

Media Relations

- What is media relations?
 - Media relations—act of involvement w various media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner
 - What is difference between media relations and public relations
- Media Relations v Public Relations
 - Two terms aren't interchangeable
 - Media relations is among many public relations practices
 - Media relations focus on one public – the media personnel
- Media relations involves
 - Coordinating directly w the ppl responsible for producing the news and features in the mass media
 - Relationship building w journalists to ensure positive media coverage
- Media relations activities
 - Publicity—coverage of agencies events
 - News coverage
 - Public affairs
 - Media as intermediaries between agency and publics
 - Bottom line—getting to know the media outlets
- Problem/Opportunity Research
 - Questions to ask before you start
 - What is the overall goal of the project
 - Is this an opportunity or a problem
 - Why does the client/organization need PR publicity
 - How have they previously dealt with the media
- Client research
 - Familiarity w background data about
 - Client/organization that contracted you
 - Personnel into about your agency
 - Financial status of your agency
 - Reputation your agency
 - Media reports about the organization
 - Client vulnerabilities—SWOT analysis
- Audience analysis
 - Type and size of publics reached by media
 - Material used by media outlet
 - Name of media personnel
 - Directory of media contacts
 - Deadlines for media contacts
- Media Outlets
 - Name and contacts of editor not the journalists
 - Send press releases to the editor or to appropriate person in the section
 - News director in case of newsa
 - List of mass media and specialized media
 - Local (print, electronic – radio and television)