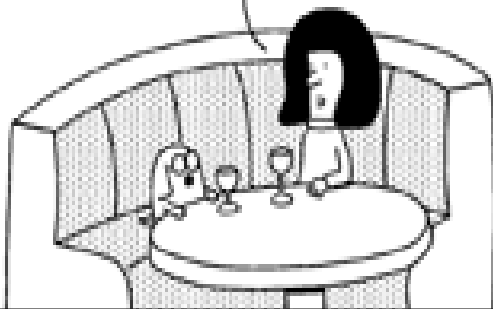


Press Relations

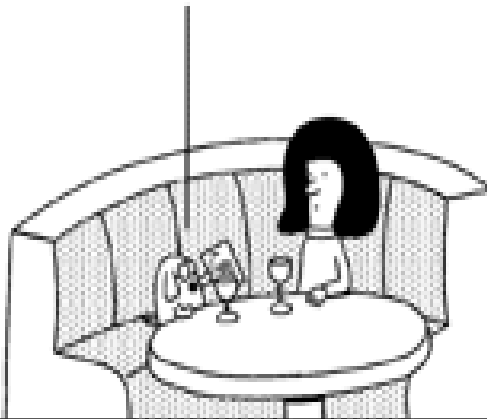
- Two-way operation → link between organisation & press, radio, TV news.
- Firm supplies info & provides facilities on request
- Also takes steps to initiate comment & news

I HOPE YOU DON'T EXPECT ME TO WRITE A FAVORABLE ARTICLE ABOUT YOUR COMPANY JUST BECAUSE YOU BOUGHT ME DRINKS.



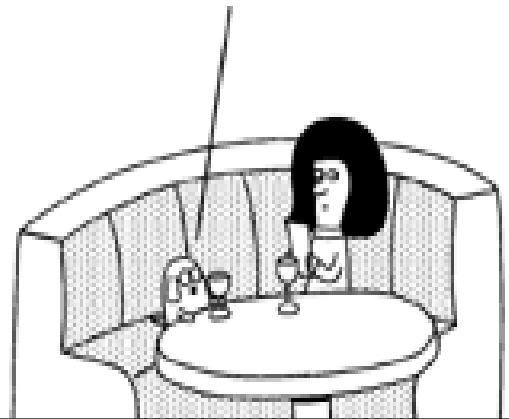
www.dilbert.com scottadams@aol.com

NO, I EXPECT YOU TO PUBLISH MY PRESS RELEASE AND ACT LIKE YOU WROTE IT.



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YOU CAN WORK OR YOU CAN GET DRUNK, BUT THE PAY IS EXACTLY THE SAME.



Press Relations

- Journalists require continuous supply of ideas & subjects
- Understand their needs and be prepared to respond rapidly and accurately
- Necessary to have confidence & respect AFAP without undue influence, bribery or corruption
- Popular press prefers sensational items to news of steady progress

The press office

- Issue news & initiate articles, features, reports
- Answer press inquiries & provide comprehensive information service
- Monitor press, radio and TV & evaluate results
 - Take steps to correct mis-statements or initiate counter-publicity

The press office

- Facilitate flow of information from organisation
- Assist the press without being a barrier
 - Supply ideas for stories
 - Give hand-outs
- Press office must have right size to cope with normal requirements & cope with “occasional panics”

Good PR...

...begins with good personal relations with media

- Know the journalists that cover your industry and develop mutual credibility
- Give them what they want and need (context, form, language, contacts, etc).
- Give a scenario – New product launch – licensing issues.

Great PR...

...is based on preparation to meet the media

- Who is/are your spokespeople? Are they ready? Are they on message? Positive?
- What is your message? Is it clear, believable, realistic, easy to understand?
- How well do you know the reporter(s), their publications, their angle?
- What other stories will these generate? Can we control 2nd and 3rd generations?

Speed, accuracy, timing & distribution

- **Speed** → Answer quickly to queries from journalists to avoid exasperation & repeated calls
 - If query cannot be answered, journalist must be told so, & if possible be referred to another source for info
- **Accuracy** → names, statistics
- **Timing** → Choose psychological moment to release news
- **Distribution** → See to it that it reaches the right people

Optimising press relations

- Supply press with name of a spokesperson to contact in case of emergency
- Get regular feedback from journalists to ensure satisfaction & adjust if necessary
- Maintain regular contact → friendly relations
- Arrange for night enquiries

Information service

- When giving info, make clear whether
 - can be quoted as official statement,
 - attributed to particular individual or
 - to a “spokesman” or
 - without quoting source or
 - It is confidential & cannot appear in print
- Bear in mind that the press may dig into matters that are embarrassing for firm
- Better to have full confidence & explain when issue is too delicate as concealment will inflame news sense & make them keener

Medium of communication

- Press release
- Press conference
- Facility visit
- Letters to editor
- Interviews
- Participation in broadcast programmes

Keypoints about the press

- Editorial policy → kind of material it prints.
- Readership profile → age groups, sex, social grade, jobs, special interests, nationality, ethnic group, religion, politics.
- Frequency of publication
- Copy date → last date or time to supply material for next issue?
- Printing quality, paper & use of colour
- Distribution method → bookstall, subscription, free newspaper
- Circulation area

Press releases

- Keep up-to-date press list
- Must compete for attention with lots of other similar releases → Use heading & firm's paper (letterhead, logo, style)
- Must include date, name & address of sender, telephone (+extension), fax, e-mail, night phone, mobile, etc.
- State release time (ex: "immediate") if applicable or "embargo" (for speech to be delivered at a certain time)

The press release

- Use one side of sheet of paper
- Use double-spacing, legible type, generous margins
- Use heading that explains the subject matter
- Tell story clearly & logically
- Omit unnecessary adjectives & superlatives + elaboration
- Avoid sending a “puff” → will result in bad relations
- Be brief & go straight to the point

News releases

- Background information story → not for publication
- Technical release with summary → when 2 or 3 pages
- Summarising release to accompany speech or report → point out newsworthy items
- Extended picture caption → picture which tells a story
- Brief announcement → new appointment, change of address → result in a few words or lines

Press conferences

- Only when subject may call for questions from journalists
- Have a briefing meeting beforehand
- Plan timing to avoid clashes (for ex: Parliament)
- Send invitation in advance (a week) with info about subject & names of speakers, venue, date & time, etc.
- Make editors feel it is newsworthy to attend without divulging too much

Press conferences

- Arrange for personally welcoming journalists
- Ensure that the firm's people can be identified easily (personalities' names, badges for PR employees)
- Can give press kit (photos, text, samples, etc.)
- Provide refreshments

Assessing impact

- Monitor press through press cuttings to assess impact and adjust if necessary
- Use a special book to stick photocopies with date, newspaper's name, position
- Analyse the articles talking about the firm
 - Positive / negative / neutral opinions
 - Count occurrences

Relationship between PR & reporter

Adversarial in nature....Why?

- What is agenda setting? Does it happen today?
- What is the purpose of 'nasty' questioning?
- They rely heavily on each other therefore trust and relationships are very important. Self corrects and polices. Info flows for stories, etc.