Factual 	<p>Soft News</p> <ul style="list-style-type: none"> <input type="checkbox"/> Feature story <input type="checkbox"/> Human Interest <input type="checkbox"/> Side bar <input type="checkbox"/> Evergreen <input type="checkbox"/> Local hook <input type="checkbox"/> Timely <input type="checkbox"/> Factual
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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 from the public (?).

Dan Rather – Former CBS News Anchor
(Posed as questions)



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



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 1-3
(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 1-3
(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 1-3
(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 4-5
(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.



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 JPEGs.)

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

- Lack of preparation.
- Failure to identify audience.
- Reluctance to accept responsibility.
- Inability to show compassion.
- Failure to focus.
- 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.

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Four more tips – No. 2

PR Play 9-3

Preparing the "Pitch"

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Four more tips – No. 3

PR Play 9-12

Building Strong Reporter Relationships

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Four more tips – No. 4


Maybe *the* most important tip!

PR Play 1-2

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


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Questions ???

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