

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

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# Taken from...

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

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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.




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### SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

<b>CONTACT INFORMATION</b>	Client contact Phone #/voice Cell address Email Web site	Spokesperson Phone #/voice Cell address Email Web site	Agency contact Phone #/voice Cell address Email Web site
<b>NEWS RELEASE HEADLINE</b>			
<b>CORE NEWS FACTS</b>			
<p><b>LINK &amp; RSS FEED TO PURPOSE BUILT DELICIOUS PAGE</b>          The delicious link will be used to link to the delicious page. The delicious page will be used to link to the delicious page. The delicious page will be used to link to the delicious page.</p>			
<b>PHOTO</b>	<b>MP3 FILE OR AUDIO</b>	<b>CONTENT</b>	<b>VIDEO</b>
Photo of person, place, or thing	MP3 file or audio file	Content of the release	Video of the release
<b>MORE MULTIMEDIA AVAILABLE BY REQUEST</b>			
<p><b>PRE-APPROVED QUOTES FROM CUSTOMER, EXECUTIVE, ANALYST, CUSTOMER AND/OR PARTNER</b>          Recommendation: no more than 2 quotes per person. The pre-approved quotes should be used in the release. The pre-approved quotes should be used in the release.</p>			
<b>LINKS TO RELEVANT COVERAGE TO DATE (OPTIONAL)</b>			
<p><b>WEEKEND STATEMENTS</b></p>			
<b>ADD TO CLIENT'S NEWS RELEASE</b>			
<b>"ADD TO DELICIOUS"</b>			
<p><b>TECHNICAL TAGS="OGG TRIM"</b></p>			




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## 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




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## The Networked Age

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

\*Formerly referred to as "Alternative Media"

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## The Networked Age

- Cross Platform
- News Convergence
  - Print
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\*Formerly referred to as "Alternative Media"

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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)

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MAC Triad

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graph TD
    M --- A
    M --- C
    A --- C
    subgraph Center
    P_T["+P+T"]
    end

```

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

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

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## What is News?

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



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## 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)



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## 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.



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## 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)



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## Establish a Media Policy

- Truthful
- Factual
- Admit problems and mistakes
- Responsibility



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## What's the Difference?

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

PR Play 1-3  
(Page 276)  
The Public Relations Practitioner's Playbook



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# 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**



Rowan  
University

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



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# 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

Rowan  
University

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


[illegible]

# 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**



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



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## 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



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## 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



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## 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.



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## 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."**



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## 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.



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## 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.



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## 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.



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## 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.



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## 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.



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## 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.



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## 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



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## News Judgment

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



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### 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.



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### 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.)

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### 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.



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## 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.



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## Tips continued...

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



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## 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.



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## 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



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## "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



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"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



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## 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



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## Four more tips – No. 2

### PR Play 9-3

#### Preparing the "Pitch"

(Page 263)

The Public Relations Practitioner's Playbook



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## Four more tips – No. 3

### PR Play 9-12

#### Building Strong Reporter Relationships

(Page 281)

The Public Relations Practitioner's Playbook



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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.”**

(Page 260)

**The Public Relations Practitioner's Playbook**



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

<b>CONTACT INFORMATION</b>	<b>Client contact</b> Name: [ ] Email: [ ] Phone: [ ]	<b>Spokesperson</b> Name: [ ] Email: [ ] Phone: [ ]	<b>Agency contact</b> Name: [ ] Email: [ ] Phone: [ ]
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**NEWS RELEASE HEADLINE**  
[ ]

**CORE NEWS FACTS**  
[ ]

**LINK & RSS FEED TO PURPOSE BUILT DELICIOUS PAGE**  
[ ]

**MORE MULTIMEDIA AVAILABLE BY REQUEST**  
[ ]

**PRE-APPROVED QUOTES FROM CUSTOMER, EXECUTIVE, ANALYST, CUSTOMER AND/OR PARTNER**  
[ ]

**LINKS TO RELEVANT COVERAGE TO DATE (OPTIONAL)**  
[ ]

**ROLEPLAY STATEMENTS**  
[ ]

**ADD TO DELICIOUS**  
[ ]

**TECHNICAL TAGS (OGG, TWEET)**  
[ ]

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## Questions ???

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