The Power of Public Relations

Media Training by:
Danielle Gaudet
Agenda

• What is public and media relations
• What PR is not
• Case study
• PR plan: an overview/key messages
• PR tactics: Looking at the press release
Agenda

Continued:

• Case study
• Building relationships with the media
• Dealing with the media
• PR do’s and don’ts
• A recap
What is Public Relations Anyway?

- Public relations is a management function that builds mutually beneficial **relationships** with the organization and its publics.
So…what is media relations?

- Media relations is a form of public relations where you build mutually beneficial relationships with an organization and the media (print, radio, TV, magazines, online publications, etc.)
So...What are Some PR Components

- Research
- Strategic Planning
- Free Publicity
- Community Relations
- Government Relations
- Communications Training
- Image Management
- Crisis Planning
What public relations is not...

Marketing: The four Ps

- Product
- Price
- Place
- Promotion
Marketing

- Marketing's immediate goal is sales.
- Marketing's implicit goal is profit.
- Marketing's measure of success is the number of sales and/or the revenue it generates.
Public Relations

- Public relations' immediate goal is mutual understanding
- Public relations' implicit goal is positive perceptions and predispositions.
- Public relations' measure of success is expressed public opinion or other evidence of public support.

Difference Between PR and Marketing
What public relations is not...

Advertising

- You pay for advertising
- PR is essentially free (minus HR costs and some other smaller fees)
- Difference: control, attractiveness, credibility and repetition)
Case Study #1

• Abigail Ponytail is the owner of Dog and Design, a dog grooming and spa in Dieppe. She has been in business for over a year and like many small business owners, has a limited budget. Her advertising and marketing budget has already been spent and she is trying to come up with ways to promote her business without spending any money. What should Abigail do?

• **Activity:** List some examples of ways that Abigail can get some media coverage. Have one person in group record the information and choose another member to present.
Setting Goals and Objectives

The Public Relations Plan:

• Overview
• Goals/Key Messages
• Target Audiences
• Key Media targets
• Tactics
• Action Plan
Key Messages

• The 2-3 points that you want your audience to remember
• They may not remember you, but will remember your message
• The most important and essential part of your communications plan.
• 5 steps: Planning, Facts, Test, Rehearse, Deliver
Key Messages

Key Messages are: nuggets/quotable quotes

- **Be Concise**: avoid jargon and acronyms
- **Be Active**: make every sentence active
- **Be Positive**: talk about what one can do, not what you can't
- **Be Short**: one memorable sentence, 10-15 seconds to say.
- **Be Specific**: address a particular challenge and audience
Group Activity

• Break into small groups and complete the assigned key message activity.
• Then we will complete the exercise as a large group.
What Makes A Story Newsworthy

- Relevance/Topicality
- Timeliness
- Human interest
- Entertainment value
- Controversy
- Weird and wacky (unique)
Let’s Talk Tools and Tactics

PR Tools/Tactics:
- Letter to the editor
- Newsletter
- Event
- Contest
- Public speaking
Tools and Tactics Continued

• Spotlighting a product
• Staging a contest
• Tying it into a holiday
• Using humour
• Creating a character
• And of course: the press release
Press Release: The Good, The Bad…and The Ugly

What is a press release?

- It is a 1-2 page typed document of news or information about a company and its activities.
- Editors get hundreds weekly and throw out 99 per cent of them.
How The Heck Do I Write One?

- A headline to catch the editor’s attention
- A catchy lead with (who, what, when, where and why)
- Need a quote from a source (ideally second or third paragraph)
- Body (about your product, service or company)
- Contact information, release date
Let’s Get To Work

Group Activity

• Complete the assigned press release correcting and writing activity

• Good luck!!!!
Last Thoughts on The Press Release

• Be sure to send it to the right media outlet that suits your business
• Be sure to follow-up!
We Have Our Message…What’s Next…

Research media/meet the press:
• Press conferences
• Arrange a site visit

Develop a media list:
• [http://www1.gnb.ca/cnb/medialist/index-e.asp](http://www1.gnb.ca/cnb/medialist/index-e.asp)
How to build a relationship:

• Be the “go-to-gal”
• Get back to reporters ASAP
• Don’t be afraid of the media—it can be your friend
• Position yourself as an expert
Media Do’s

• Be punctual/respect deadlines
• Be polite and courteous
• Have a positive attitude
• Understand how the media operates
Media Don’ts

• Play favourites
• Blame reporters for what they did not do
• Have a negative attitude
• Lie
• Be disorganized
Final Thoughts

• Public/Media relations is “all about building key relationships”
• You must set objectives and define your key messages
• Writing skills are one of the most important tools in public relations
• You are one step closer to being a PR expert
Thank You

• Questions?
• Comments?
• Feel free to contact me via e-mail at danielle.gaudet@cbdc.ca or by phone: 506-548-2251