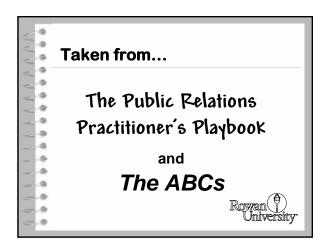
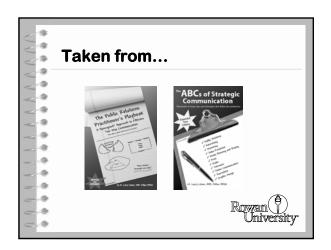
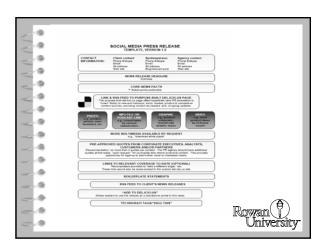
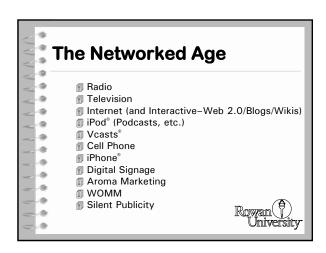
The Impact of Public Relations on the News - and The Impact of News on Public Relations M. Larry Litwin, APR, Fellow PRSA Rowan University larry@larrylitwin.com www.larrylitwin.com % 2009 Rowan University





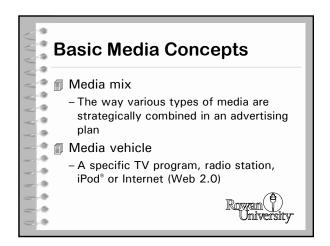
First Amendment Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

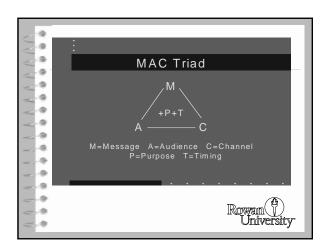


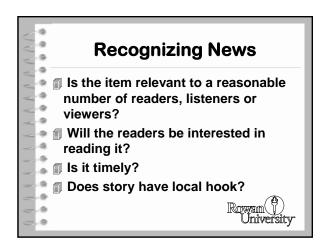


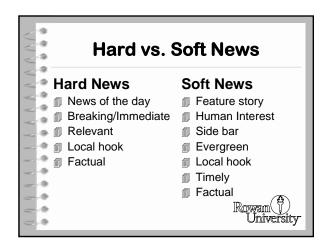
The Networked Age Cross Platform - Print - Digital Signage* - Wireless* - Broadband/Internet* - TV Convergence of Distribution Formerly referred to as "Alternative Media"

The Networked Age Cross Platform News Convergence - Print - Digital Signage* - Wireless* - Broadband/Internet* - TV *Formerly referred to as "Alternative Media"









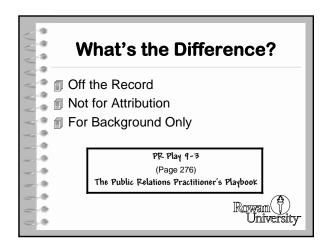
What is News? Timeliness Impact Proximity Controversy Prominence Currency Oddity Rowan University

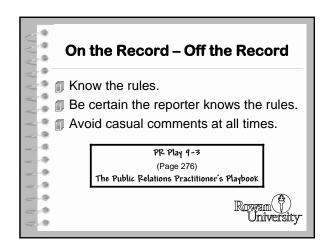
What is News? Information the public should be aware of (?). "Something" officials are trying to keep from the public (?). Dan Rather – Former CBS News Anchor (Posed as questions)

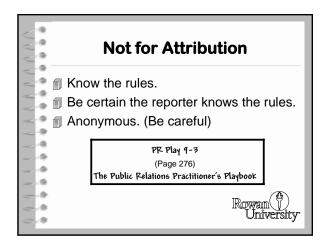
\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	Treat Newsmen and Newswomen as You Would Want Them to Treat You!
*	Never (well, almost never) play favorites with reporters.
- 9	Get to know them on a first name basis (relationships).
9	Make every effort to be fair.
- 0	Treat them with trust and consideration.
C-0	Rowan (*) University

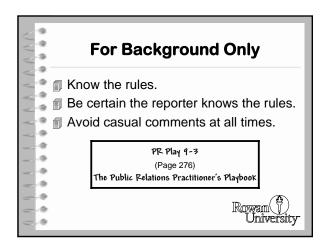
What Editors and Reporters Expect of PR Practitioners Relationship(s) Know what news is Know deadlines Accuracy Timeliness A climate of trust/honesty Accessibility (when bad news hits) Rowan











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 1-5 (Page 270) The Public Relations Practitioner's Playbook Rowanian

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
- 2	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.
	Rowan (4) University

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.

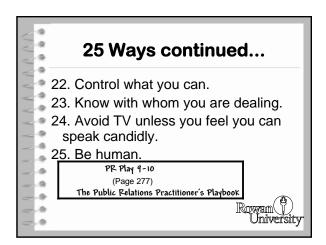


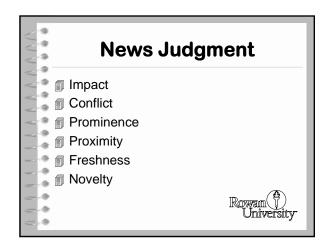
25 Ways continued...

- 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.





Some DOs of Media Relations Always be available. Give reporters your cell/home phone number. Compliment reporters. Your 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 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 1-11 (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

Rowan Duriversity

