

Media Relations

- The goal of media relations is to establish and maintain solid and ethical relationships with media for accurate, balanced, timely information release.



Media Relations

- Relationships are enhanced when public relations professionals conduct research to become familiar with what media organizations cover.
- Who is the audience that the particular media channel reaches?



Know Your Media

- Foster the relationship
 - Research the media.
 - Read their articles/publications/posts.
 - Know their beat.
 - Know their audience.



Media Relations Guidelines

- Are you providing service and value?
- Are your stories newsworthy and timely?
- Are you pitching from an angle that makes sense to the news outlet?



Build Relationships

- Relationships with ...
 - News people
 - Help them.
 - Production people
 - Get them on your side.
 - Other public relations people
 - We have shared responsibilities.
 - Social Media people/bloggers
 - Freelance writers



News Releases

- Media mainstay.
- Include the five Ws.
- Most electronically distributed today.
- Wire services are important distribution method.



Media Types

- Newspapers
- Wire services/news syndicates
- Magazines
- Radio
- Television
- Company web pages
- Blogs
- Chat rooms
- Podcasts
- Social Media
- Videocasts



Be Prepared

- Keep your background information updated.
- Maintain a newsroom on the Internet.
- Prepare for interviews.



Media Interviews

- Know the facts.
- Prepare for questions.
- Articulate key messages.
- Conduct media training.
- Select the right spokesperson.



Media Interviews

- Stick to the facts.
- Avoid “no comment.”
- Stay on message.
- Be confident, credible, personable and calm.
- Be on time.
- Everything is on the record.

