

*Public Relations 101:
Understanding and
Using the Tools*



Agenda

- Public Relations (PR)
 - What it is and isn't
 - What it can and cannot do
- PR Tools Overview
- How PR can help your group
- Implementing PR as a tool



Objective

To provide you with
at least one idea
that will help you
further the mission
of your club



PR: Understanding the Basics



PR is not...

- Rocket Science (whew!)
- Advertising



	Control	Credibility	Cost
Advertising	High	Low	High
PR	Low	High	Low



PR is...

A strategic communications process that helps manage, protect, and enhance the reputation of an organization, its members, and its services



PR is...

- Simple
 - One call can earn media coverage
- Cost-effective
 - You can reach thousands, even millions
- Powerful
 - The right story with the right message can have a huge impact



Public Relations Can...

- Build an image
- Reinforce and further an organization's reputation.
- Raise awareness
- Educate
- Increase understanding
- Change behavior
- Build credibility
- Influence opinion leaders
- ***Motivate your audience to action***



Public Relations cannot...

- Eliminate the “competition”
- Eliminate others’ opinions
- Compensate for bad decisions, corrupt practices, or weak marketing positions
 - Substance is required, must be relevant



PR: Understanding the Tools



Public Relations tools

- Press releases, media alerts, press conferences
 - For timely/breaking news
- “Backgrounders”
 - Meetings to build relationships, educate
- Special events
 - Planned meetings and shows
 - Created events for key audiences
- By-lined articles
 - Gives your organization’s POV on issue
- Speeches



Public Relations tools

- “Pitch” letters or calls to media
 - Propose coverage
- Photos, B-roll videotape, other visuals
 - Materials given to media to help tell your story
- Brochures, newsletters, other collateral
- Web site content
 - Blogs, discussion boards, etc.



Using the Tools

- Keys to success:
 - Think like the audience
 - “consumers”
 - Reporters
 - Legislators
 - Community leaders
 - Club Members
 - Know what makes news
 - Controversy
 - Change
 - New
 - Unique
 - Unusual
 - » Perfect for Breed Clubs!



Using Tools with the Media

- Relevance
 - News you can use (tips)
 - Link to emerging trend
 - Use stats: Scottish Fold Clubs capitalize on growing number of Scottish fold cat ownership in big cities
 - Leverage pop culture: Garfield movie release
 - Timeliness
 - Event this weekend (TV/daily newspapers)
 - Event in two-three months (local magazine/monthlies)
- A local angle
 - Reporters want to personalize all stories



PR: Setting the Stage to Use the Tools!



Can PR Help Your Club?

- First -- answer these questions:
 - What is the mission of our club?
 - Any misperceptions in the marketplace that prevent us from accomplishing our goals?
 - What audiences are most important to us...
 - Members?
 - General public?
 - Special interest groups?
 - Partnering organizations?
 - Industry influentials?
 - Government officials?

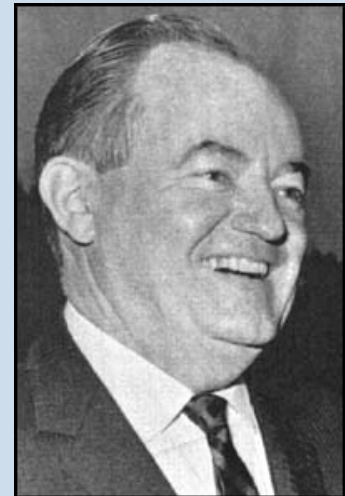


And most important...

- What is your message?

"It is always a risk to speak to the press: they are likely to report what you say."

– Hubert H. Humphrey



Setting the Stage: Key Message Development

- What are Key Messages?
 - Clear, concise, memorable thoughts that align with your business objectives
 - The thoughts you most want your audience to remember above all else
 - Key to gain club alignment to the messages:
 - Ensures all are speaking with “one voice” to outside audiences



Setting the Stage: Key Message Development

- Why do we need key messages?
 - We live in an era of information overload and sound-bite journalism
 - Message points ...
 - Define your agenda to help you focus
 - Make it easy for you to “tell your story”
 - Make it easy for others to remember it
 - Give you a “life raft” to cling to if the waters turn rough
 - Ensure consistency throughout your organization



Setting the Stage: Key Message Development

- How to Create Key Messages
 - Primary messages and proof points:
 - Headlines followed by the “story” (journalists)
 - Assertions followed by the supporting evidence (lawyers)
 - At least one, no more than four
 - A “one-pager”



Hypothetical Example #1

- Primary message point ⇒
- **Focusing on a few key messages is key to effective communication**
- Proof points ⇒
 - People are bombarded by thousands of messages a day, so only the most compelling and easy to remember messages get through
 - Helps you prepare for discussions
 - This one discipline alone has helped win presidential elections



Hypothetical Example #2

- Primary message point ⇒
 - **The Iams Company is a pet well-being company, with its cornerstone foundation in nutrition**
 - Iams and Eukanuba nutrition helps millions of dogs and cats live longer, healthier lives with innovations like Eukanuba Sensitive Stomach diet with patented fiber sources for healthy digestion, the Iams Dental Defense System to reduce tartar build-up and omega fatty acids for a healthy, luxurious skin and coat
 - Iams Pet Imaging Centers in Virginia, North Carolina and soon San Francisco are bringing the latest in human diagnostics to pets and their vets!
- Proof points ⇒



THE NEW YORK TIMES, THURSDAY, NOVEMBER 5, 1992

THE 1992 ELECTIONS

PRESIDENT-ELECT

Clinton: A Winner Forged From Discipline, Luck and Purpose

Yet is instructive to note that when Mr. Clinton's closest advisers are asked to name the lowest moments of the Democrat's campaign this year, they do not immediately mention the embarrassments and notoriety over rumors of marital infidelity, the Vietnam-era draft or Mr. Clinton's marijuana, each of which at times threatened to engulf the campaign.

Instead, they talk about the success and failures of their message and how they chose to deliver it. In the end, when they stuck to their message, they overcame their mistakes.



Key Messages: Not just for Media

- Can work in communicating with all your audiences
 - Community leaders
 - Organizations
 - Members
 - Business partners
 - Legislators and others
- Use across all forms of communication
 - Elevator conversations
 - One-on-one meetings
 - Public speaking
 - Presentations for funding



Keys Message Point Success

- Frequent and consistent delivery
- Constantly reviewed and updated
 - Ideally, the support points change, not the primary messages
- A part of the fabric of your club
 - Practiced with friends and family through “interviews”



Key Message Exercise

- Small Groups
 - Think about your next show
 - Communications objective: To increase attendance to the show
 - Develop key message with proof points
 - 10 minutes
 - Go!



PR: Putting the Tools to Use



Putting the Tools to Use

- Understanding and utilizing the tools that help deliver your messages
 - Call to a local reporter
 - News release to several reporters
 - Letter to the editor of the paper
 - Newsletter to your members
 - Special event
 - Brief speech at the Rotary Club
 - Presentation to government officials
 - New page on your web site
 - Ideally, a combination of several of the above



Putting the Tools to Use

- Identify media contacts and build relationships
 - Newspaper feature writers and editors
 - Radio newscasters, producers and DJs
 - Television assignment editors, producers and reporters
- Watch for and create opportunities
 - An upcoming meeting or event you can leverage
 - The launch of a movie or the emergence of a consumer trend that you can connect your message to in a relevant way (i.e. “makeover mania” = prep for the ring)



Tools: The Ideal Package

- Suggested PR plan for your next event:

Develop Key Messages	6 months out
Write News Release	3 months out
E-mail and call local monthly publications	3 months out
E-mail and call local daily newspapers: –Features Editors –Sports Editors	2 months out
Call all local TV stations: – News directors (or reporter)	1 week out (call day of event to confirm attendance)
Post event	E-mail “thanks” to all who covered the event
Event debrief	Review coverage and process/capture learnings



Tools Exercise

- Small Groups:
 - Develop a skeleton plan for your next show
 - Include key messages & suggested headlines
 - 10 minutes
 - Go!



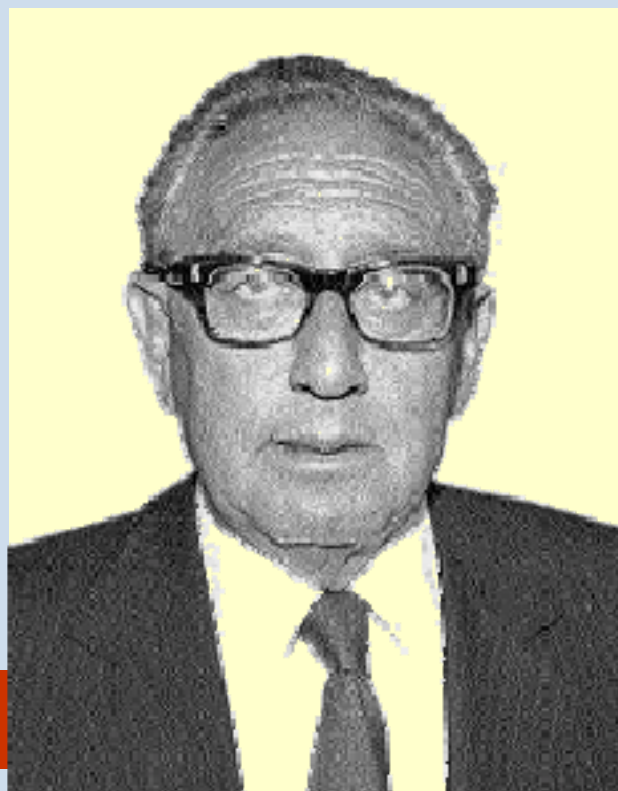
Putting the Tools to Use

- Preparing for the interview
 - Tips for talking to the press
 - You are in control
 - Focus in delivering your message – know what you want to say, be informed and be prepared
- Look for an opportunity with the last question
- Prepare for the worst questions
- Remember this equation $A = Q + KM$



Putting the Tools to Use

- Use blocking and bridging (B&B) to get from the question to your message ($A=Q+KM$)



*“Does
anyone
here have
any questions
for my
answers?”*

— Henry Kissinger



Putting the Tools to Use

- B&B language:
 - “It’s our policy not to discuss those types of things, but I can tell you ...”
 - “I think what you’re really asking is ...”
 - “Let me clarify. What we’re really talking about here is ...”
 - “That speaks to a bigger point, which is ...”



Putting the Tools to Use

- More Interview Tips:
 - Keep your cool – don't be arrogant or hostile
 - Be repetitive but not robotic
 - Use easy to understand examples or stories to illustrate your point
 - Say only what you want to say, then STOP
 - You can call a "time-out" – its ok to pause
 - If you don't know, don't speculate
 - Never repeat a negative
 - Remember there is no firm beginning or end to an interview
 - Choose the proper backdrop for a broadcast story



Putting the Tools to Use

- No perfect interview:
 - Don't be too hard on yourself
 - Do monitor the coverage closely to learn from each experience

“Your passion for a subject will save you.”

- William James

Harvard Professor of Psychology



A quick recap

- Public relations can be simple, cost-effective and powerful
- Remember the three key steps to putting PR to work for you
 - Know what you want to say
 - Tap the PR tool box to create opportunities to deliver your message
 - Be prepared for the media interview – this is your chance to tell your story



