

**■ R/GA**

# PR Writing and Media Relations

- **Pitching, Writing, & Building Relationships**
  - **News**
  - **Distribution**
  - **Who Are They**
  - **Tips & Tricks**
- **Social – Paid & Earned**
  - **The Future**
  - **Love Has No Labels**
- **The Future**
  - **Read, Read, Read**

# /01

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## Pitching, Writing, & Relationships

# What's News?



JANUARY 6-9, 2016



## Turns Out Bubble Wrap Was Originally Meant To Be Wallpaper



REPUTATION | SOCIAL MEDIA

## Why Do Twitter Executives Continue to Fly the Coop?

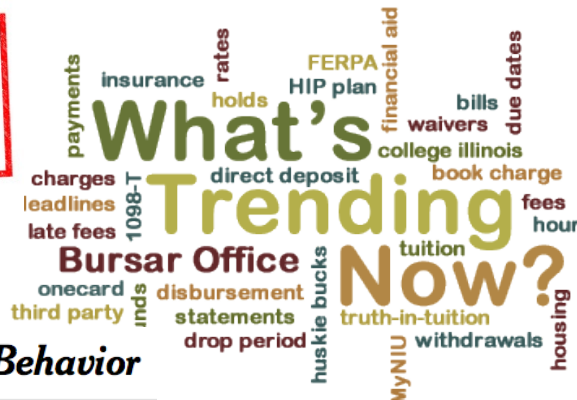


### AT&T Earnings Call: The Drinking Game

The Verizon Earnings Call drinking game was so fun, we decided to order up another round! Grab your favorite beverage for the AT&T Earnings Call Drinking Game!



## PRODUCT LAUNCH



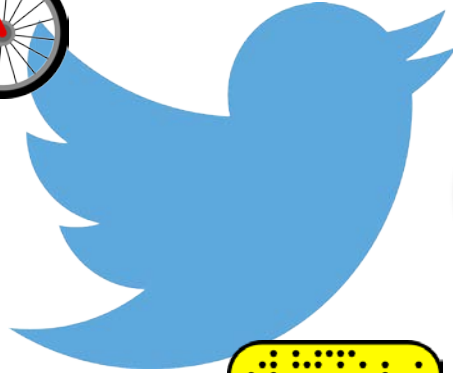
## True Scandal of Deflategate Lies in the N.F.L.'s Behavior

R/GA

Sports Business  
By JOE NOCERA JAN. 22, 2016

U.N. Envoy for Syria Says Peace Talks Will Begin Friday

# Distribution



# Know Who They Are

- Sam Thielman, The Guardian
  - *Reads SciFi fantasy and occasionally writes book reviews*
- Ina Fried, Re/code
  - *“Her road to becoming the woman she is today has been a long one.”*
- Patrick Coffee, Adweek/Agency Spy
  - *Is from South Carolina*
- Christina Warren, Mashable
  - *Loves TV*
- Adi Robergson, The Verge
  - *She is a woman writing about tech – NOT a man.*

# What Do They Think of PR?



**Bad PR Pitches** @PitchesBeLike · 15 Aug 2013

If I send you a press release, can you promise me extended front page coverage and a guaranteed publication day and time for my client?



**Pete Schroeder**  
@peteschroeder

Follow

Good News: It's nearly Tax Day, which means an end to Tax Day PR pitches. Bad News: The 4/20 pitches from the marijuana industry have begun.

1:16 PM - 14 Apr 2015



2



2



**Kate Vinton** ✓  
@kate\_vinton

Follow

I should start counting how many PR pitches I get addressed to Kevin instead of Kate (unclear why it's always Kevin & not Kyle or something)

12:42 PM - 15 Apr 2015



2



**Patrick Coffee** @PatrickCoffee · 8 Dec 2015

When corporate PR answers "are you doing this specific thing?" with "we are doing many things at all times, thnx."



6



# What Can You Offer Them?

- Straight-up news
- Experts
- Industry insights
- Sounding board
- YOUR INTEL



# Be Scrappy

## Offer a new trend

- New direction in VR
- Rise of new demographic

## Provide another angle/source

- Contrarian
- Expert

## Propose a story that doesn't include your client

- It's not always about you
- Ask a question

## Pitch in the news stream

- Do you have an expert?

# Proofread Within an Inch of Your Life

## Typos, grammar, titles

- Peak versus peek
- You're versus your
- Me, myself, and I
- Oxford comma

## sdrawkcaB gnidaeR

- Red line

## Proof Partner

- You aren't alone

## Take a Class

- Proofreading, copyediting, writing

# Written Pitch

## Nickname?

Hi Bob,

## Put him 1st

I hope all is well with you. I know that you've been neck deep in unemployment numbers and the LA Times news, but do you have time for a meet and greet with the managing director of R/GA Chicago? Our office there has been in a year of growth both in terms of new business as well as employees. XXX XXXXX can talk more about a couple of big advertising wins with XXXXXX and XXX XXXX, expansion of his media team, as well as what innovation is coming out of his office.

## Your Pitch

His fast growing office is a part of R/GA's global network. Named Agency of the Year by AdAge and Digital Agency of the Year by Adweek, the company overall has produced some signature work including Love Has No Labels, the launch of Jet.com, and Verizon's new Why No Wednesday program, as well as its Accelerator program.

Do you have time to grab coffee/breakfast on Monday or Tuesday of next week? Sorry for the short notice, I just found out today that I'm headed out there for the first half of the week. If not, then I'd like to setup another time.

## The Request

## The Close

One last note, I liked your Brazilian bikini wax start to your piece about the Sun-Times deal on Groupon. Definitely eye catching.

# Twitter to Mashable

Christina! I landed a new job at R/GA in digital advertising. Still kinda touching Social TV. One of my clients is Samsung & connected home.

Do you cover connected home?

Does this at all touch your beat? I ask as I have a funny exclusive I can offer to you. It would be for Tuesday.

I'm at an airport in FL, my colleague Allison Mertzman will email you the opportunity. They did a fun ad with Hasselhoff and KITT. It's fun!

# Verbal Pitch

Read what they've written

Reach out to them before you need to call them

Get off the phone!

- Meet for coffee
- Connect at a conference
- Talk at a client event
- Reach out via social media

How often do you call?

# /02

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## Social – Paid & Earned

# Social Media

Find your voice

Be consistent

Competition is fierce

Social media has further altered the landscape

Signing a deal is not newsworthy enough

# The Future – Earned & Paid

You must know both paths – if you don't, learn them

Branded Content – BuzzFeed, Quartz, TIME, Mashable, and more

Analytics

Both have specific languages – be fluent in both



# /03

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## Your Future

The More You Read The Better

<re/code>

THE WALL STREET JOURNAL

ON THE MEDIA

THE DAILY BEAST

THE VERGE

The Atlantic

IGN US

FOX NEWS

BuzzFeed

PRNewser

QUARTZ

Entertainment WEEKLY

StarTribune

BUSINESS INSIDER

Broadly. NiemanLab

Medium

FASTCOMPANY EXIST DESIGN CREATE VIDEO

racked

R/GA

PANDO

THE NEW YORKER rved.

# What Is Everyone Else Reading?

## Jet Could Win The Online Retail Game With Old-School Ads

*VentureBeat*

Jet is a newcomer in online retail, and it's gotten some pretty impressive funding ([\\$225 million](#) to be exact) that it's blowing through with a massive old school advertising campaign. If you live in a major city, you may have seen Jet's ads on buses and taxis, in addition to the TV and digital ads it is pushing nationwide. And Jet is just warming up. Within less than a month after its official launch, it has jumped to the fourth most popular marketplace [on ChannelAdvisor](#), surpassing well known marketplaces like Sears and Rakuten. Despite this, Jet still has a lot to prove, especially since its goal is to beat Amazon, Walmart, and other established loss leaders on price. That's where its interesting choice in advertising campaigns comes in.

[Continue on to VentureBeat for the full story.](#)

## Google Close to Investment in Messaging Startup Symphony

*Re/code*

Google is in the late stage of discussions to make an investment in the secure messaging startup Symphony, sources familiar with the talks tell **Re/code**. Terms of the investment — including its size — could not be determined, and sources stressed that talks concerning a potential deal haven't concluded yet. An announcement could be made as soon as next week, these people say. The Wall Street Journal, [which first reported the investment](#), said the deal will value Symphony, based in Palo Alto, Calif., and with offices in New York, at \$650 million. Spokespeople for Google and Symphony declined to comment. According to sources familiar with Google, the investment would come from Google proper — not its investment arms, Google Ventures and Google Capital (now Alphabet entities).

[Continue on to Re/code for the full story.](#)

## Where Google Said 'Don't Be Evil', Alphabet Just Wants Employees to 'Obey the Law'

*The Guardian*

Google is now Alphabet. Temporary Holding Company Number Two is now Google. And "don't be evil" is now one step closer to being a thing of the past. Following the corporate reshuffle at Google, the world's largest search firm is now owned by a holding company called "Alphabet" — which, confusingly, was temporarily a subsidiary of Google but then executed a "reverse takeover" of its parent company to become the new boss, at which point Google spun off a number of its own subsidiaries such as its life sciences subsidiary Calico and "moonshot" division X to sit under Alphabet. The end result is that the Google we all know and love still exists, but sits under an entirely new company, with a new name, new brand, new website — and new ethics policy. When Alphabet was revealed, it was made clear that Google's pre-existing ethics policy would only apply to the search firm itself, rather than its parent company. But now that Alphabet has revealed its own Code of Conduct, and the words "don't be evil" are nowhere in sight.

[Continue on to The Guardian for the full story.](#)



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**Thank You.**

**■ R/GA**