

NAPBS 2010 ANNUAL CONFERENCE

SAN ANTONIO, TEXAS

MARRIOTT SAN ANTONIO RIVERCENTER

MARCH 7-9

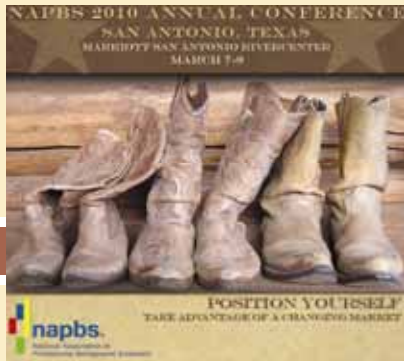


POSITION YOURSELF

TAKE ADVANTAGE OF A CHANGING MARKET



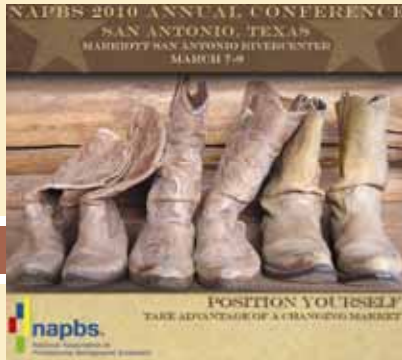
National Association of
Professional Background Screeners



Implementing Effective PR: Our Agenda

- Part I
 - PR theory & overview
 - Case studies & examples

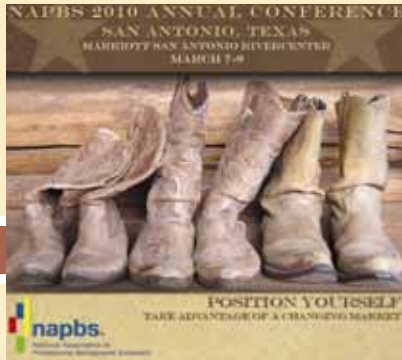
- Part II
 - Workshop-style
 - “How to”



Where PR Fits

One part of your integrated marketing mix...

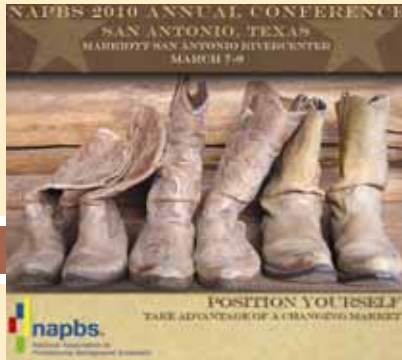
- Push initiatives
 - Direct marketing
 - e-Marketing
 - Advertising
 - PR
- Pull initiatives
 - Website
 - Collateral (literature)
 - Demos



3 Forces of PR

PR is changing, evolving...

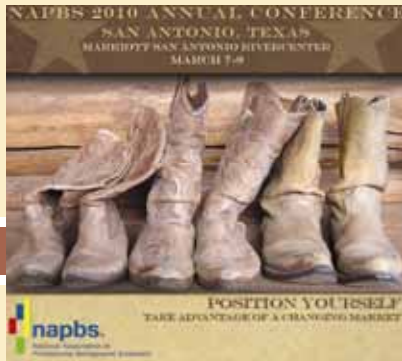
- Overlap/integration with marketing
- Pressure to quantify results (shift from measuring outputs to outcomes)
- Growth of social media (creating new class of media influencers; new tools to deliver messages)



Where PR Fits...

“Spokes” of the program...

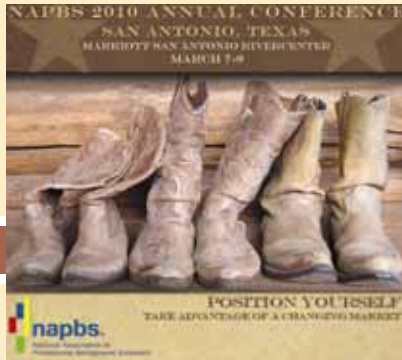
- Research
- Channel/partner PR
- Employee communications
- Crisis management
- Market positioning (we’ll focus mostly here today)



Why PR Is Important

When implemented *effectively*,
PR can...

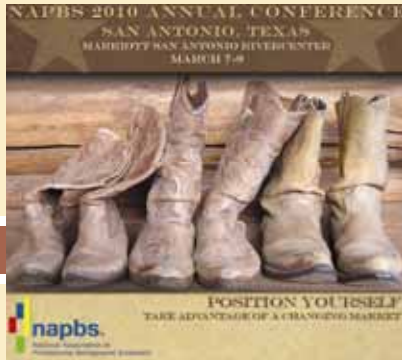
- Be among the most powerful, effective parts of your marketing
- Add a tremendous amount of credibility to your product, service
- Be a cost-efficient way to raise brand awareness and educate your target audiences



Why PR Is Important

When implemented *ineffectively*,
PR can...

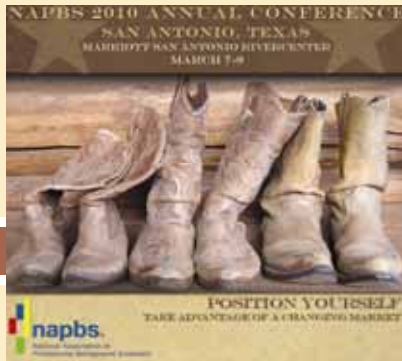
- Ruin credibility of your service
- Damage reputation/image of your brand, company and/or leadership
- Alienate the media
- Put you into reactive mode with core audiences



PR Requires Process

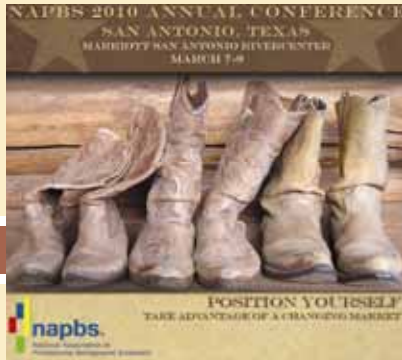
PR should be concerted effort with dedicated resources...

- Define your media targets
 - Publications/outlets (consider tiers)
 - Editors/reporters
- Research and *know them*
 - Establishes credibility with reporters (you're like telemarketers to them if you don't take the time to educate yourself on their publication or outlet)
 - Enables better pitches



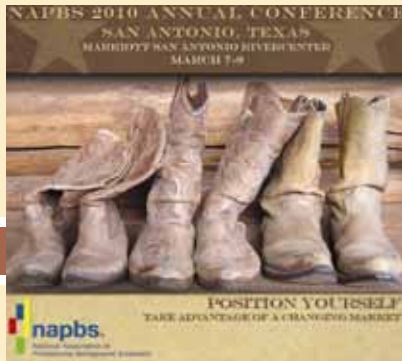
PR Requires Process

- Conduct regular outreach...
 - News releases
 - Personal pitches/interviews
 - News conferences (use sparingly)
 - Media tours (use sparingly)
 - Conferences where you exhibit (trade media is often there)
 - Social media/blogs (evolving...)
- Goal: relationship-building and coverage that builds over time



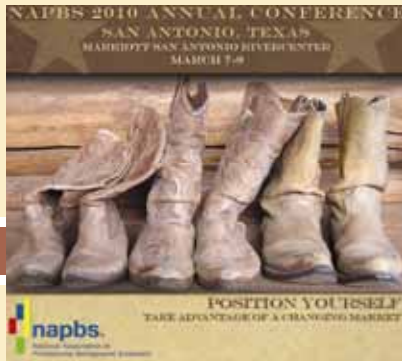
What's Newsworthy?

- 5 criteria...
 - Timing (news means exactly that!)
 - Significance (# of people affected)
 - Proximity (stories that happen near to us have more significance)
 - Prominence (leaders)
 - Human interest (appeals to emotion)
- Story pitches should perform well in at least two of these categories



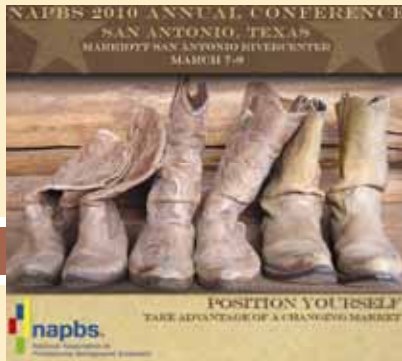
What's Newsworthy?

- What constitutes news?
 - New customers or partners
 - New product/service launches
 - Customers being successful or innovative with your product/service
 - Leadership additions/changes
 - Hiring or layoffs (obviously handled much differently!)
 - Quirky human interest stories
- Sales pitches are never news!



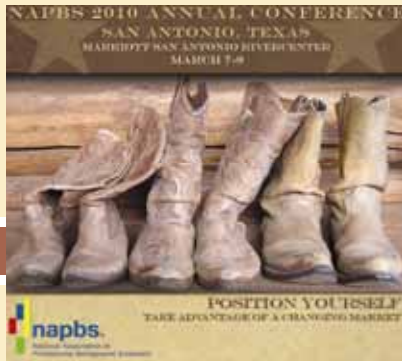
Being Successful

- Why formal training?
 - No one is naturally an expert media interview subject
 - However...reporters are thoroughly trained and schooled in the art of interviewing
 - Think of yourself as amateur athlete trying to compete 1:1 with professional athlete...one with a specific outcome in mind and the skill to achieve that outcome...



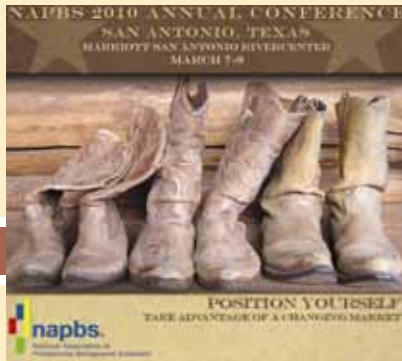
Being Successful

- Benefits of media training...
 - Helps you develop, refine key messages to see “what really works” under stress of simulated interviews
 - Optimizes chances of receiving balanced coverage (note “optimizes”)
 - Improves skills that transfer to other types of speaking/presentations
 - Allows you to identify who’s an effective spokesperson and who should not be a spokesperson



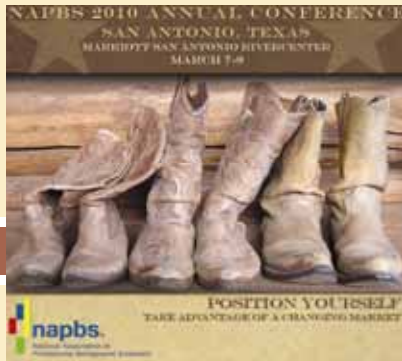
Inside Journalists' Minds

- Remember, the media is...
 - Paid to get inside your head
 - May come with a bias
 - Not out to “get you”
 - Trying to get a newsworthy story that appeals to editor and readership
 - Doing their job and trying to receive as much recognition as possible for it
 - Just like you, right?



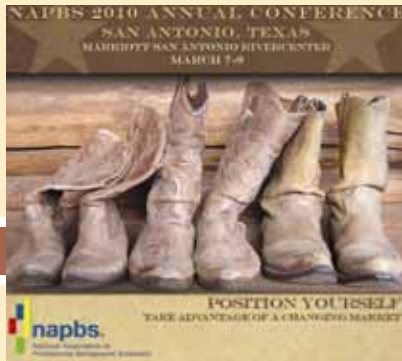
Inside Journalists' Minds

- And you are...
 - There to tell your side of the story
 - In a conversation; the reporter is a conduit to the readership so you must get through him/her to your audience
 - In pursuit of a balanced story (let's talk about what that means...)
 - Better prepared to improve your chances of achieving that balance when you're trained



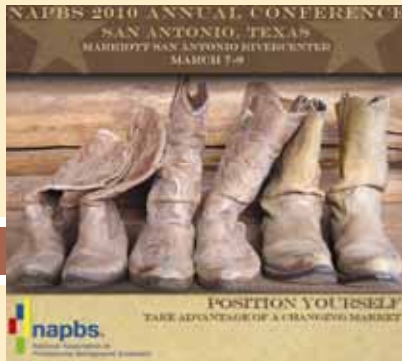
Conundrums of PR

- Reporters have the right to challenge anything you say; but will bristle when you do the same
- Reporters can put words in your mouth via leading questions and then swear by the authenticity of those quotes
- Media carries a bigger stick than you by forming public perceptions
- “Off the record” isn’t and “no comment” means “I’ve done something wrong”



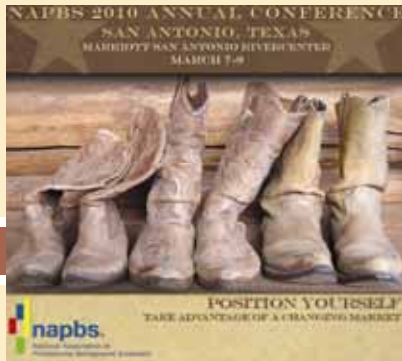
Message Development

- The time to develop messages on any subject is long before you use them with the media (refine, test, practice)
 - Ensure messages fit audience needs
 - Have messages planned to fit every category of question
 - If you don't say it, they can't print it
 - State your most important message upfront and find ways to repeat it



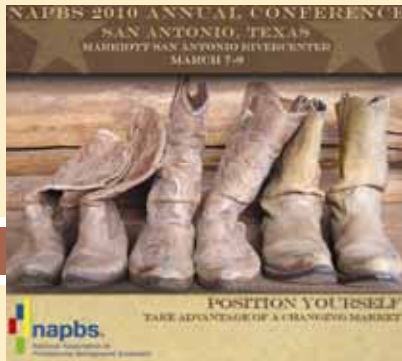
Message Development

- ❑ You don't have to answer questions directly as asked; deliver your message first and THEN answer
- ❑ After the interview, email a note of thanks to reporter and say, "Just to sum up, these are, in my opinion, the most important points we discussed," then give your top 3-5



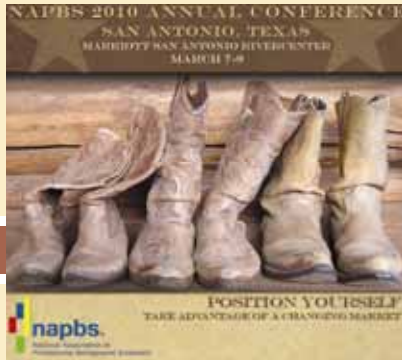
Media Interviews

- Be helpful to reporters. They've come for a story so define it for them
- You're the expert – know your subject
- Reporters will come with an agenda so you need to have yours, which is to communicate your most important messages no matter what's asked
- **BE HONEST!**



Media Interviews

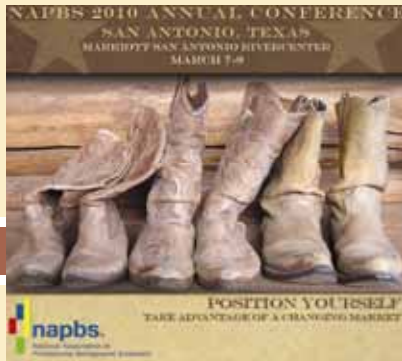
- Be concise; talk in headlines
- Use anecdotes when possible
- Avoid jargon, acronyms
- “Turn” questions to get your point across
- Take time before answering
- Don’t volunteer specific figures or facts that you don’t want revealed
- If you’re asked something you’re not comfortable with, say you’re uncertain, you’ll check it out and get back to him/her (and be sure you do)



Media Do's

- Do...

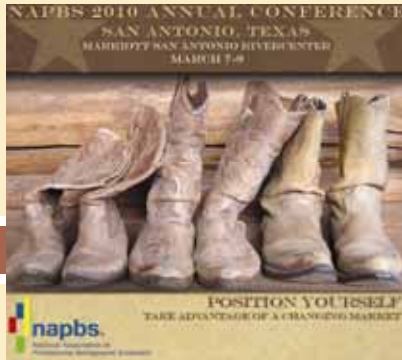
- Ask for their deadline and help meet it; make them a priority
- Remember employees are a critical audience – every employee is a PR rep
- Integrate PR with leadership; educate them; ensure they're trained
- Leverage coverage in other marketing initiatives and vice versa



Media Dont's

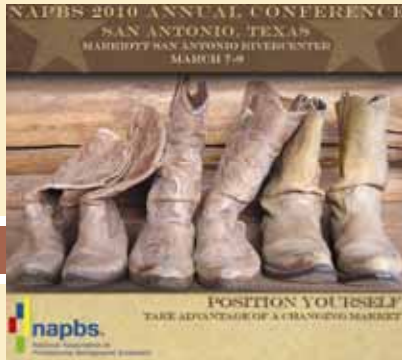
- Don't...

- Say "no comment" or "off the record"
- Attack the media or be arrogant or condescending.
Ever.
- Judge impact of media coverage by length; ask audiences how **THEY** are reacting to the coverage
- Ask to review article ahead of time
- Expect coverage to be as if you were to write it (remember "balanced")
- Ask for corrections unless errors are damaging



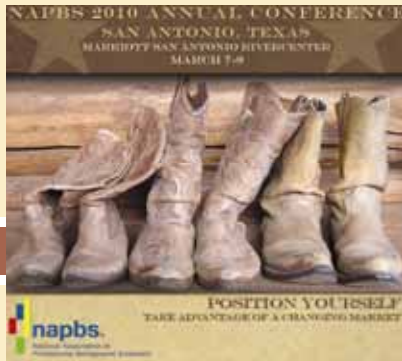
Measuring PR

- Some leading approaches...
 - Impressions
 - Ad value equivalency
 - Content analysis



Measuring PR

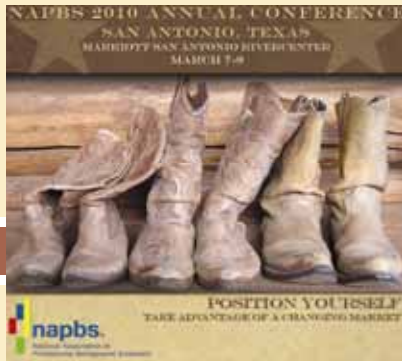
- 10 steps...
 - ❑ Understand corporate objectives to deliver meaningful PR metrics
 - ❑ Develop PR goals and how these support corporate objectives
 - ❑ Decide what metrics/reports most clearly demonstrate PR's contribution to corporate objectives – and get buy-in!



Measuring PR

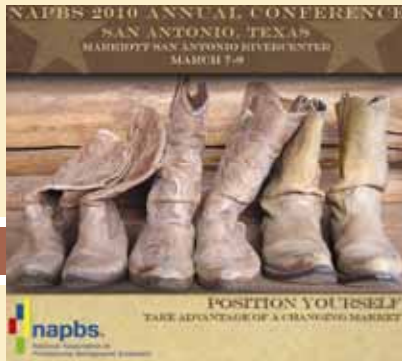
- 10 steps...

- Plan for special measurement and reporting like for seasonal promos or major product launch
- Identify products/brands, spokespeople, messages to track
- Identify target media by region, demographic to understand scope of coverage you need to analyze
- Identify current benchmarks for media share, editorial coverage, message pick-up



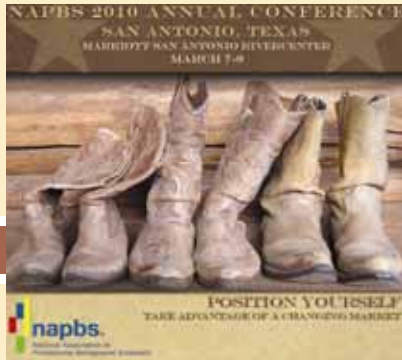
Measuring PR

- 10 steps...
 - ❑ Determine if retrospective study is best way to measure past performance
 - ❑ Develop communications plan for monthly, quarterly, semi-annual and annual reporting by class of stakeholder
 - ❑ Evaluate media measurement solutions that provide flexibility to meet your needs and the customizability to fit your organization



Social Media

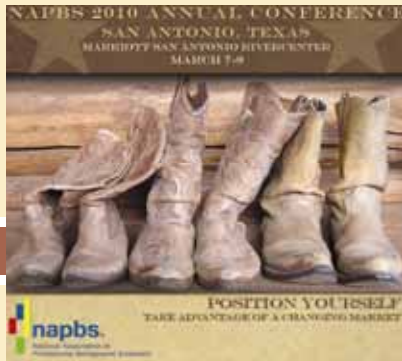
- 5 indicators it's here to stay...
 - Mainstream industries are joining social media, corporate blog trend
 - Blogging topics are diversifying
 - Interest in best practices is growing
 - Positive results are decreasing the 'fear factor'
 - Social media can be source of market insight



Questions on Part I?

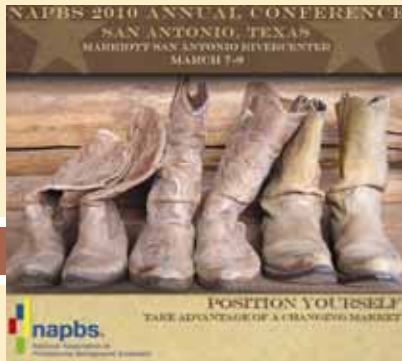
- Thank you; feel free to contact me with questions...

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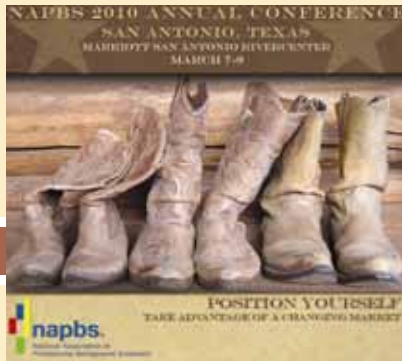
Part II: How To...

- Write great news releases
- Secure media coverage



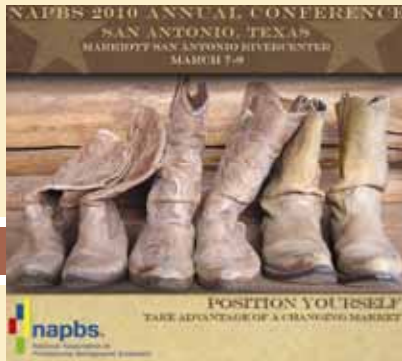
Write Great Releases

- Components of a great press release are:
 - Logo
 - Media contact block
 - Snappy headline
 - Gripping first paragraph news summary
 - Three to four following paragraphs
 - Conclusion
 - In-text links



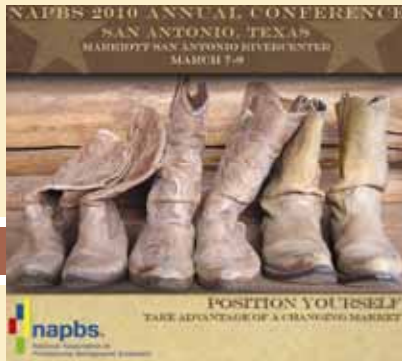
Write Great Releases

- Logo: Including the logo immediately creates a visual relationship between the news you are delivering and your company



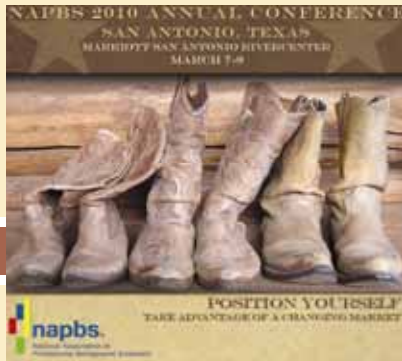
Write Great Releases

- Media Contact Block: Where you place your company name, address, phone number, email, web address and the name of your media contact
 - Without a media block, your release won't get picked up on or off the web
 - This gives the news outlets the essential information they need to verify the news contained in the release



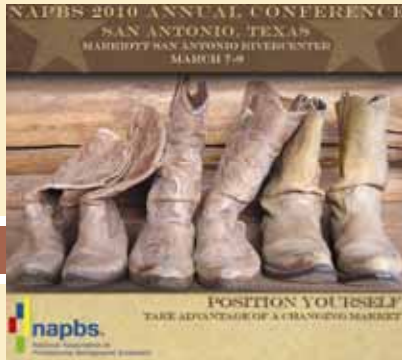
Write Great Releases

- **Snappy Headline:** The title of the press release should act like a news headline and be eye catching, and driving the reader to action



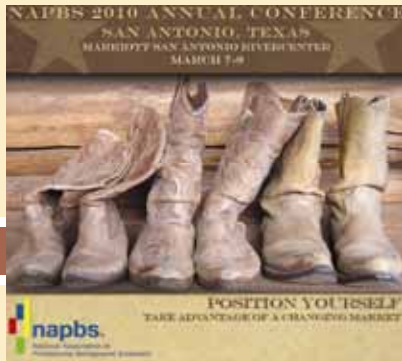
Write Great Releases

- News Summary: Your opening paragraph acts as summary of what is to come
 - ❑ It should have the first live link to your website, use active language and be peppered with action words
 - ❑ Never write in a passive voice for a release!
 - ❑ You are writing to inspire people to pick up your news; your words should spur your readers into action
 - ❑ The more interesting your release is, the more likely more news outlets will pick it up



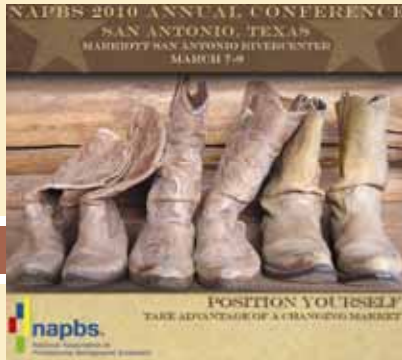
Write Great Releases

- Following Paragraphs: There should be one paragraph for each point you want to make about your news
- Conclusion: A closing paragraph that gives the opportunity to make a last pitch



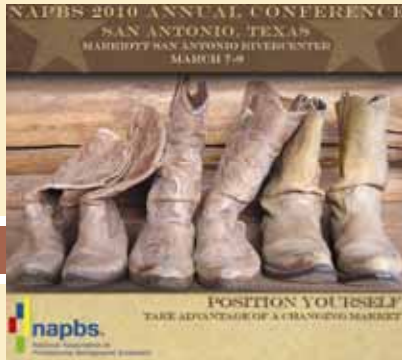
Write Great Releases

- In Text Links: Every paragraph needs at least one live text link back to your landing page
 - ❑ Ensures that even if your release gets edited, your readers will have the information they need to act on your news item



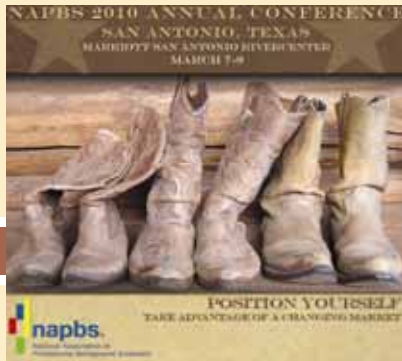
Write Great Releases

- Create a Word template to use for each release:
 - This makes writing press releases much faster
 - Each release should take between 3 and 4 hours to write once you get the hang of them, including interview time with the client
 - Your template should be no more than two pages long. One page is optimal, but two pages maximum



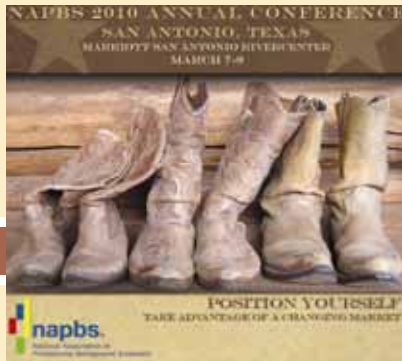
Secure Media Coverage

- After the news release goes out, then what? It's time to start pitching!
 - Believe in your story; ask yourself if you were the reporter, why would you write about this? Anticipate the initial questions the media might ask and make this part of your pitch
 - Know your target; research past articles and familiarize yourself the media outlet before you email or pick up the phone
 - Have a good spokesperson as backup; when you land an article, immediately offer them up for interviews



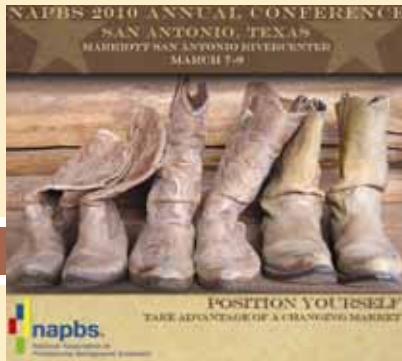
Secure Media Coverage

- ❑ Secure third-party endorsements/case studies; have a third-party expert in your back pocket to give the reporter balance and more credible sources
- ❑ Practice your pitch; include the news hook so you can tell the reporter why it's good for their outlet and readership/viewership. Also call reporters you know and get their opinion and insight before pitching to others
- ❑ Start small; when you're ready to pitch, start with the smallest markets or trade pubs with friendly reporters



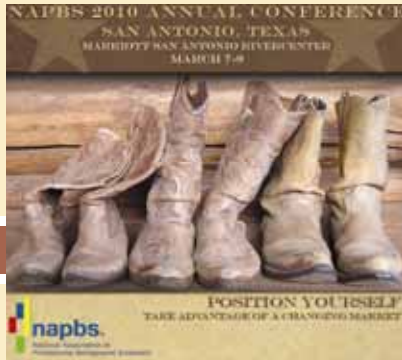
Secure Media Coverage

- ❑ Be persistent; when you call, leave at least one VM message and your call-back info. If you don't get a return call in a couple of days, try again but don't leave a message. Just keep trying until you get them live
- ❑ Respect their time; know when it's a good time to call and learn their deadlines. "I have some information that I think would interest you. Do you have a few minutes, or are you on deadline right now?"



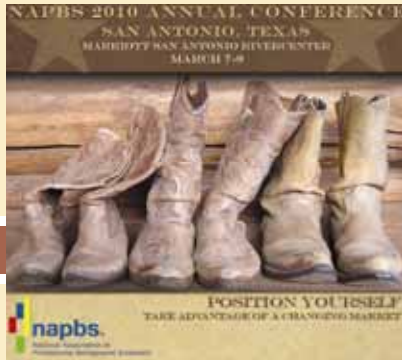
Secure Media Coverage

- ❑ Talk like the reporter; adjust your voice rate to match theirs and try to limit any accents you may have
- ❑ Keep organized; Use a call sheet with each media outlet's info and keep notes as you make each pitch. Write down the reporter's reaction including the reason they were or weren't interested in the story
- ❑ Have other story options available; always have a Plan B and C and pull the editorial calendar before you pitch so you know their trends and news coverage



Put Theory Into Practice

- Break into teams of three:
 - ❑ One of you will be the news source (so you will supply a real news announcement from your company to your other two team members)
 - ❑ The second person will gather the necessary information to write a headline and a lead paragraph for a news release
 - ❑ The third person will use the news source and the release to develop an article pitch



Questions on Part II?

- Thank you; feel free to contact me with questions...

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