What is PR?

OFFICIAL DEFINITION:

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”
TRADITIONAL MEDIA EFFORTS

BUILDING RELATIONSHIPS  PRESS RELEASE  PITCHING  LEVERAGE
Who to pitch?
When to pitch?

- Contact Us Section
- Newsroom list
- Social Media
- Good ole' Google Search
- Masthead page of magazine
- READING THE NEWSPAPER
press release
(noun)
an official statement issued to newspapers giving information on a particular matter
Newsworthy Ideas

1. New Twist
2. Celebrations
3. New Hires
4. Human Interest
5. Young People
6. Grants /Donations
7. Building / History
8. Celebrity Guests
9. Success Stories
10. Events
PITCHING

- Phone or email
- Keep it simple
- Open with, "This is important because..."
- Do not repeat the first paragraph of the press release
- Include your contact information
Top 10 Tips for Talking to the Media

1. Ask Questions
2. Determine Your Agenda
3. Key Messages
4. Be Clear, Concise & Compelling
5. Bridge to Message
6. Use Flags
7. Anticipate Tough Issues
8. Avoid Traps
9. Maintain Composure
10. Be Prepared, Positive & Confident
Got Coverage? Now What?

- Thank the media
- Share on social media
- Share In your newsletters
- Thank the media (yup, It's written twice for a reason!)
checklist

- Write a clear & concise press release including the 5 W's
- Is the release approved by all parties
- Make friends with the media, they are talented professionals, just like you
- Be nice to the media, bullies don't land media coverage
- Open a dropbox account
- Craft a perfect pitch
- A thank you email, FB post or tweet is recommended
WANT TO LEARN MORE ABOUT PR?

Join the Central West Coast Chapter of the Florida Public Relations Association

CWCFPRA.COM
THANK YOU!

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