

PRNews 2007

Building the bridge between PR and the bottom line.



Award Programs, Events & Webinars

Platinum PR Awards

Deadline: May 11

Late Deadline: May 23

Awards Luncheon: October 2007 / NYC

PR People Awards

Deadline: June 15

Late Deadline: June 26

Awards Luncheon: November 2007 / DC

PR 15-to Watch

Deadline: August 10

Awards Luncheon: November 2007 / DC

PR Nonprofit Awards

Deadline: August 17

Late Deadline: August 22

Awards Breakfast: December 2007 / DC

Corporate Social Responsibility Awards

Deadline: November 8

Late Deadline: November 16

Awards Breakfast: March 2008 / DC

PR News Webinars

January 11: Media Training

February 9: Measurement

February 28: Digital

March 22: CSR

April 18: Digital

May 11: Measurement

June 7: Crisis

July 31: CSR

August 21: Crisis

September 18: Media Training

October 12: Product Launch

October 30: Measurement

Nov: CSR

Dec: Digital PR



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Online Newsrooms: Building Effective Sites From The Ground Up

How many journalists does it take to navigate through a company's online newsroom? The question isn't a tricky shot at journalists' intelligence or their ability to find their way into or out of a newsroom; rather, it's a call to action for PR executives who fall short in designing cyber media.

Online newsrooms are ubiquitous in this age of Internet dependency, but hidden sand traps and common mistakes committed by PR professionals often make them more of a hindrance than a help to the communities they serve. Dispersed content, difficult-to-navigate pathways and too many bells and whistles all impede the platform's real reason for being: to serve as a resource and act as an interface between the company and its audience.

"The biggest problem we see is that online newsrooms are underutilized," says Tim Roberts, president of Wick Media. "Too many companies have a newsroom of only press releases, but that's not enough."

According to Roberts, whose consultancy helps such companies as Southwest Airlines, Michelin North America and Verizon develop and maintain online media centers, the 21st century is all about staying ahead of the game in cyberspace. Mastering multi-media is the linchpin of an online newsroom.

"Multi-media is the catalyst for pushing people to visit online news centers," Roberts says. "Think broadcast-quality videos, RSS, blog formats—more social media."

His clients are jumping on board. According to Linda Rutherford, VP public relations and community affairs for Southwest Airlines, "Online newsrooms should offer as many dynamic opportunities as possible. In addition to static offerings like fact sheets," she says her team now uses a digital

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Psycho-Geometrics Help You Know What 'Shape' Your PR Team's Personality Is In

Most PR and communications executives have realized by now that their professional roles in their organizations are a potent cocktail of approximately one part tactics and two parts psychology (this data is not scientific). There is the hand holding of clients who are appreciative about a new strategy or who are resistant to change; the therapy sessions with C-suite executives about an of-the-moment crisis and ways it can be fixed; and the analysis of peers' strengths and weaknesses when it comes to a new project.

For the modern PR/communications professional, a key driver of success rests on their ability to find and manage people. If they cannot manage junior associates, communicate

messages to superiors or interact effectively with clients, the point is moot: Failure is almost inevitable. But, although strong management and leadership skills are a combination of such elements as business know-how, strategic thinking and problem-solving capabilities, a big part of the battle is understanding what makes each person on your team tick.

Why doesn't Bob work well with Sue? How could Project X be executed more efficiently? Who should spearhead Campaign Y? Each question has a number answer: It's just a matter of identifying the best possible one.

A presentation by Debbie Mason, president of Strategists, Inc., at the Public Relations Society of America's 2006 International Conference last month offered one avenue for doing so: Entitled "Managing Cross-Functional Teams to Win," it suggested that Psycho-Geometrics, a science-based personality assessment process founded by Dr. Susan Dellinger, is a good way to build and manage a diverse, successful team.

The assessment process is based on a collection of personality types that any communications manager can identify based on a person's tendencies. Each type is distinguished by a specific shape—box, rectangle, triangle, circle and square—and can be a combination of more than one (see sidebar with shapes and defining characteristics). The shapes follow a linear

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DID YOU KNOW?

Seven Things You Will Learn From This Week's Issue Of PR News

1. Three of four PDA users receive "too much e-mail" (p. 3)
2. Boxes take the straight and narrow approach; squares, from outside the box (p. 7)
3. For crisis managers, pressing issues trump the needs of employees, whose machine-speed volumes about how you recover from a crisis (p. 5)
4. CEOs at higher-performing companies have significantly greater "realistic" (p. 3)
5. When a crisis strikes, teamwork within your company could be the most important part of your response (p. 4)
6. PR people are sales people at the most strategic level (p. 6)
7. Creating an online newsroom separate from the corporate Web site is often better for journalists and PR pros (p. 6)

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