



Fundamentals of Media Relations

Part 1: Background and Planning

Presented by: Citizen Relations

Good morning and welcome to the first webinar in the *Network for a Healthy California's* "Fundamentals of Media Relations" series.

The Fundamentals of Media Relations series is specially designed to give you a solid introduction to media relations with a mixture of what we'll call "old school PR," combined with the latest research and information, including social media. Over the course, we'll give you the knowledge, tools and resources to successfully conduct media outreach.

What is Media Relations?



- Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics

Media relations is a strategy within public relations that builds relationships between organizations and the media to inform the public of the organization's mission, policies and practices in a positive, consistent and credible manner

<http://www.prsa.org/AboutPRSA/PublicRelationsDefined>

http://en.wikipedia.org/wiki/Media_relations

We begin with this diagram that helps to put into perspective the role of media relations within the larger discipline of public relations. Often, the two are considered interchangeable, but in fact, PR is much broader and includes many of the other communication activities you might already be engaged in on a daily basis.

Let's begin with the definition of PR, which is "the strategic communications process that builds mutually beneficial relationships between organizations and their publics." And those publics can be defined in many groups – this is not an exhaustive list, but it's a good start. The community you serve, stakeholders and partners you work with, your employees and volunteers, these are all distinct groups that you communicate with every day. The media is also group that you are building a relationship with – and that

process is called "media relations." Keep in mind two key ideas here: that you are building a relationship with media and that it should be mutually beneficial.

Slide 3

UNDERSTANDING MEDIA



Let's dive a bit deeper into what we mean when we say media. It wasn't long ago that media simply meant TV, radio and print. When most of us were kids, we got our news from three TV stations and one or two local newspapers. That's not the case anymore and it's made media relations both more challenging and more exciting.

Media Consumption Trends

- Pervasive
- Portable
- Participatory
- Personalized

<http://pewinternet.org/Presentations/2010/Jun/The-Philadelphia-Inquirer.aspx>



The Pew Research Center has identified four trends that are changing the way we consume media that we're going to explore.

Pervasive refers to the penetration of media in our daily lives through traditional media (the ones I just mentioned) as well as online media and social media.

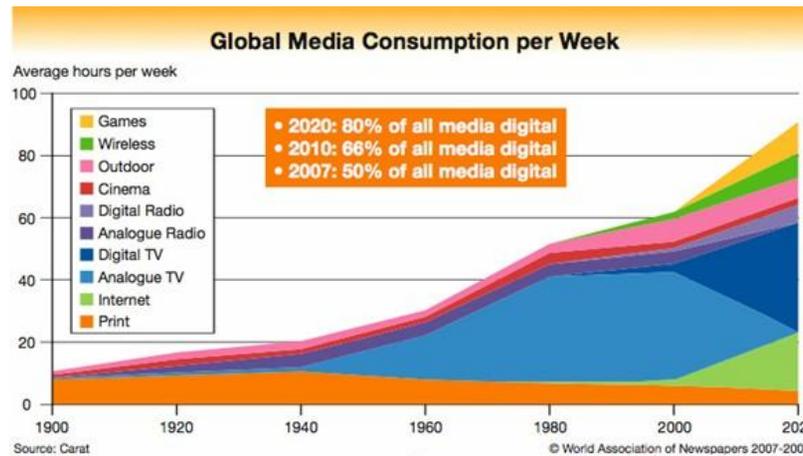
Portable. Our media is literally at our finger tips at all times through mobile devices. Think about some of the major news in the last few months. Did you learn about it by turning on the TV or picking up a newspaper? It's more likely that you learned first through text, online or social media and probably on your phone.

Participatory. We're going to get into the idea of news as social currency. It's human nature to want to share news and the

changing media landscape has made it possible for us to share more news and do it faster than ever.

Finally, personalization. This is a really powerful trend that threatens our ability to break through to new audiences. As I mentioned, we used to all receive our news from a few sources. With developments like RSS feeds, news alerts and even Twitter, we can create a customized news feed of news we want to hear and who we want to hear it from.

Media Consumption Trends



We're spending more time with media overall.

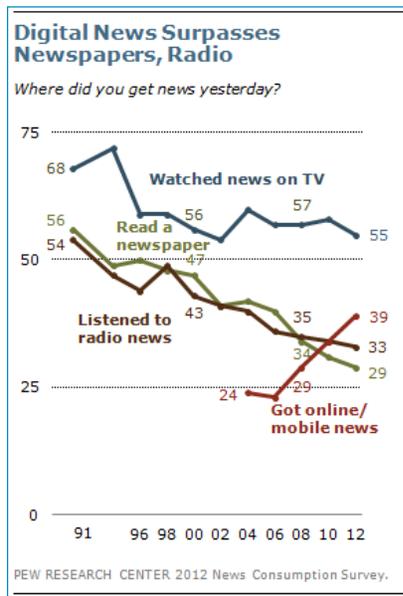
Media is everywhere and there's more to consume than ever before. This graph shows global media consumption trends over the past century.

Not surprisingly, as more media becomes available, we're spending more time consuming media. In fact, consumption is about doubling every 25 years or so.

As our consumption has increased, it has also fragmented across new types of media, and in particular most of the media we are consuming is digital. In just seven years, 80 percent of our media will be digital.

There's been a lot of talk in recent years about the death of newspaper. As we see here, the decline has been slow and steady, though it has definitely accelerated with the Internet. But we'll talk in a moment how this could be a trend of conversion not complete eradication of newspaper.

Media Consumption Trends



Digital news is on the rise, while all other forms of news media are slowly declining.

We are indeed in the digital age. While all other media continue a slow decline, digital consumption is on a rapid ascent.

Annual surveys of 3,000 Americans conducted by the Pew Research Center continue to confirm this trend. Certainly the growing prevalence of mobile devices at all socio-economic levels has a lot to do with this spike. In fact, according to Pew, more than two-thirds of Americans own computers and more than half own mobile devices. Nearly 20 percent own tablets.



Media Consumption Trends

Print media is declining...and transforming.

“Circulation of U.S. print newspapers continues to plummet, and we believe that the only newspapers in America that will survive in print form will be at the extremes of the medium – the largest and the smallest...” – Jeffrey Cole

<http://annenberg.usc.edu/News%20and%20Events/News/111214CDF.aspx>

But while print media is declining, it's also transforming in the digital age. Many newspapers are building their presence online to either augment or replace their printed versions.

In the long run, what this will mean is that only the largest and smallest of newspapers will survive in print. The rest will likely disappear or move entirely to digital format.

The idea of the smallest surviving might surprise you, but it's important to note that media consumers still crave news that has immediate and personal relevancy. For example, you can't count on your Facebook friends to tell you what's happening in your own neighborhood.



Media Consumption Trends

TV is using the Internet to serve the role newspapers once served.

“TV websites are becoming a place for people to get the background details and perspective that TV did not have time to offer in the past.” - Julie Holley



<http://www.vocus.com/resources/state-of-media/2012-evolving-merging.pdf>

As we saw, though digital TV consumption is increasing, TV news consumption is declining like most other forms of media.

To combat this trend, TV outlets are also fortifying their online presence and embracing the concept of transmedia storytelling in which the story may begin on the newscast, but continues online and in social media.

This allows TV news to be much more in depth than ever before and it also makes it more competitive to newspapers (both online and offline).

By the way, with the fragmentation of the audience and the rise of transmedia storytelling, competition has never been fiercer within the media.

Media Consumption Trends

But the trends aren't happening overnight.

Most Americans Still Get News from Traditional News Platforms, Except the Very Young

Where did you get news yesterday?	Total	18-24	25-29	30-39	40-49	50-64	65+
Traditional Platforms							
Television	55	29	41	47	57	65	73
Radio	33	29	31	40	38	36	27
Print newspaper	23	10	10	12	16	30	48
One or more	71	43	62	69	72	79	86
Digital Platforms							
Digital/Online	39	61	45	47	49	35	23
Email	16	33	18	21	17	15	12
Twitter	3	7	7	4	4	1	*
Social networking	19	34	32	30	23	10	2
Podcast	8	6	7	9	12	8	5
One or more	50	60	61	59	60	43	28

PEW RESEARCH CENTER 2012 News Consumption Survey. Q9, Q11, Q13, Q17, Q20, Q21, Q70, Q75, Q82, Q87.

What's important to know is that these trends aren't happening in a flash. Newspapers have been on the decline since TV was introduced more than half a century ago.

And the truth is, our target audience is still getting their news from a media mix that includes both traditional and digital platforms with an emphasis on traditional.

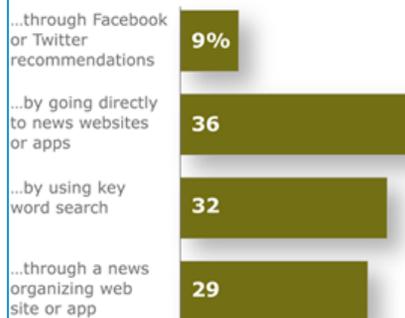
Another interesting note in this graph is the use of social networking even over email as a source of news. Given that Twitter is its own category, we can assume that the social media reference here is likely attributed to Facebook.

Impact of Social Media

Social media is important, but it's not as dominant as it seems. Most people still get news from traditional media.

Social media is not an overwhelming driver of news (yet)

Percent of U.S. adults who get news on any digital device very often...



N=3,016

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2012 STATE OF THE NEWS MEDIA

While we're definitely seeing a movement to social media, it's likely not the dominant force that it seems, at least not yet.

This chart brings us back around to this idea of personalization. We're getting some of our news through social media or news pushed out to us by our friends and those we follow, but we're also going to the news sites we like and trust. And if we can't find it there, we're searching for it directly with keywords. Or we're telling a news aggregator the types of information we're interested in and it's customizing a feed.

Impact of Social Media

“The power of social media is undeniable, and has changed the media in a variety of ways. It has added to journalists’ daily duties, created new avenues for storytelling, and made real-time reporting an essential part of the news day. It has even been reported that social media has taken away the media’s emphasis on breaking news, and instead placed the focus on providing in-depth news analysis that can’t be found by turning to social media streams.”

Social media is transforming and, in fact, strengthening the relationship between news media and PR.

<http://www.vocus.com/resources/state-of-media/2012-evolving-merging.pdf>

One trend with social media is very clear, and very exciting. That communications professionals are more valuable than ever before.

Journalists jobs have grown much more complex and demanding as they prepare content for many platforms.

Impact of Social Media

“A reporter is expected in many cases to turn in a live shot or package, tweet, update the station’s website or blog, and update the story as events change – even after work hours.” – Julie Holley



Now is the opportunity for the PR industry to come to the aid of journalists with story ideas, verifiable facts and information, interview-ready spokespeople and content packaged for a variety of platforms.

Impact of Social Media

Pros	vs.	Cons
Immediacy		Only 140 characters to tell the story (Twitter)
Everyone can report news		Inaccuracy, facts missing
Stories disseminated quickly		Journalistic integrity could be compromised
Cell phones can go where some TV cameras can't, like courtrooms		Amateur reporters putting themselves or others in harm's way to get the scoop

<http://mashable.com/2012/04/18/social-media-and-the-news/>

Here's another reason why the media needs qualified PR professionals.

While social media provides many advantages, it also has its disadvantages.

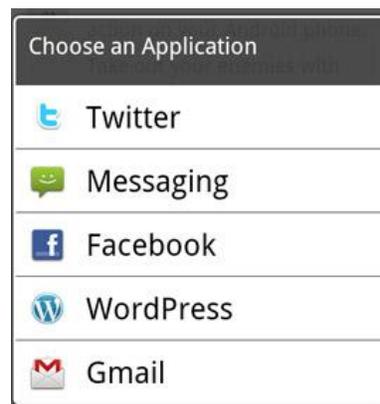
With the increase in the number of people who can report the news comes an increased risk of inaccurate, spotty or false reporting. Consider the widespread media pick-up of false reports that the Stock Exchange was flooded during Superstorm Sandy. In a quest to disseminate information quickly, reporters used a source from Twitter that turned out to be a hoax.

Journalistic integrity is definitely on the line. And again, that's where

we come in as trustworthy sources of accurate information.

Participatory Media

“If searching for news was the most important development of the last decade, sharing news may be among the most important of the next...”



<http://stateofthedia.org/2012/mobile-devices-and-news-consumption-some-good-signs-for-journalism/what-facebook-and-twitter-mean-for-news/>

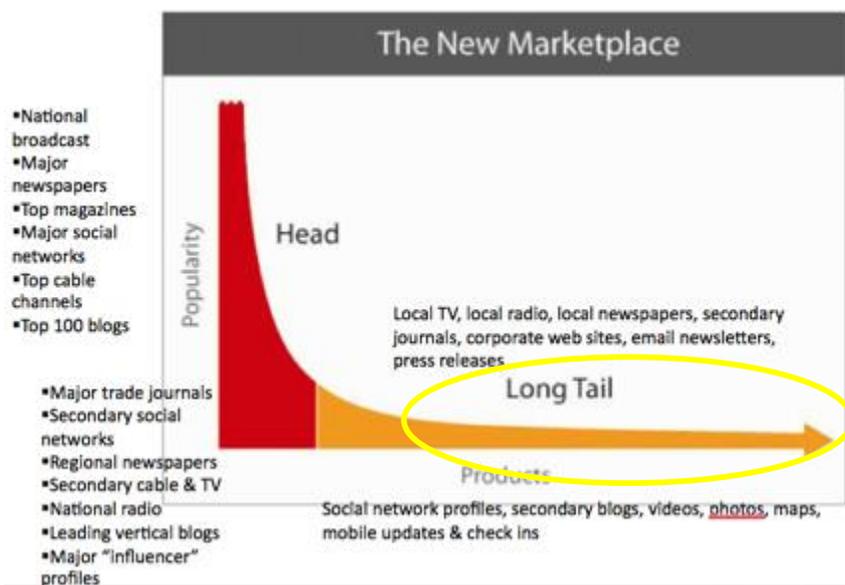
Let's go back to the fact that everyone can now report the news. As I mentioned earlier, we see news as a kind of social currency.

As such, sharing has become an essential part of daily activities, serving as a continuous form of validation.

By show of hands, how many of you have shared “news” in the last 24 hours through social media, text, email or maybe even a blog?

If you think about it, probably most of you have engaged in sharing. We can expect this to continue and it's important for communicators to learn how to leverage this behavior to our advantage.

Personalization – The Long Tail



<http://geofflivingston.com/2010/07/08/the-long-tail-of-media-grows/>

Why is sharing so important? Because that's where trust is.

Those of you in marketing may be familiar with the long tail theory, a distribution concept. In his book *The Long Tail*, Chris Anderson explains the long tail as being about "how our economy and culture is shifting from mass markets to million of niches."

On the left end of the tail is where you have mass, reach and volume. The media outlets on this end may be bigger, but they are also serving larger audiences and therefore the content is broader.

Media on the left, which includes everything from online newspapers to blogs to social media, is more familiar, more relevant and ultimately more trustworthy to the consumer.

The long tail is what allows us to completely customize our news experience. And because of that, it's where you'll find deeper trust. The danger, of course, is when people can build a news experience that reinforces their current point of view, values and beliefs. In that instance, information shared through friends and family give us the best chance of breaking through.

CHANGING ROLES



How are these trends changing the roles of consumers and media? And, most importantly, how does this impact the professional communicator?

Role of the News Consumer



Sharing in news
Focused attention
Broad appeal
High degree of trust

News sharing
Grazing
Niche appeal
Distrust



This is what media looked like not long ago. In a nutshell, consumers were passive.

But that was then and this is now.

The Pew survey referenced earlier of more than 3,000 U.S. adults finds that rather than gravitating toward one device, a growing number of Americans are becoming multiplatform digital news consumers. These “digital mavens” get news on all their devices — and even more so if they own all three types of devices.

Most adults collect news from across 4-6 platforms, which includes online and offline. Another fun term for this is news “grazing.”

Role of News Media

- Authenticator
- Sense maker
- Watchdog
- Witness bearer
- Empower us
- Smart aggregator
- Forum organizer
- Role model

The Future of News – Tom Rosenstiel, Director of Pew Research Center's Project for Excellence in Journalism
<http://www.youtube.com/watch?v=3i71Dplf4E8>



Media must adapt to survive.

Tom Rosenstiel of the Pew Research Center has a great presentation available on YouTube about the 8 roles of media in the digital age.

To be brief:

1. **Authenticator.** How much of what I've heard is actually true? In the old model, we didn't talk about what wasn't true. We ignored it. That no longer works. We're not gatekeepers anymore — we don't control what people are talking about. We need to instead contribute to the conversations happening around us — monitor what people know and chime in when they're misinformed.

2. **Sense maker.** The media must help readers put what they've heard into perspective. There's so much information out there that it's harder to create knowledge, yet even more important to do. The public conversation needs the depth and analysis media can offer.

3. **Watchdog.** The media has long held the role of watchdog, and this seems more important now as more people can share news directly with the consumer. The media can help to keep

new forms of media in check.

4. **Witness bearer.** An important role as watchdog is to observe the people in power. Traditional reporters and journalists must be watching and paying attention.

5. **Empower the audience.** Give people ways to do something with the information. Rosenstiel recommends ways to help consumers tell their stories online. This concept is also called citizen journalism or i-reporting, which we will explore in this webinar series.

6. **Smart aggregation.** There's an expectation that media sites should not just contain that outlet's reports and information, but all the information that outlet thinks is useful from elsewhere.

7. **Forum organizer.** Media facilitate conversation with its consumers. Allow the audience to talk about what you're doing. One reason people consume news is so they can talk about it — it's a social activity. And again, it's important social currency.

8. **Role model.** As people create more and more of their own information, sometimes in a journalistic sense, they look to trained journalists to show them how it's done. That's true whether we want it to be or not.

Source: <http://joymayer.com/2011/07/22/tom-rosenstiels-sevенеightnine-functions-journalists-play/>

Role of PR Professionals

- Add value for media *and* consumer
- Communicate across multiple channels
- Self-publish, self-promote
- Create easily shareable content
- Cultivate relationships
- Facilitate, not control



We'll talk in more depth about some of these concepts on our next webinar.

THE POWER OF NEWS



That's a tall order. You may be wondering, with all of these changes, does news coverage still matter? Can it break through and make a difference with our target audience?

The short answer: Absolutely.

News is currency. News is powerful. News coverage matters.

Let's look at why and then check out some examples.

News Motivates Change

- Change attitudes, behaviors and outcomes

“...news does not merely mirror society or passively reflect preexisting concerns at a particular time, but helps shape both individual and community concerns about what is worthy of public attention. Further, the news media can choose, create, sustain, and shape an issue for public consumption by influencing how issues are presented or framed for consideration by the public and decision makers.”

http://cancercontrol.cancer.gov/tcrb/monographs/19/m19_9.pdf

This a quote is from a document by the National Cancer Institute on the influence of media. Media coverage, combined with other public health interventions, can create change. Media can, in fact, change consumption.



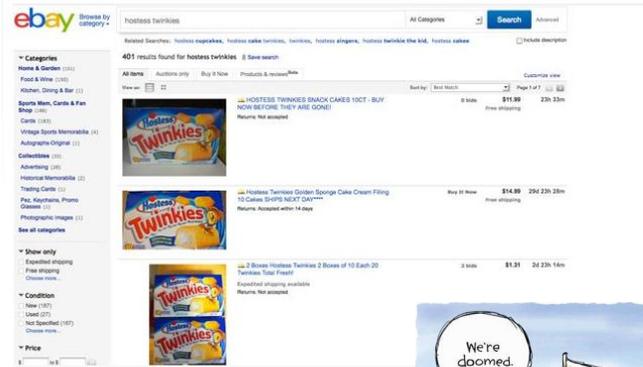


Consider one of the bigger food-related stories from late last year to see just how much consumers are influenced by media.



Motivated By Media

Stores Begin to Sell out of Twinkies, Hostess Products



eBay Twinkie sellers try to capitalize on Hostess Brands' announced liqu



By SUSANNA KIM (@skimm)
Nov. 16, 2012

On Hostess Brands' last day of shipping eBay sellers have taken the opportunity selling boxes for 95 percent more than



In mid November 2012 it was announced that Hostess Brands would be filing bankruptcy and closing up shop, leaving many without jobs and, more importantly, denying Americans their beloved Twinkies.

Traditional media and social media together sparked a frenzy. Twitter lit up with chatter about the snack cake ranging from favorite memories of eating Twinkies to "save the Twinkie" rally cries. Facebookers shared everything from articles to memories to recipes on how to make your own Twinkie.

Traditional media continued to feed the appetites of the consumer by serving up story after story from the front section to the food section.

Within a day or two, consumers were clearing the shelves of grocery stores and enterprising people were selling their Twinkies on ebay for as much as \$100.

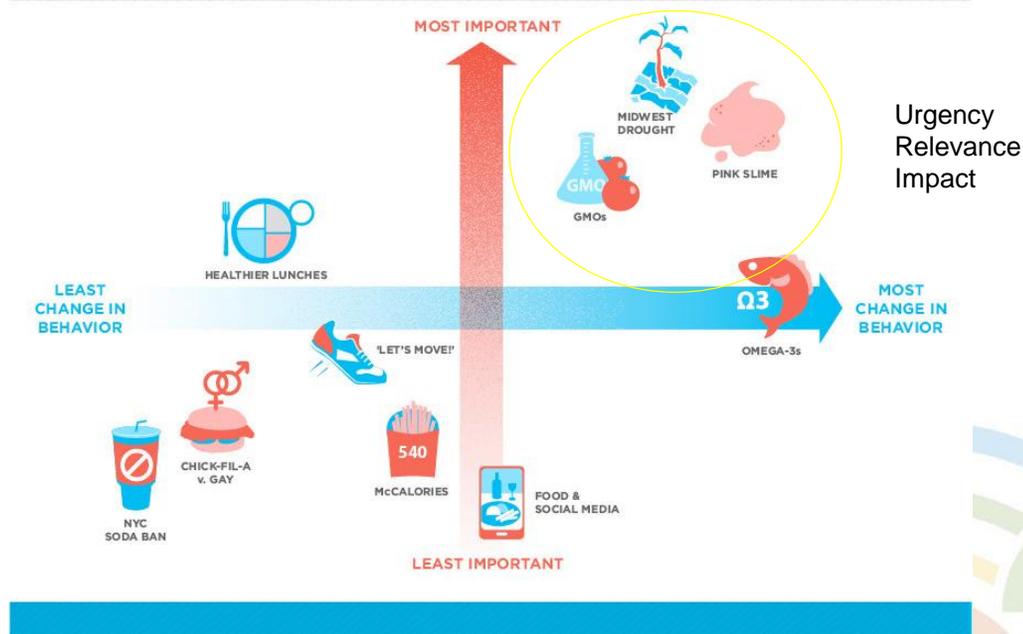
Alas, the truth is that the Twinkie will probably live on. It's simply too valuable of a brand to go away. Someone will surely buy the recipe and, to the dismay of many nutritionists on this call, manufacturing will resume.

Now imagine if we could get that kind of energy around fruits and vegetables.

TOP FOOD STORIES of 2012

hunter public relations

The following is an illustrated look at the top food news stories of 2012 and how they impacted consumer behavior per a nationwide study of American consumers.



<http://www.marketwire.com/press-release/Midwest-Drought-Pink-Slime-Made-Consumers-Think-Twice-Shelf-2012-According-Food-News-1736347.htm>

Beyond Twinkies, there were many more food-related stories in 2012. Hunter PR studies food-related stories and their impact on consumer behavior. The PR agency talked to top food writers and created the list you see here and then asked consumers how coverage of these stories impacted their behavior.

As you'll see here, the stories deemed most important and also had the most impact on behavior are those that share common elements. Urgency, relevance and impact.

This isn't to say that the other stories didn't have importance or impact. In fact they did. Let's look at some of those on the other end of the spectrum, many which are very near to the work we do at the *Network*.

Why Coverage Matters



HEALTHIER LUNCHES

Earlier in 2012, Congress approved calorie limits on school lunches to help fight childhood obesity, which went into effect in August. The Obama Administration is working with school districts to create snack programs and encouraging parents to pack extra food for their kids to enjoy during after-school activities.

Of those who changed their behavior as a result of this story:

25%
ADVOCATED

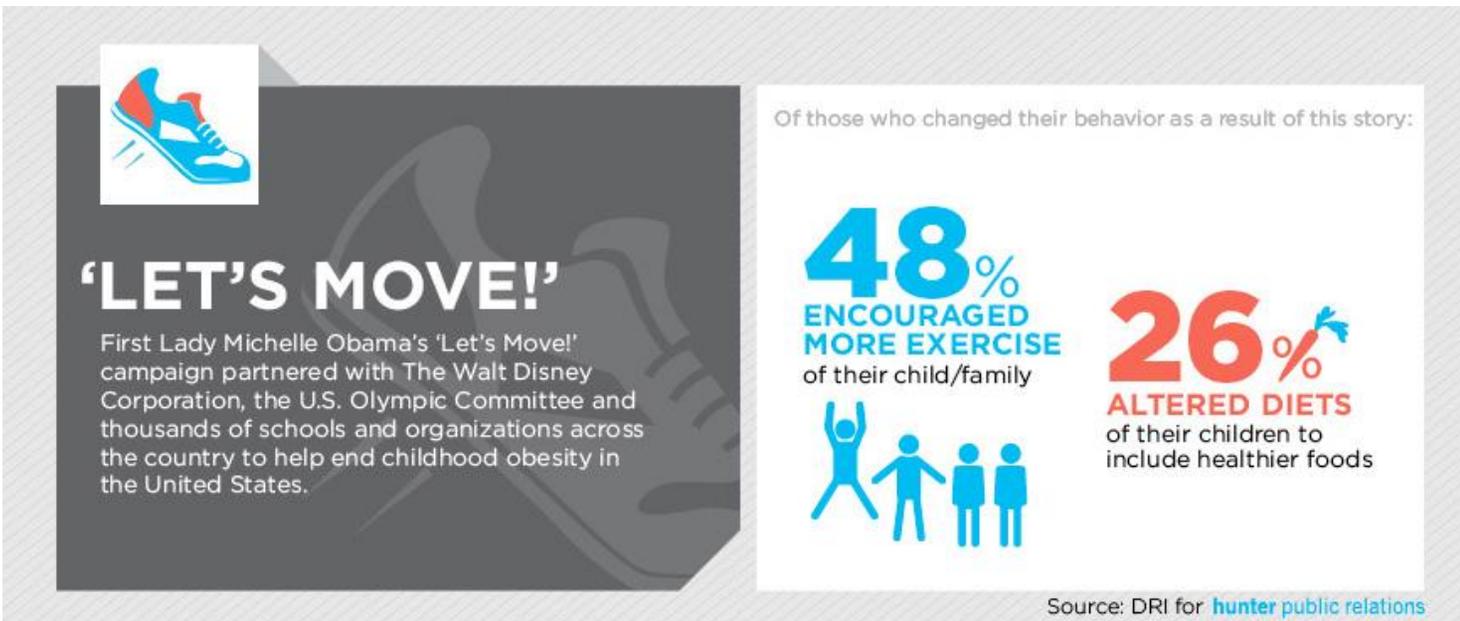
for healthier lunch options at their children's school

9%

PURCHASED FEWER
school lunches for their children

Source: DRI for [hunter public relations](#)

Why Coverage Matters





'LET'S MOVE!'

First Lady Michelle Obama's 'Let's Move!' campaign partnered with The Walt Disney Corporation, the U.S. Olympic Committee and thousands of schools and organizations across the country to help end childhood obesity in the United States.

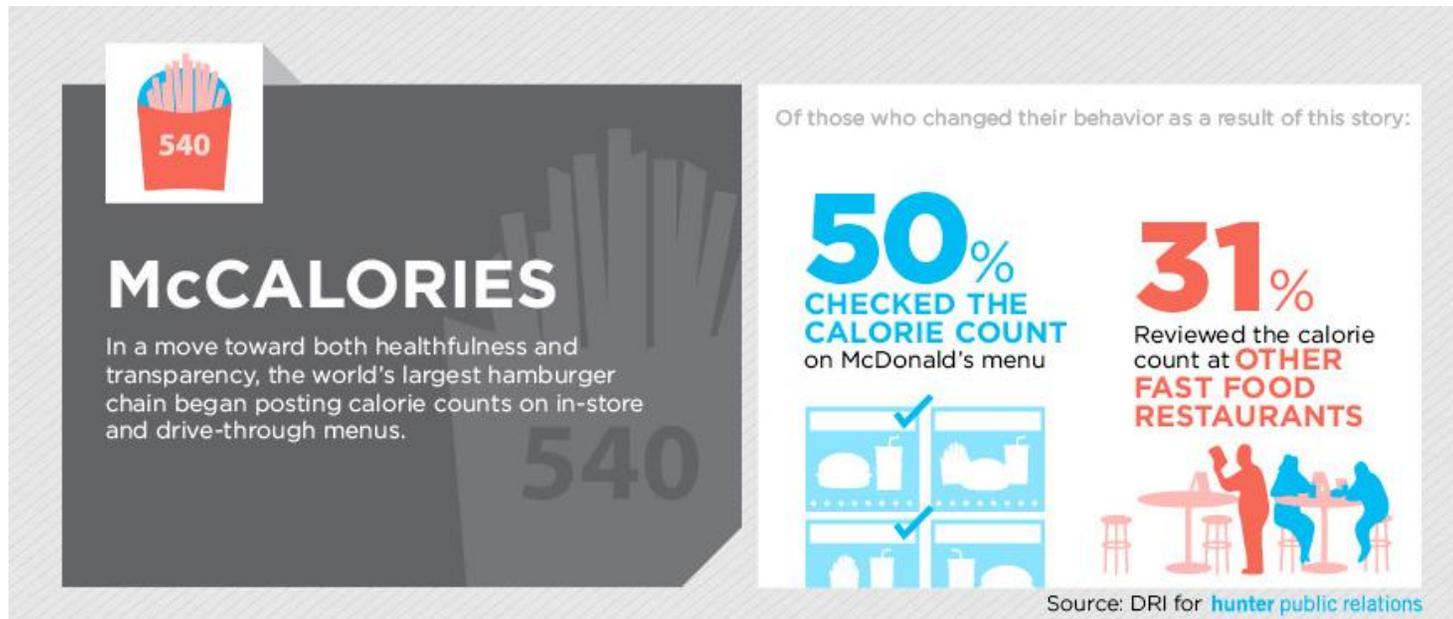
Of those who changed their behavior as a result of this story:

- 48%** ENCOURAGED MORE EXERCISE of their child/family
- 26%** ALTERED DIETS of their children to include healthier foods

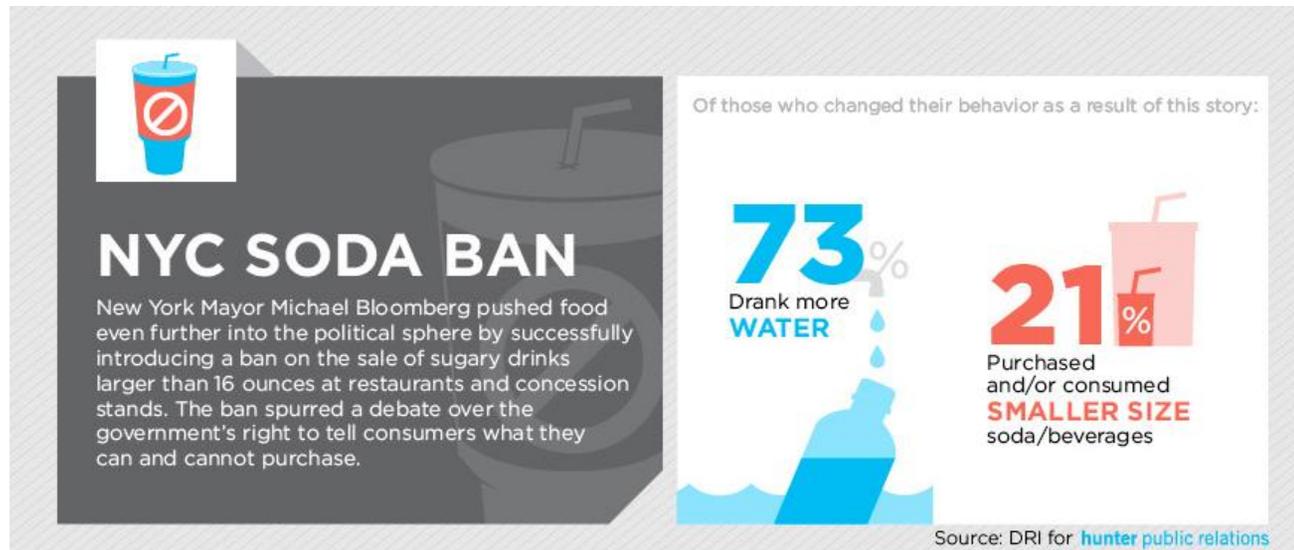
Source: DRI for [hunter public relations](#)

The infographic features a dark grey background on the left with a white sneaker icon and the 'LET'S MOVE!' title. The right side has a white background with statistics and icons of a family. A rainbow and sun graphic is at the bottom right.

Why Coverage Matters



Why Coverage Matters



These findings are very encouraging and help make the case for media relations as an essential part of the public health tool box.

DEVELOPING A MEDIA PLAN



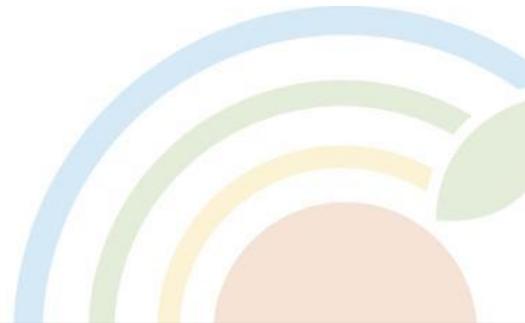
And now to the textbook stuff.

Because at the end of the day, while so much is changing, some things remain the same. To have success, you must start with a plan.

What is News?

- New information the public needs to know
- New angle/perspective on an ongoing story
- New development on an ongoing story
- New product , service or opportunity
- New story no one has heard yet
- New ideas or inspiration
- New trend

News is something worth sharing. Urgent, relevant and impactful.



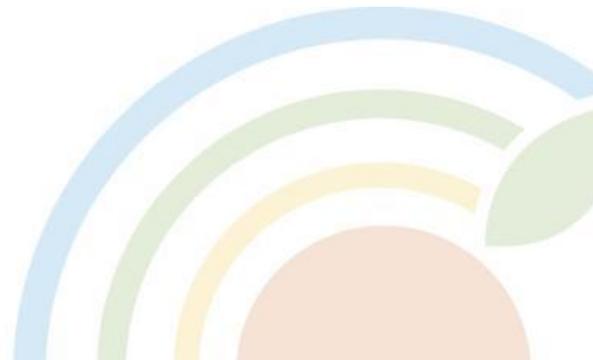
Media Plan Components

- Goal
 - To get your news out!
- Audiences
 - Who you want to receive your news
- Objectives
 - Reach, sentiment, participation and influence
- Target Media
 - Where target audiences get their news



Know the Media Landscape

- What is your media market?
- Where does your target audience get news?
 - Print (Newspapers, magazines, etc.)
 - Broadcast (TV, radio)
 - Online (blogs, social)
- Who are your media targets?
- What news do they report?
- How do they report it?



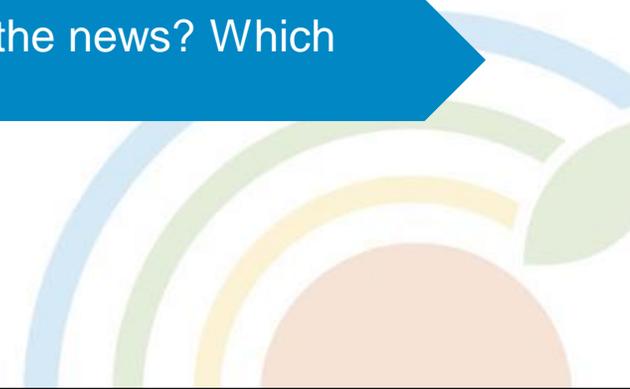
Media Plan Components

- Goal
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- Target Media
 - Where target audiences get their news
- Strategies and Tactics



Strategies and Tactics

Content	What are we announcing, revealing, promoting or sharing that is new?
Context	What local/national trends or current stories can we leverage?
Speakers	Which credible spokespeople will offer relevant stories and unique points of view?
Channels	Where will we deliver the news? Which mediums will we use?



Media Channels

- Post or Tweet
- News release
- Online news room
- News conference
- Media event
- Special events
- Media tours
- Media open houses
- Letters to the Editor
- Editorial board briefings
- Op-eds
- By-lined article
- Photos with captions

What other ways do you share news within your organization? Or in your community?



Strategies and Tactics

Content	What are we announcing, revealing, promoting or sharing that is new?
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Speakers	Which credible spokespeople will offer relevant stories and unique points of view?
Channels	Where will we deliver the news? Which mediums will we use?
Visuals	Which activities and demonstrations will bring the story to life?

Plan Components (Cont'd)

- Timeline
 - What are the steps to deliver the news?
 - When should each step be completed?
- Measurement
 - How will you know you met your objectives?
 - Which measurements show reach, sentiment, participation and influence?
- Budget
 - How much time will it take you to implement this plan? (Time = Money!)
 - How much will it cost to implement (out-of-pocket)



Tools and Resources

- *Network* Communications Resource Library
- AP Style Guide
- PRSA.org
- Pew Research Center's Project for Excellence in Journalism



Q&A

