

CHANGING THE CONVERSATION

Tips and Tactics to Get your Agency in the News

Is Print Still King?

In the Internet age, can this be?

- Newspapers and magazines still use news releases.
- Newspaper circulation has fallen, yet major newspapers are still powerful.
- Newspapers dominate the nation's news schedule and are picked up by bloggers and Internet users.



Electronic Media's New Dominance

- In the early 21st century, more and more Americans turned to cable TV for daily news. Specialized cable channels offer everything from food and fashion, to weather and history.
- 24/7 cable news forces world events into one chaotic, continuous loop.
- Satellite radio, despite its slow start, is becoming more and more popular.

The Internet Factor

- Love it or hate it, the Internet has ushered in a new age of journalistic reporting.
- Newspaper websites are increasing in popularity, and many online news staffs are growing.
- Online news sites are providing fresh news targets for public relations practitioners.
- Blogs and social media have sprung up in all shapes, sizes and pedigrees. Reporters and bloggers make use of features such as live video and photo sharing all the time.
- Regardless of the medium, the key to success still lies in fairness and respect on both sides.

Attracting Publicity

Advertising:

- Is a paid message prepared by a sponsor.
- Enables you to control size, content, location, reach and frequency.

Media-Generated Publicity:

- Costs only staff time and effort – about 10% of advertising.
- Is far more credible than advertising.

Value of Publicity

For any organization, publicity makes great sense for:

- **Announcing a new product or service**
- **Re-energizing an old product**
- **Explaining a complicated product**
- **Projects with little or no budget**
- **Enhancing the organization's reputation**
- **Crisis response**

The Nature of Media

- **Egocentric mentality of the news media**
 - Focus on what they want because of what their customers want:
 - Newsworthiness
 - Nature of event
 - Size of event
 - Location of event
 - Oddity of event
- **Must provide them what they want to get what you want:**
 - Coverage
 - “Trustworthy” publicity
 - Means to counter negativity/crisis
 - Respect
 - Presence

How Do You Accomplish These

- You must know:
 - Your market(s)
 - Their audience(s)
 - How to help them do their jobs
 - The right people
 - It can take 6-12 months
 - You'll be rejected
 - You must always be honest
 - What they do and how they do it
 - To be friendly, not friends

Illustration of Media Influence

- Saying you're going to do something = OK
- Doing what you said you were going to do = Better
- Getting the media to show this to everyone = Best
- <http://abcnews.go.com/GMA/video/obama-praises-michael-vick-12490818>

Top-10 Media Relations Mistakes

1. **Lack of preparation**
2. **Failure to identify the correct audience**
3. **Reluctance to acknowledge responsibility**
4. **Inability to show compassion**
5. **Failure to focus**
6. **Bias toward the media**
7. **Inability to stop when you're ahead**
8. **Making them wait**
9. **Fear of the media**
10. **Panic**

Media Relations Gone Bad = Makes a Bad Situation Worse

- **The Volkswagen Recall Crisis**

<http://money.cnn.com/2015/09/22/news/vw-recall-diesel/>

- **Disjointed public response**
- **Underplayed severity of the problems – lack of transparency**
- **Moved slowly and with little detail – reputation took a hit**

News Conference Checklist

- ✓ Advanced notice (at least 24 hours)
- ✓ Explain reasoning to media
- ✓ Hand out media kits/statements in advance
- ✓ Q & A after main statement
- ✓ Prep like a lawyer
- ✓ End on “high note”
- ✓ Focus on 1–3 takeaway points
- ✓ Be honest and personable
- ✓ Remember the reporters’ *medium*