

Media & Public Relations

-navigating your message in the public domain

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Media Relations

- Reciprocal relationship between MR & PR
 - Media Relations – coordinating directly with the people responsible for producing the news
 - Public Relations – managing the flow of information between an organization and its public

...Wikipedia

Media Relations

- Seek opportunities
- Begin with the end in mind
 - Know what your message is
- Interaction with the media
 - No guarantees

Media Relations

- Good practices –
 - Do you have a policy on media relations and handling media calls?
 - Orientation for spokespersons
 - Host a meet and greet
 - Tour of facilities, functions or open house

Media Relations

- Understanding the news cycle
 - On line is driving the urgency
 - Headlines/bylines – 5 words
- Correct inaccurate information
 - Wrong info lives forever
- Clips

Media Relations

- Informative
- Educational
- Timely
- Significant or Unique
- Interesting
- Of human interest

Media Relations

- Press Release – factual information
- Photo Opportunity – visuals of an event
- Media Advisory – notification of an immediate event

Media Relations

- Fact sheet – attached to news release; helpful if statistics or complicated information is involved
- News conference– to announce significant or breaking news
 - List speakers

Media Relations

- Who – What – Where – When – Why
- Know your Sources
- Anticipate questions
- Know your message

Media Relations

- Media's interest
 - Debate
 - Expectation
 - Quote
 - Introduction
 - Attribution

Public Relations

- How do you get your message out?
- Branding, threading
 - Revisit your collateral
 - Print, video, website material

Public Relations

- Explain your purpose
- Hit the Road
- Host an Open House
- Tackle a project in public

Public Relations

- Participate in local events – chambers, large homeowner's association
- Get out in the community and meet your customers
- Guest Articles to local papers

Public Relations

- Combine news and facts on your website
- Analytics – know your visits

Crisis Management

- How you handle a crisis will be news
- Competitive nature of news
- Never assume knowledge
- Create collateral – everyone's on the same page

Crisis Management

- Plan a crisis
- Invite partners
- Debrief
- Guidelines will be a lifeline

Social Media

- People discover, read and share news, information and content
- Transformed our communications
- Traditional media adapting to social media

Social Media

- Identify a plan
 - Keep it simple
 - Relevant
 - Up to date information

Social Media

- Opportunities for Social Media
 - Announce functions, news services
 - Reach your customers directly
 - Respond to customers directly

Social Media

- Where do you fit?
 - Twitter
 - Facebook
 - YouTube

Janis Krums from Sarasota, Florida posts the first photo of U.S. Airways flight 1549 on Twitter from his iPhone. Thirty-four minutes after Janis posted his photo, MSNBC interviewed him live on TV as a witness (see video below).



Source:
<http://www.businessinsider.com/2009/1/us-airways-crash-rescue-picture-citizen-journalism-twitter-at-work>



Remember...

If the media doesn't get the
facts from you, they will get
the “story”
from someone else...



Questions?

Thank you!