

# October Webinar: How to Embrace PR and Court the Media



JAMIE KELLY  
MOLLY MCCORMICK  
TOM FOSTER



# What we'll be covering



How to:

- Create and implement a PR strategy
- Prepare for a “PR crisis”
- Pursue the media,
- Use breaking news for your business,
- Write an effective press release,
- Be consistent with content





# Create & Implement a PR Strategy



- Establish:
  - Brand Identity
    - ✦ Communication Plan
  - Targeted Media List
    - ✦ Google Alerts
  - Influencers in Your Field
    - ✦ Relationships & Collaborative Content
  - Events & Activities
    - ✦ Press Releases





# Prepare for a PR Crisis



★☆☆☆☆ 11/23/2011

I have to agree with the comments of Elaine R. and had a very similar situation with him. I found Dr. █████ inattentive and his advice noneffective. I only started seeing improvements when I went to another doctor.

Was this review ...?



★☆☆☆☆ 4/6/2015

Worst lawyer ever!!!!

Payed hundreds of dollars for nothing. Very unprofessional, yelled at me infront of others. Very rude and not worth it. Dont think he is desi so its worth going! Trust an american immigration lawyer better. Very disappointed not because I spent so much, but at the cost demands. Do not seek advice, you will be charged even for that.

Was this review ...?





# Prepare for a PR Crisis

## “Although I have rented...”

★★★★☆ Reviewed October 5, 2010 for a stay in October 2010

Although I have rented this property several times, it seems to have fallen into some disrepair. The carpet was dirty and stained. The garage door was broken. Towel racks in...

[More](#) ▾

### Management response:

Thank you for your feedback Brandon. I am sorry that the home was not up to the standards that you have previously enjoyed. We have made notes of your concerns... [more](#)

S



**Amy's Baking Company Bakery Boutique & Bistro**

2,860 like this

9 hours ago · 🌐

👍 Like

I AM NOT STUPID ALL OF YOU ARE. YOU JUST DO NOT KNOW GOOD FOOD. IT IS NOT UNCOMMON TO RESELL THINGS WALMART DOES NOT MAKE THEIR ELECTRONICS OR TOYS SO LAY OFF!!!!

Like · Comment · Share

💬 37

👍 41 people like this.



# Prepare for a PR Crisis



- Appoint One Person to Take the Lead
  - Notify Customer-Facing Employees
  - Provide Direction
- Investigate
- Respond Appropriately
- Learn From the Experience



“What if, and I know this sounds kooky, we communicated with the employees.”





# Pursuing the Media



- Utilize Existing Connections!
- How Do You Make Media Connections?
  - *Network!*
  - *Make Friends*
  - *Build Connections **Before** You Need Them*
  - *Make Their Life Easier*
- Don't Be Needy or Annoying

DEAR PR, Dear PR,  
@DearPR

 Follow

Dear PR: You don't need to send me three reminders in a single day about your event

11:24 AM - 24 Oct 2011

  8 

DEAR PR, Dear PR,  
@DearPR

 Follow

Dear P.R.: I can tell that you cut-and-pasted that "personal" email when my name is one font, and the rest is another

4:29 PM - 23 Jun 2011

  6  2



# Pursuing the Media



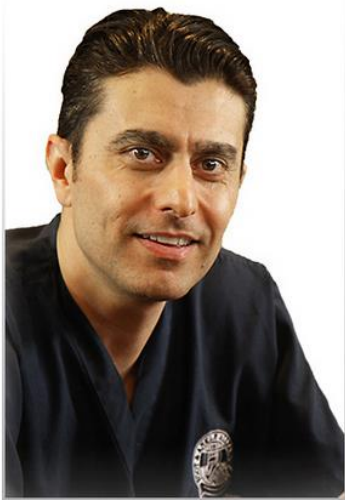
- Perfect Your Pitch:
  - *Know Your Target's Area of Focus*
  - *Know Who Your Reaching Out To*
  - *Have Several Angles*
- *The Media Wants Something That Will Capture Their (And Their Readers') Attention*
- Become a Reliable, Expert Source Your Journalist-Friends Can Rely On.







# Pursuing the Media



## MEET THE DOCTOR

### Dr. Alireza Khosroabadi

Dr. Alireza Khosroabadi (Dr. K) has developed and performed this type of specialized surgery leaves little, if any, scar inside the foot.

The "No Scar" Bunion Surgery leaves far less swelling surgery, which means patients can be back on their feet traditional bunion surgery (up to 3 months).

#### AS SEEN ON:



Attorney Chris Davis appears on an episode of Inside Edition to discuss a pit bull attack.



# Breaking News for Your Business



- Have a Plan BEFORE News Breaks.
  - "I'm going to be on Good Morning America. Tomorrow."
- Things to Consider for Your Breaking News Plan:
  - Press Release
  - Social Media Campaign
  - Website Content
  - Video
- Be prepared for a lot of work in a small timeframe! Have reliable staff ready to work.

**BREAKING  
NEWS**



# Effective Press Releases



- Newsworthy
  - Clear
  - Relevant to your Audience
  - Get to the Point
  - Concise
- 
- Things to include:
    - Photos
    - Quotes
    - Pricing/Deadlines

## SCOPE of Pain workshops set for October 21 & 22

Training for healthcare workers to be held in Hyannis and Falmouth

ARTICLE | **HEALTH** | OCTOBER 19, 2015 06:00 AM | BY CAPECODTODAY STAFF



[Tweet](#) [ShareThis](#) [Like](#) 0

Cape Cod Healthcare will host two **SCOPE of Pain** workshops this week. SCOPE stands for Safe and Competent Opioid Prescribing Education. The first of the two sessions will be held at Cape Cod Hospital in Hyannis on Wednesday October 21 from 5:30 p.m. to 9 p.m. and the second session will be held at Falmouth Hospital in Falmouth on Thursday, October 22 from 5:30 p.m. to 9 p.m.

## Jacksonville attorney files second El Faro lawsuit

By **Andrew Pantazi** Mon, Oct 19, 2015 @ 12:10 am | updated Mon, Oct 19, 2015 @ 1:06 pm



File photo  
Steve Pajcic

Jacksonville attorney Steve Pajcic will file a lawsuit in state court Monday related to the sinking of the El Faro....



# Be Consistent With Content



- Don't Get Content Amnesia!
  - Know what's on your site.
- Be Brand Aware—Particularly When Dealing With the Media.
  - Does your site reinforce the image you want to be portraying?
- Do Everything With Purpose.





# Questions?

