



# PUBLIC RELATIONS 101

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*Deidre Krause  
Founder & Fixer  
The PR Company*





# INTRODUCTIONS

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- Name
- Company
- Have you ever participated in public relations / drafted a news release
- What do you hope to glean from today's session



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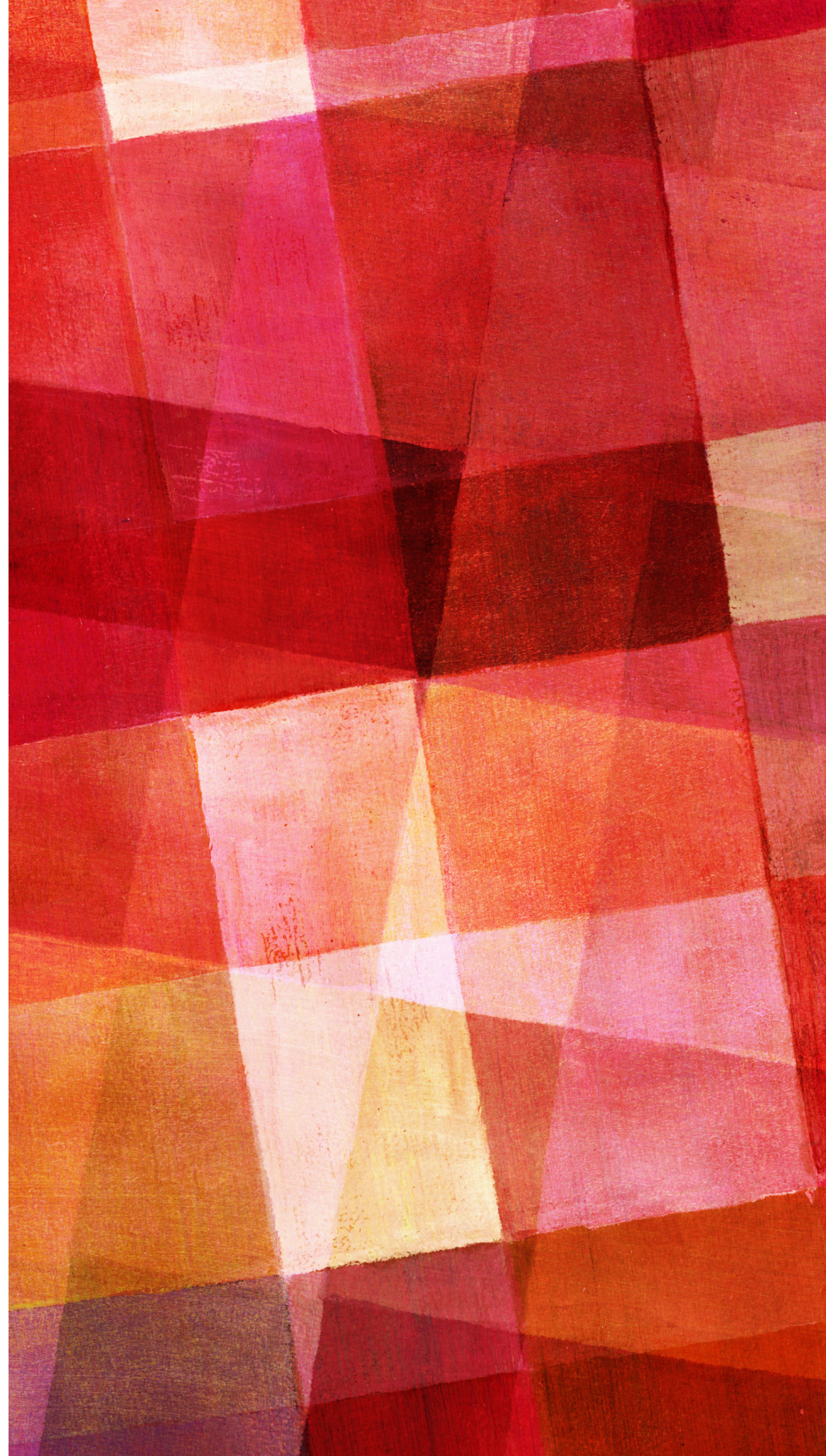
If I was down to my last dollar, I  
would spend it on public relations.

*-Bill Gates*



**RAISE YOUR  
HAND IF YOU  
SPEND  
MONEY ON PR**

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# WHAT IS PUBLIC RELATIONS

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- plural noun: public relations
  - the professional maintenance of a favorable public image by a company or other organization or a famous person.
  - the state of the relationship between the public and a company or other organization or a famous person.
- Over 2011 and 2012 PRSA conducted a member-engagement process to confirm or update the definition. Following nearly a year of research, and a public vote, the Society's choice for a modern definition of PR was finalized:
  - “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

# PUBLIC RELATIONS DOES MORE THAN THIS

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*Thankfully ....*

STOP  
MAKING  
STUPID  
PEOPLE  
FAMOUS





# REALLY? WHAT IS IT?

.....

- In essence, public relations / media relations allows you to connect to your target audience through the platforms of communication that your audience is accessing, while changing perceptions, creating opinions, or selling a product, cause, etc.



**WHAT IS A NEWS  
RELEASE USED FOR**



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People do not buy goods and services.  
They buy relations, stories and magic.

*-Seth Godin*



# WHAT ARE THE TYPES OF NEWS RELEASES



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## ➤ GENERAL ANNOUNCEMENT

- The standard press release addresses a discrete, time-sensitive news event, such as a product launch, executive appointment, or earnings report. This type of press release is geared toward business journalists and editors, investors, and current and potential customers.

## ➤ EVERGREEN FEATURE

- Think of this category as an angled look at a news event. These press releases will have a longer lifespan, and therefore need to represent the company's brand rather than simply report on a happening. To write a successful feature press release, focus on strong, engaging writing, and target your customer base

## ➤ CONTENT MARKETING

- Press releases can be a useful channel for content marketing because your audience is expecting a direct announcement. However, you should still keep content marketing principles in mind when crafting your press release — namely, telling a great story and holding your audience's attention all the way through to the Call to Action (CTA).



# WHAT MAKES SOMETHING NEWSWORTHY

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*What topic(s) would you  
like to share with the media?*

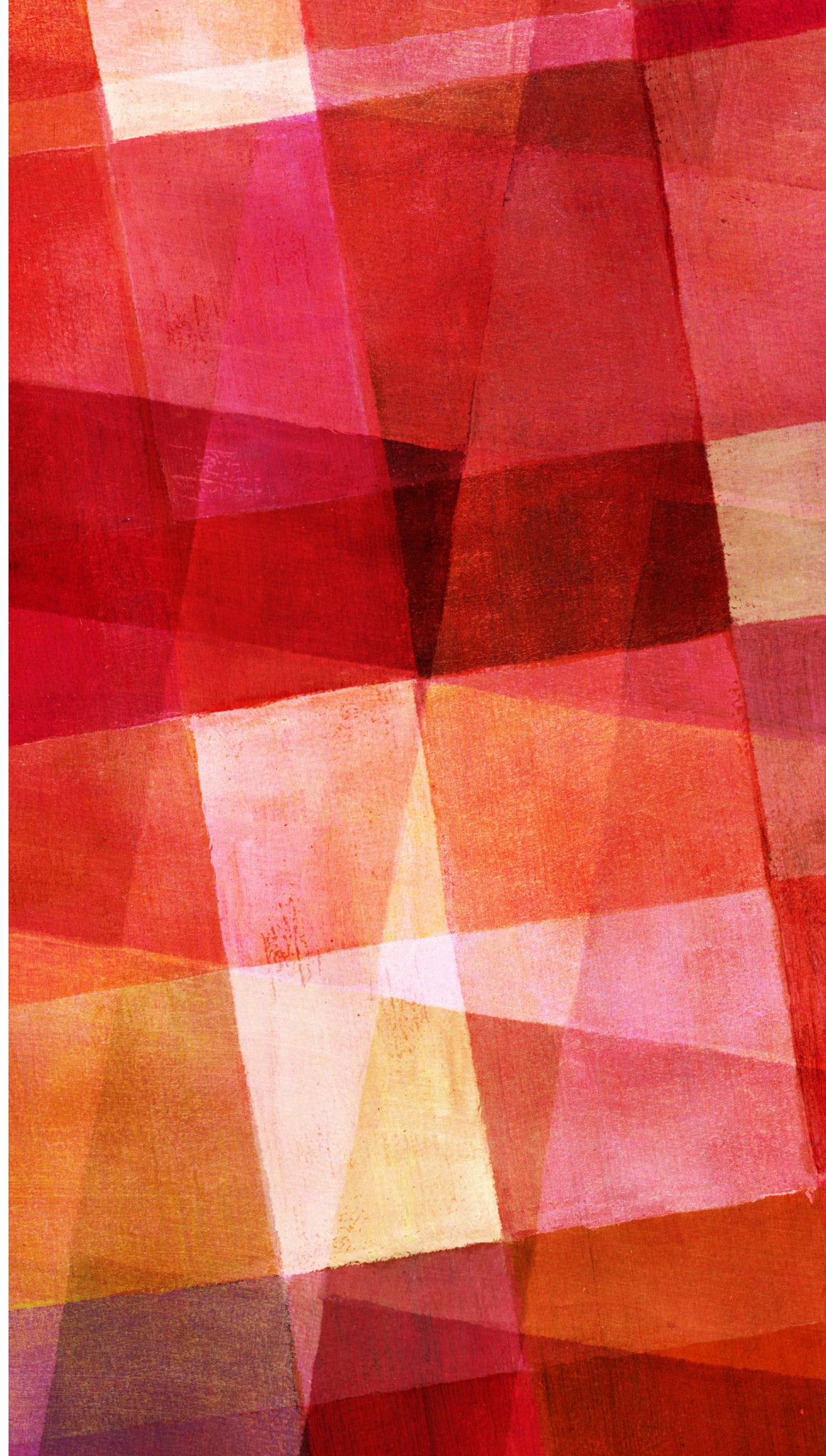


# **WHAT ARE THE ELEMENTS OF A NEWS RELEASE**



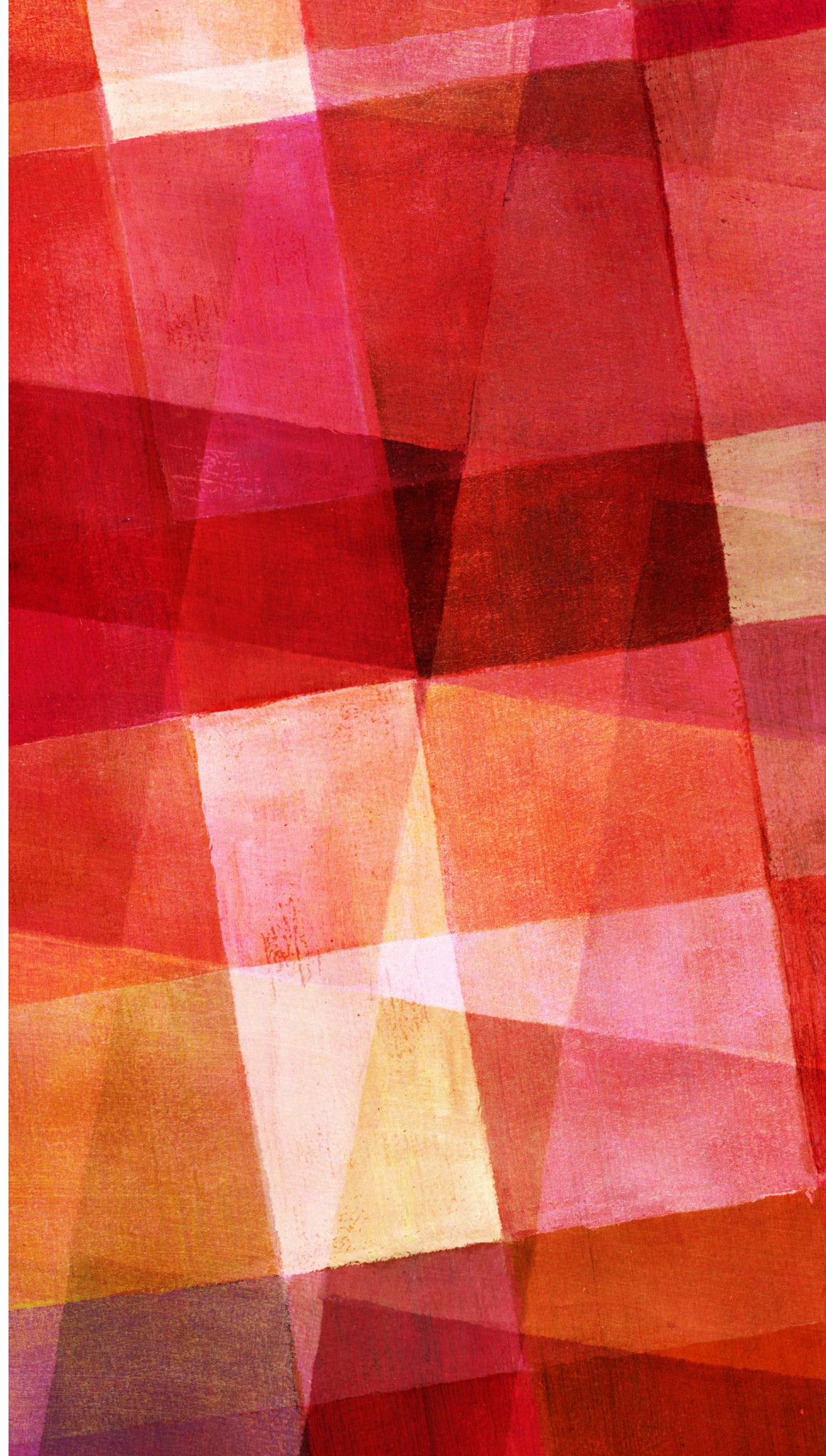
# CONTACT INFO

.....  
*who reporters should contact*





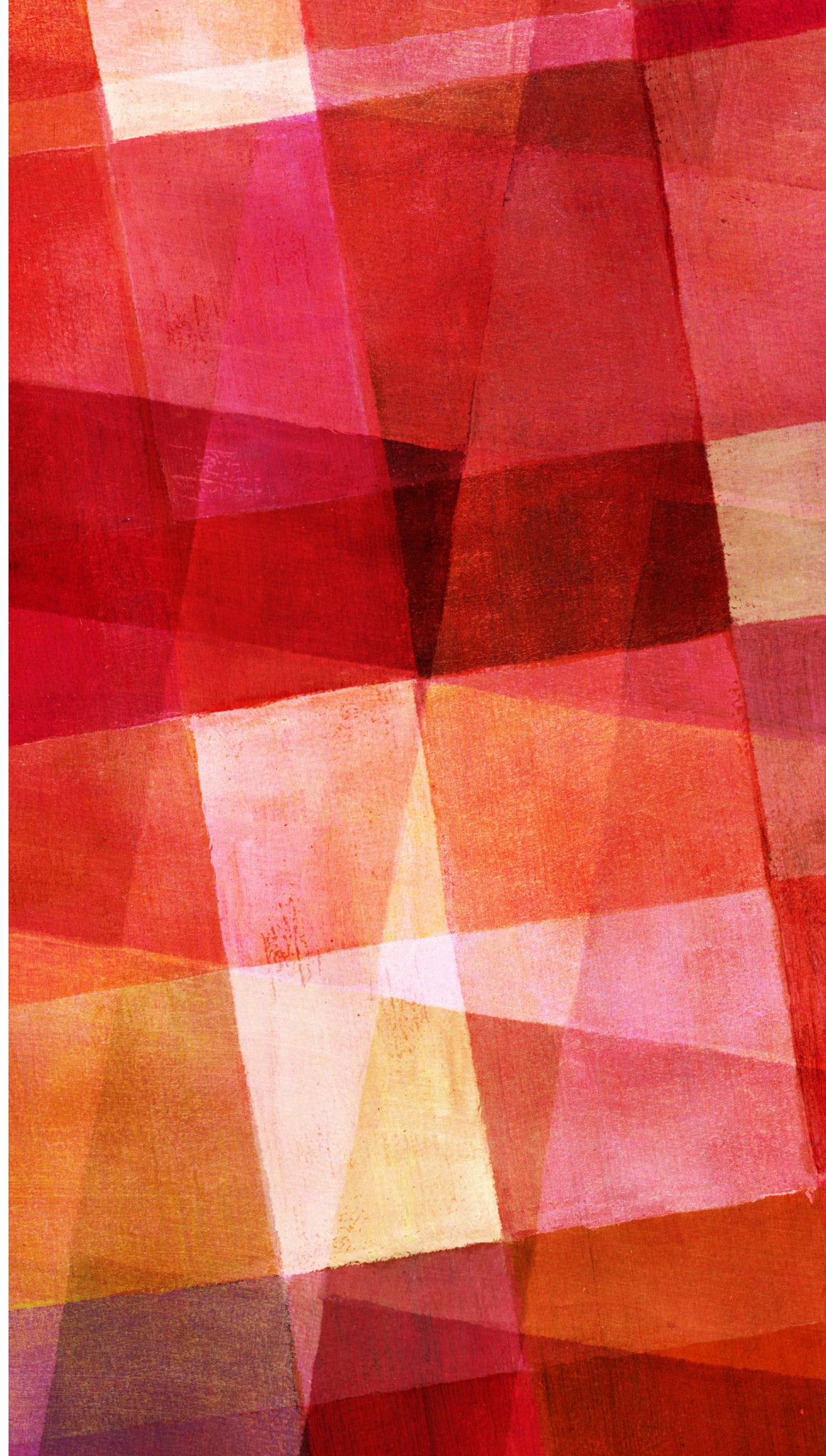
# LOGO





# PRESS RELEASE HEADLINE

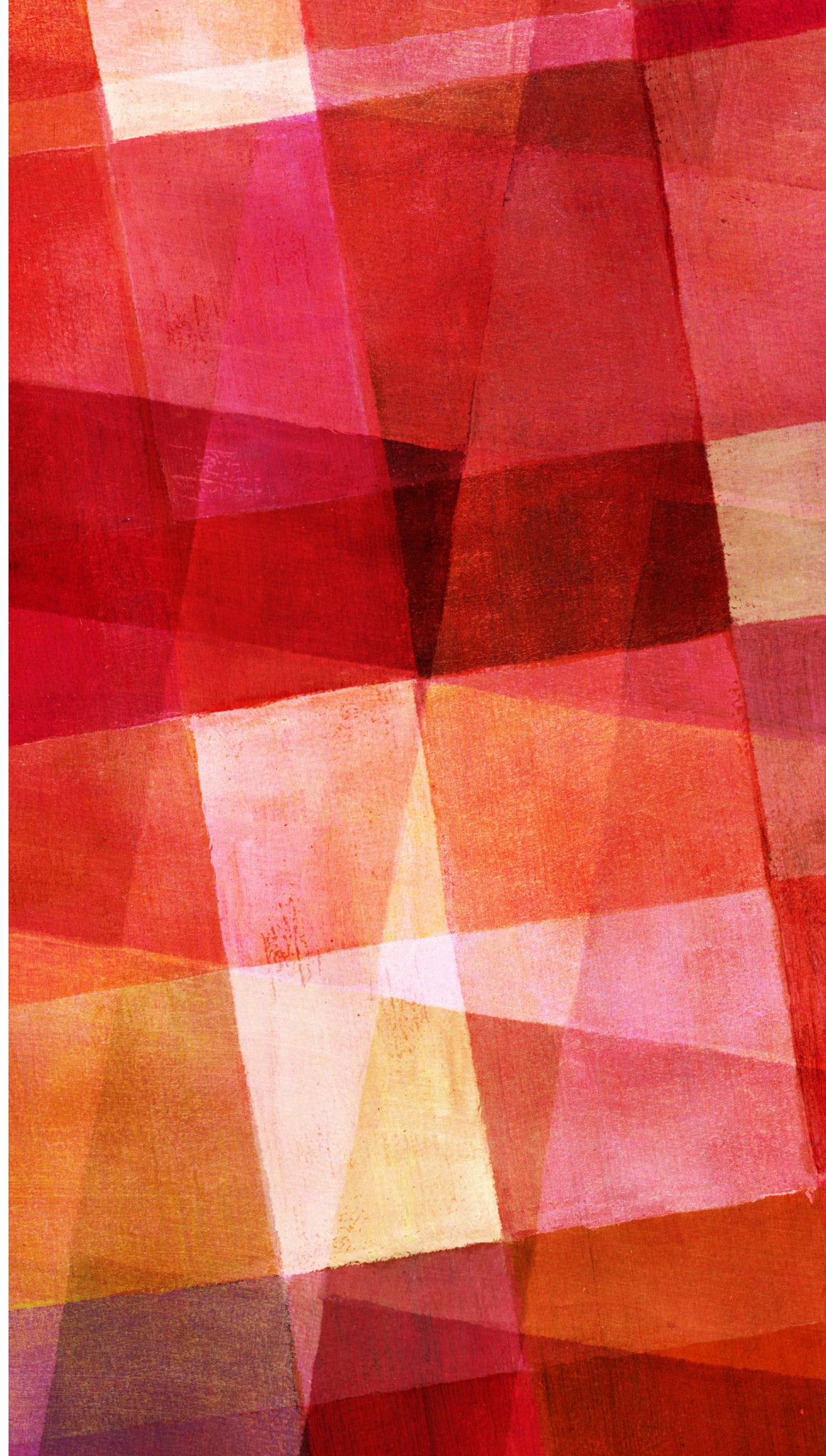
.....  
*all caps*





# SUB- HEADLINE

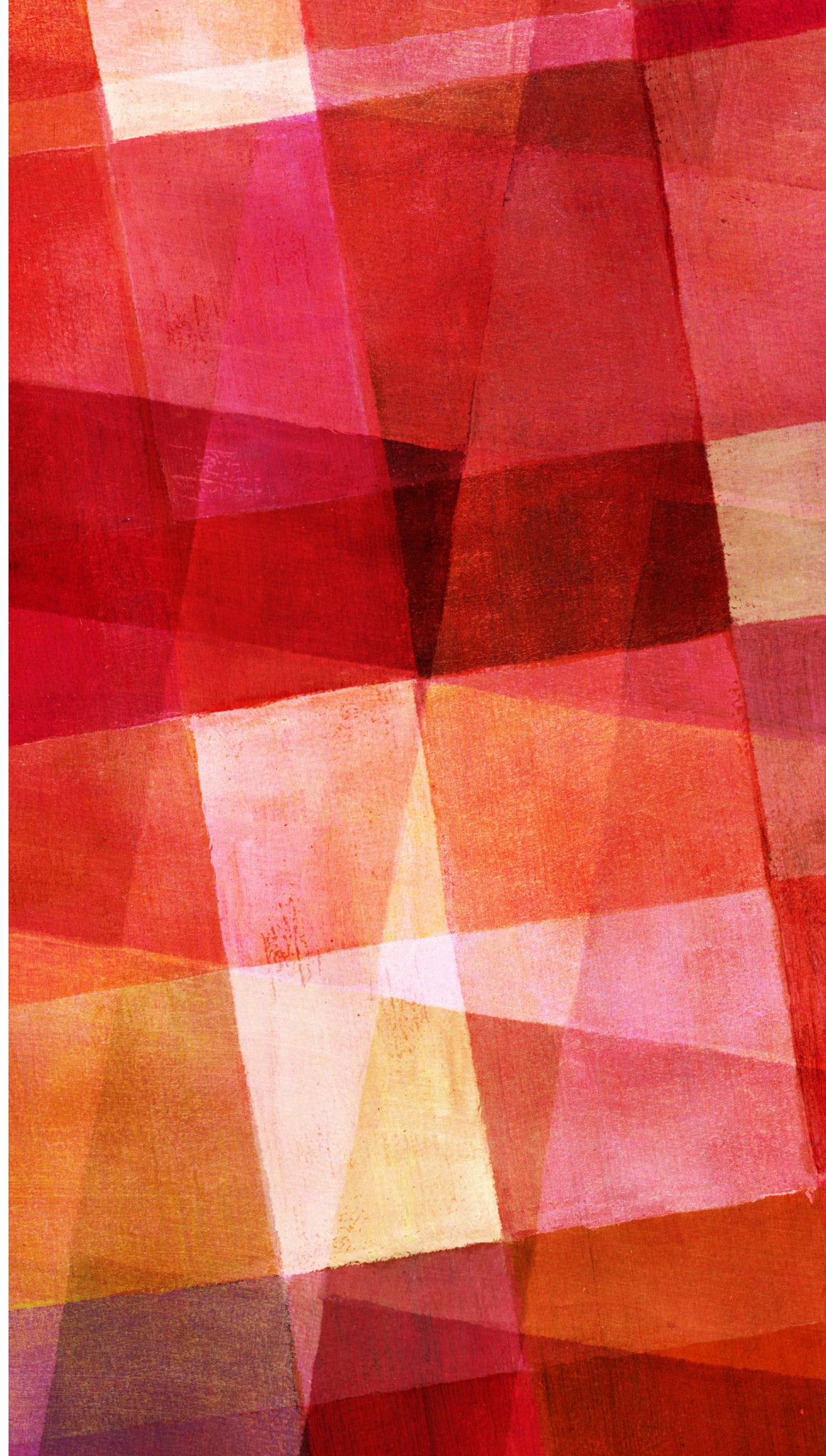
.....  
*italicized*



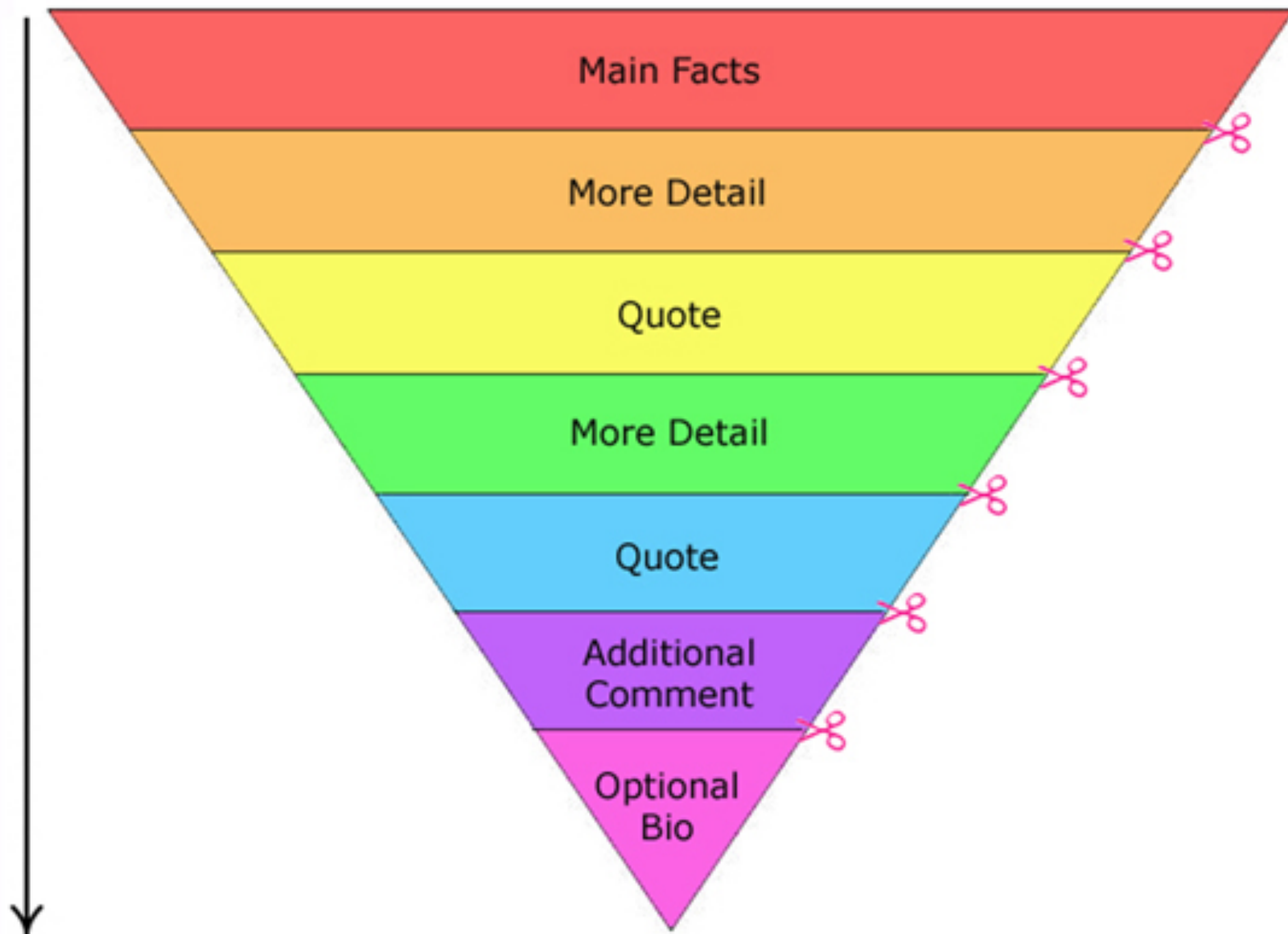


# DATELINE

.....  
*city, state, month, date*





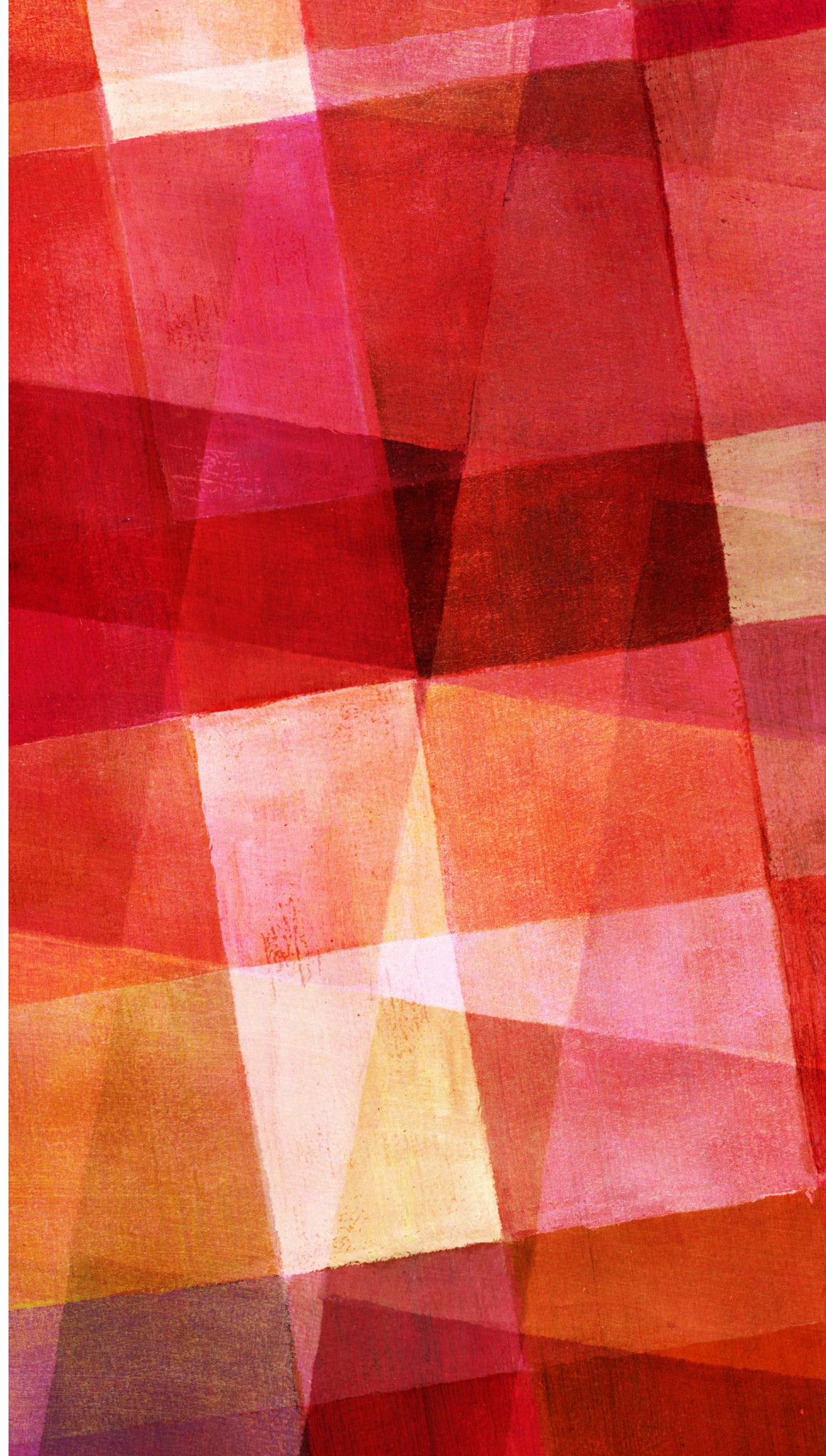


*Inverted pyramid ... the basics of press release structure*



# INTRO PARAGRAPH

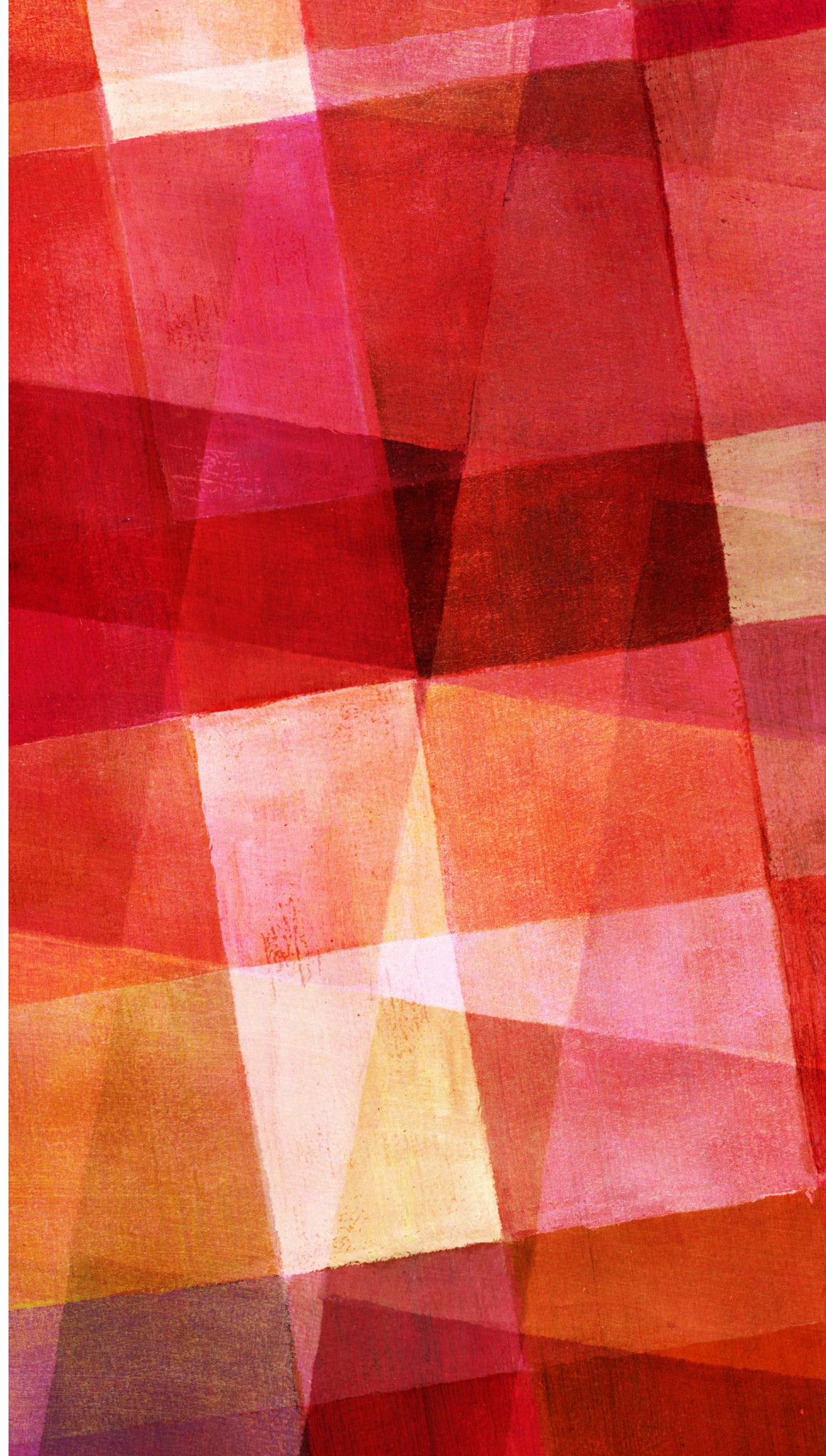
.....  
*who, what, where, when, why*





# BODY COPY

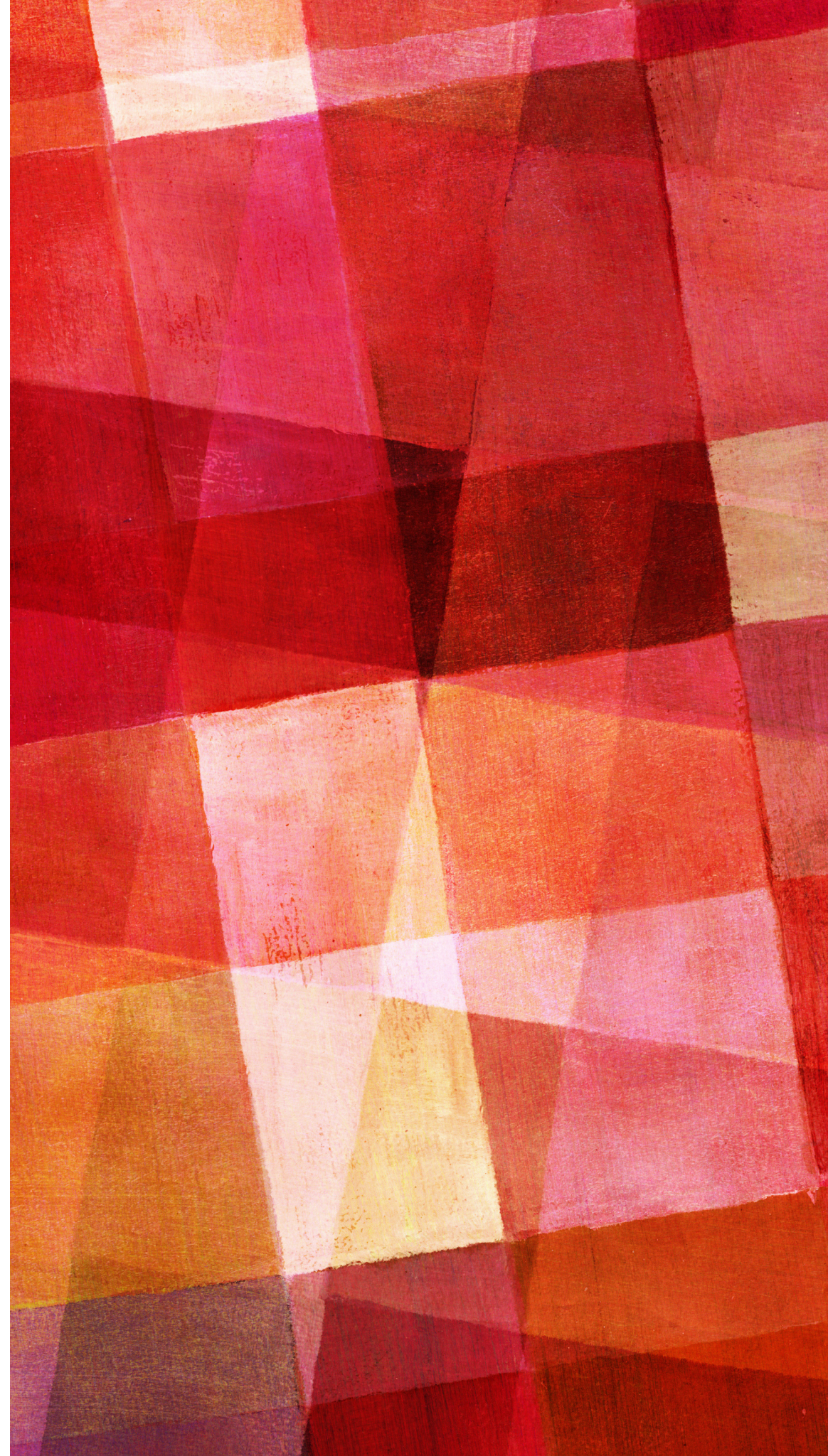
.....  
*additional info, quotes ...*





# CALL TO ACTION

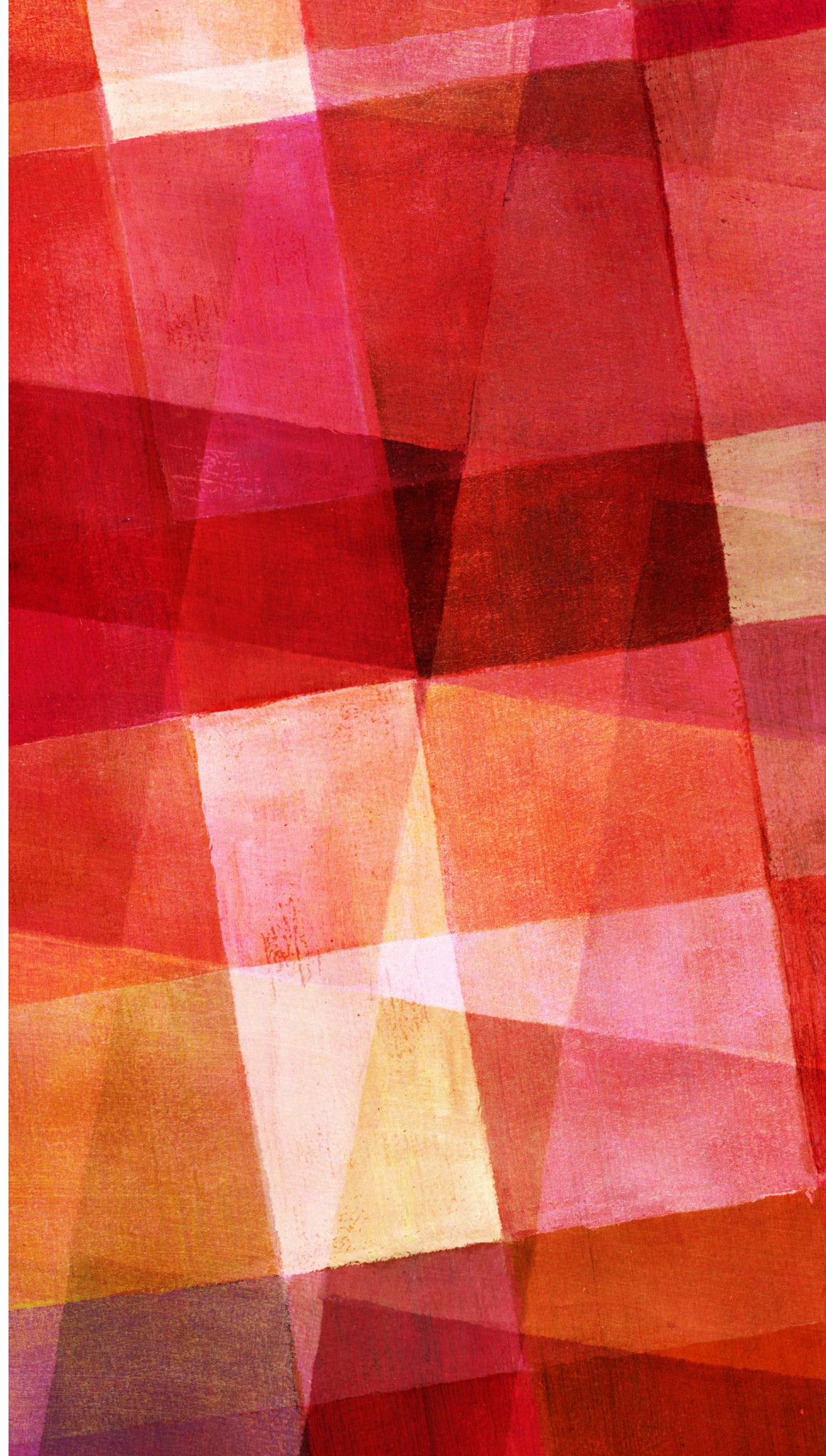
.....  
*what you want your audience  
to do*





# BOILER PLATE

.....  
*about us ...*





# POSITIONING STATEMENT

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- This one of two-sentence blurb communicates your brand's unique and authentic value to your customers in relation to your main competitors. Once established, it is at the heart of all communication outreach - whether it's your elevator speech when asked about what your company does, on a media interview, or pitching new business. Short and sweet, it's your unique selling proposition tightly wrapped up in a bow.
  - *Target Customer:* What is a concise summary of the attitudinal and demographic description of the target group of customers your brand is attempting to appeal to and attract?
  - *Market Definition:* What category is your brand competing in and in what context does your brand have relevance to your customers?
  - *Brand Promise:* What is the most compelling (emotional/rational) benefit to your target customers that your brand can own relative to your competition?
  - *Reason to Believe:* What is the most compelling evidence that your brand delivers on its brand promise?
- For [target customers], [company name] is the [market definition] that delivers [brand promise] because only [company name] is [reason to believe].



# SO YOU HAVE A PRESS RELEASE

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*Now what?*



“

If a tree falls in a forest and no one is around to hear it, does it make a sound?



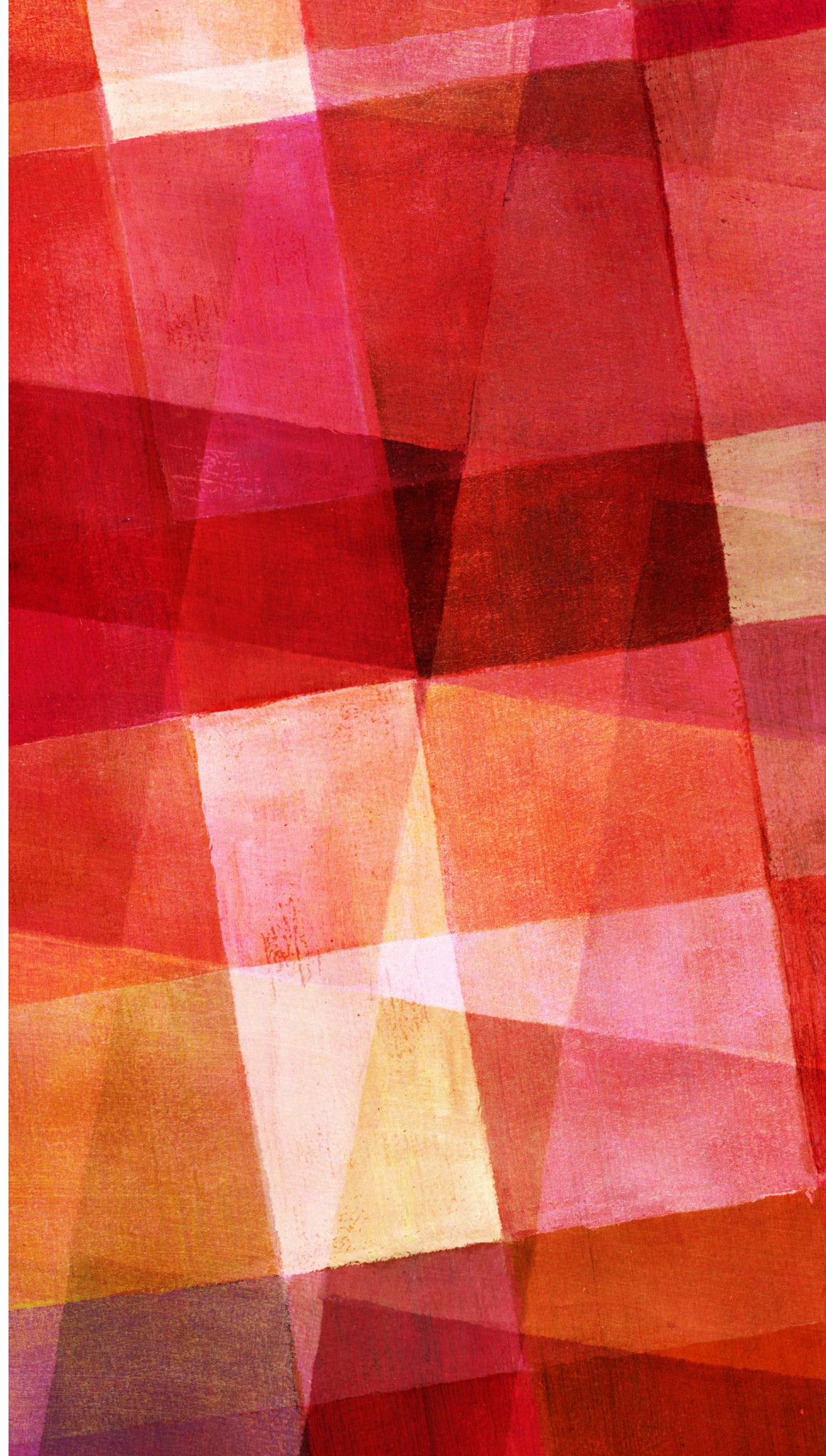
# CONNECTING WITH THE MEDIA



# HOW MANY EMAILS DO YOU GET PER DAY?

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*Keep that in mind when  
creating subject lines*





# CONNECTING WITH THE MEDIA

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- Wire Service
- Google Searches
- Software - Meltwater, Cision
- Social Media - Twitter





## FOR ADDITIONAL INFO

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- Including defining your brand, general techniques for interviews, the do's and don'ts of media relations, and key messages for interviews
- Go to [www.thepr.co/pr101](http://www.thepr.co/pr101)





# THANK YOU

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*Reach out to [deidre@thepr.co](mailto:deidre@thepr.co) to have your  
press release fully vetted to media quality*

