

Managing Relationships

- The 24-hour news cycle has led to “on-demand media.”
 - A segment of the population expects news to be:
 - Individualized
 - Tailored
 - Effortless
 - Regular
 - Instantaneous

“High-powered broadband users” are part of an information elite that shapes how delivery of news and information will evolve online.

How they get the news on an average day:

- 71 percent from online — three times the rate of other high-speed users.
- 59 percent from local TV.
- 53 percent from radio.
- 52 percent from national TV newscasts.
- 43 percent from the local paper.
- 21 percent from a national newspaper.



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- Credibility is still based on the content of the message and not just the channel (Broom, 2009, EPR, pp. 248 – 252).



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- Public relations professionals need to focus on informative, concise communications tactics, such as:
 - Websites
 - News feeds
 - Blogs
 - Podcasts
 - Videocasts
 - Facebook, YouTube, Twitter and others



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- “Cyber crises” can be triggered by postings on the Internet or through similar electronic methods (such as email), and often these can threaten reputation, credibility and market position as quickly as a few strokes on a keyboard.



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- The guidelines for crisis recommendations are as applicable to cyber crises as other types, with the added priority of urgency.



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- Reputation management is a related growing field within public relations.
- Practitioners use electronic monitoring tools to scan the Internet for organizational references on blogs, websites and social networking locations that could affect an organization's reputation.



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- A potentially damaging Internet rumor can reach millions of people in seconds, so prompt and appropriate responses are essential.

