

Media Relations

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What is media relations?

- ❑ Media relations targets audiences through media coverage
- ❑ Can be either responsive or proactive
- ❑ No direct cost for receiving coverage
- ❑ But there is some loss of editorial control



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Value of media relations

(...versus ads and other media)

- Credible
- Third-party endorsement
- Cost-effective
- Objective and trusted



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What media relations can do

- ❑ Influence your audiences towards action
- ❑ Enhance your organization's reputation
- ❑ Promote your organization's services
- ❑ Provide third-party endorsements
- ❑ Make your organization the "go to" resource
- ❑ Establish positive relationships that can "smooth over" difficult times



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Types of Media Coverage

- Print
- Television
- Radio
- Web and Other New Media



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What makes a story newsworthy

- Relevance
 - Proximity
- Timeliness
 - Occurrence-based
 - Calendar-based
- Uniqueness
- Human Interest
- Entertainment Value
 - Celebrity
- Controversy



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Role of the news release

- Summarizes the story by answering
 - Who
 - What
 - Where
 - When
 - Why
 - How
- Written just like a newspaper article



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Pros & Cons of News Release

□ Pros

- Traditional and expected media tool
- Provides crucial information in written form

□ Con

- Has become spam
- Too often places organizational priorities above those of target audience
- Individual pitches may be more effective



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Two donation news releases

- ❑ All about the dollar amount
- ❑ What are the benefits
- ❑ Focus on clients/society, not organization
- ❑ Samples:
 - UW chair Bob Harding donates \$3 million for research and scholarships
 - UW researchers receive funds for wireless communications, cryptography and quantum computing



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Top 10 media tips

- ❑ Know your media
- ❑ Be prepared
- ❑ Make it easy for reporters
- ❑ You're always "on the record"
- ❑ It's okay to not have all the information



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Top 10 media tips (continued)

- ❑ Give up editorial control
- ❑ Don't ask to see a story in advance
- ❑ Media relationships are symbiotic
- ❑ Respect deadlines
- ❑ Respond NOW



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The final word

- Q&A
- Thank you

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