



# #prnews Media Relations Next Practices Conference

## *Twitter Tactics That Build Relationships With Journalists*


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# NAB Brand on Twitter



**NAB** ✓  
@nabtweets

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NAB's Kaplan addresses complexities of FCC's OTT video proposal [bit.ly/11uEQOS](http://bit.ly/11uEQOS)

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Streaming Rates Must Reflect Competitive Market, NAB Tells Copyright Royalty Board [tinyurl.com/my36yvq](http://tinyurl.com/my36yvq)

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General Sessions celebrate the industry and set the tone for each day of #NABShow. Learn more: [bit.ly/1oy9X6G](http://bit.ly/1oy9X6G)

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1 DAY UNTIL NABSHOW  
Where Content Comes to Life



**NAB Public Service**  
@BroadlyServing

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Twenty-seven bags of toys collected at The @DaveandChuck .5 K race to benefit Toys for Tots. @101wriif

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@AirWharton

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**Dennis Wharton**

@AirWharton

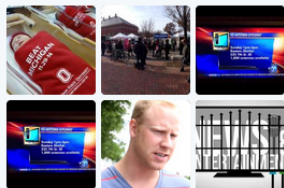
EVP | Communications | National Association of Broadcasters

Washington, DC

nab.org

Joined September 2009

33 Photos and videos



TWEETS 5,597 FOLLOWING 554 FOLLOWERS 2,256 FAVORITES 25

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Dennis Wharton retweeted



**Matthew Berry** @matthewberryfcc · 16m

.@ajitpaifcc asks if Netflix is trying to thwart development of open video streaming standards.

Retweet 1 Like



**Dennis Wharton** @AirWharton · 1h

Well-respected, well-liked NY Times TV writer Bill Carter takes a buyout [huffingtonpost.com/2014/12/01/bil...](http://huffingtonpost.com/2014/12/01/bil...)

Retweet 1 Like

View summary



**Dennis Wharton** @AirWharton · 3h

Philly's WMGK-FM provides more than 10,000 turkeys for families in need [radioink.com/Article.asp?id...](http://radioink.com/Article.asp?id...)

Who to follow · Refresh · View all



**Diane Gordon** @thesurfreport ×

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**CNET** @CNET ×

Followed by Brian Dietz and ...

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**Nielsen** @Nielsen ×

Followed by Lacey Rose an...

Follow

Popular accounts · Find friends

Trends · Change

#GoodMore

Promoted by VerizonWirelessDeals

#GivingTuesday

#XmasListIn3Words

Defense Secretary

Ashton Carter

# Getting Followed by Journalists

Tweet  
breaking  
news articles  
from a  
reputable  
source



**Dennis Wharton**  
@AirWharton

 Follow

Reuters: Judge grants broadcasters prelim  
injunction against Aereo  
[reuters.com/article/2014/1...](https://www.reuters.com/article/2014/1...)



@AirWharton

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# Getting Followed by Journalists

Reporter's front page article tweeted and reporter was also retweeted



 **Dennis Wharton**  
@AirWharton Follow

WaPost: "The power of traditional TV" on display with CBS's "NCIS" franchise  
[washingtonpost.com/business/techn...](http://www.washingtonpost.com/business/techn...)

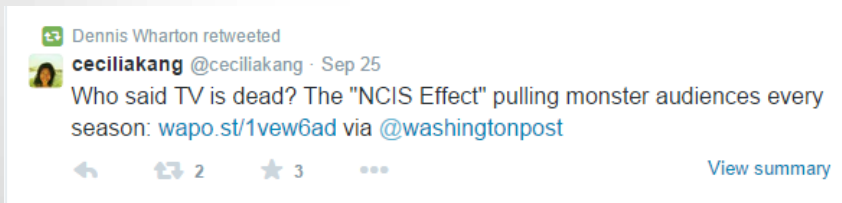
   


 **Washington Post**


**The power of traditional TV: 'NCIS' and its older audience deliver...**  
By ceciliakang @ceciliakang

The enduring success of familiar, easily syndicated shows proves traditional TV isn't dead.





[View on web](#)



 Dennis Wharton retweeted

 **ceciliakang** @ceciliakang · Sep 25

Who said TV is dead? The "NCIS Effect" pulling monster audiences every season: [wapo.st/1vew6ad](http://wapo.st/1vew6ad) via @washingtonpost

  2  3 

[View summary](#)

# Getting Followed by Journalists

- Reporter reciprocated, favorited my tweet praising another reporter
- Proof reporter is following my tweets



**Dennis Wharton,**  
Your Tweet got favorited!



**Dennis Wharton**  
@AirWharton

Well-respected, well-liked NY Times TV writer Bill Carter takes a buyout  
[huffingtonpost.com/2014/12/01/bil...](http://huffingtonpost.com/2014/12/01/bil...)

10:00 AM - 02 Dec 14



Favorited by



**ceciliakang** @ceciliakang

*I cover the business of media and entertainment for @WashingtonPost.  
West Coaster in DC. [kangc@washpost.com](mailto:kangc@washpost.com)*

# Engaging in the Conversation



**Dennis Wharton**  
@AirWharton

 Follow

Radiothon raises \$142K for East Texas kids  
[radioink.com/Article.asp?id...](http://radioink.com/Article.asp?id...)



**Dennis Wharton**  
@AirWharton

 Follow

Another day, another high profile televised debate by a local broadcaster. Free Air Times. [bostonglobe.com/metro/2014/10/...](http://bostonglobe.com/metro/2014/10/...)



**Dennis Wharton**  
@AirWharton

 Follow

Cord-cutting continues: Pay TV providers lose 150K video subscribers in 3rd Quarter  
[multichannel.com/news/technolog...](http://multichannel.com/news/technolog...)



**Dennis Wharton**  
@AirWharton

 Follow

Cellphones, Internet crash in Berkshires. Police advise "tune radios to WNAW AM or watch (NBC affil) Channel 22"  
[berkshireeagle.com/local/ci\\_25450...](http://berkshireeagle.com/local/ci_25450...)

# Engaging in the Conversation

- Promoted important trade publication
- Shout-out to industry regulator
- Reinforced broadcasters' brand during emergencies



**Dennis Wharton**  
@AirWharton

 Follow

Thanks FCC Commish O'Rielly, for recognizing lifeline role of Buffalo broadcasters in a crisis

[insideradio.com/Article.asp?id...](https://insideradio.com/Article.asp?id...) @mikeofcc





# Engaging in the Conversation



**Dennis Wharton**  
@AirWharton

 Follow

Liberation Day" @TVTechnology: Long lines at antenna giveaway at Eastern Market in D.C. @TVFreedomOrg! #lovemyantenna "



**Dennis Wharton**  
@AirWharton

 Follow

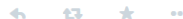
FYI: 1,000 people waited in line at DC's Eastern Market today for a free HDTV Antenna. So much for those who say broadcast TV is dying.



**Dennis Wharton**  
@AirWharton

 Follow

The lines just keep coming for free HDTV antennas at DC'S Eastern Market. Highest and best use of spectrum, indeed.



10:43 AM - 23 Nov 2014

## Key Tips to Take Away

- Retweet stories from influential reporters
- Offer encouragement for good stories
- Don't be business all the time

# Key Tips to Take Away



**Dennis Wharton**

@AirWharton

+ Follow

Looking forward to my 39th trip on Saturday to the only game that ever matters  
[elevenwarriors.com/ohio-state-foo...](http://elevenwarriors.com/ohio-state-foo...)



**Eleven Warriors**

### **The Promise**

By Eleven Warriors @11W

One hundred years ago Ohio State decided beating Michigan was the only thing that mattered. Now it's the biggest game of the year for both teams.



[View on web](#)

6:12 AM - 27 Nov 2014

@AirWharton

#prnews

# Key Tips to Take Away

## Using personal info in tweets to connect professionally



**Dennis Wharton**  
@AirWharton

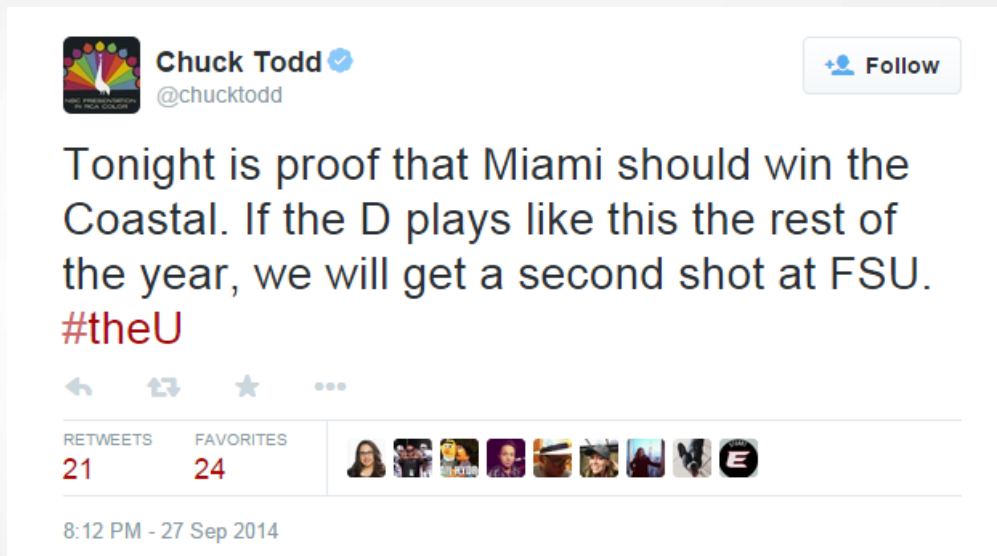
 Follow

Hearty congrats to FCC Chair Tom Wheeler on the performance of his alma mater's student-athletes last night.




# Sharing Personal Info on Twitter

Just ask Chuck Todd:



A screenshot of a tweet from Chuck Todd (@chucktodd) on Twitter. The tweet text reads: "Tonight is proof that Miami should win the Coastal. If the D plays like this the rest of the year, we will get a second shot at FSU. #theU". The tweet shows 21 retweets and 24 favorites. The user's profile picture is a colorful logo with the text "THE POLYLOGUE". The tweet is dated 8:12 PM - 27 Sep 2014. A "Follow" button is visible in the top right corner. Below the tweet, there are icons for reply, retweet, favorite, and a menu. A row of profile pictures of users who interacted with the tweet is shown below the statistics.

 **Chuck Todd** ✓  
@chucktodd Follow

Tonight is proof that Miami should win the Coastal. If the D plays like this the rest of the year, we will get a second shot at FSU.  
**#theU**

← ↻ ★ ⋮

RETWEETS 21 FAVORITES 24

8:12 PM - 27 Sep 2014

## Key Tips to Take Away

- Partner with your third-party relationships to promote each other
- Twitter is no replacement for face-to-face, tried-and-true relationships with journalists