

# **Public Relations: Addressing a Neglected Need**

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# Agenda

- PR Defined
- The Power of PR
- The Media Relations Process
- What is News?
- Tools of The Trade
- A Winning Relationship



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## PR Defined

Public Relations is a planned process of communication that is intended to:

1. Create goodwill for a person or institution
2. Create an environment in which effective marketing and selling can take place
3. Differentiate you from your competitors
4. Position you as a credible expert in your industry
5. Influence opinion and behavior, etc.



# Another Way of Thinking About PR...

## Marketing Continuum





## Many Facets of PR

- Corporate Communications
- Crisis Communications
- Employee Communications
- Government Relations / Lobbyists
- Industry Analyst Relations
- Investor Relations / Financial Analyst Relations
- **Media Relations**



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## Another Way of Thinking About PR...

If advertising is what you say about yourself...

Then PR is what others say about you.





## The Power of PR – Credibility

- Third-party endorsement lends credibility
- Building credibility is a long-term process



## Additional Benefits of PR

- Less restrictive in message content...deliver a more complex message
- Quickly and cost-effectively tailor the message to niche audiences
- May require less investment than other elements of the marketing mix



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## Media Relations – 5 Essential Steps

1. Determine who you are
2. Understand who they are
3. Build your PR infrastructure – media list, editorial schedules, key messages etc.
4. Create your materials – press kit, online press room, news release, case studies etc.
5. Determine most appropriate strategy and tactics to disseminate your messages to your target audiences...evaluate



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# What is News?





## What is News?

*“News is any overt act which juts out of the routine of circumstance.”*

*“...interrupting the continuity of life in some way to bring about a response.”*

Edward L. Bernays



## Media Relations in Action: News Is...

- Timeliness – “today” “now” “for the first time”
- Relevant to media’s readership / listenership / viewership
- Industry specific news for trade publications
- Consequence – if your news won’t affect people or business, chances are it’s not “news”
- A human interest angle





## The News Release

- Use a compelling, descriptive & short title
- Use proper grammar
- Eliminate the “hype” – “revolutionary” or “an innovation sure to draw crowds”
- Minimize industry lingo - TLAs
- Include an appropriate contact



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## Common Tools in the PR Tool Kit

Advertorials, Analyst Tours, B-Roll,  
Blogs, Byline Articles,  
Case Studies / Success Stories, Corporate Videos,  
Demos, Deskside Briefings, FAM Trips,  
Media Interviews, Media Roundtables,  
Media Tours, News Releases,  
Pitch Letters, Position Papers, Podcasts,  
Press Conferences, Publicity Stunts, Newsletters,  
Speaking Opportunities, Sponsorships, Trade Shows,  
Video News Releases, Visuals, White Papers etc.



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## How a PR Agency Can Help

- Dedicated communications expertise
- Determine, develop & deliver the right plan, strategy and tactics
- Offer healthy independence of thought eg. added objectivity when assessing news value
- Specialized writers for media relations and other on- and off-line projects
- Knowledgeable experts in building long-lasting media relationships



## Choosing the Right PR Partner

Find a company that:

- Provides *senior account expertise* on every aspect of your business
- Respects and values your business—“big fish”
- Shares your financial prudence
- Has chemistry with your staff & company culture
- Focuses on results vs flash



**Thank You**

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