

Managing Feedback

- We've all seen Franken-press releases that ultimately confuse and say little
- Important press releases are likely to have many stakeholders – it's your job to manage them
- Some common pitfalls
 - Press release as sales tool
 - Niche language from experts
 - Company 'Kool-Aid' language

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Best practices:

- Clearly define the process: who gets to see it and when is crucial
- Important stakeholders get priority
- Give people plenty of time to review and respond
- Keep the overarching strategy of the press release in mind
- Give people deadlines, even the CEO!
- Be prepared to explain why you can't accept some changes – you are the interpreter for reporters