

PR News' Boot Camp for Emerging PR Stars

How to Manage Key Media Relationships in the Age of Social Media and Mobile

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Key media relations principles



Research is imperative and inexpensive

Transparency, sincerity and authenticity

Relationships matter:
Build relationships before you need them

Developing valuable long-term relationships Prudential

Aim to position yourself and your thought leaders or subject matter experts as trusted advisers/sources

Use all resources at your disposal to connect, keep notes and keep names on anyone who shows interest in your ideas, issues, etc.

Generate topic of conversations and participate in relevant, industry specific conversations; answer questions

Learn and consistently share

Always think about what's in the story for them --
the journalist, their editors and audiences

Deliver news that media can use - compelling features
that spark curiosity and interest; stories that resonate
in people's everyday lives

Choose the strategy that presents many opportunities
for media coverage

When working with broadcasters, think visually

Key takeaways



Research, plan, measure, share; research, plan, measure, share

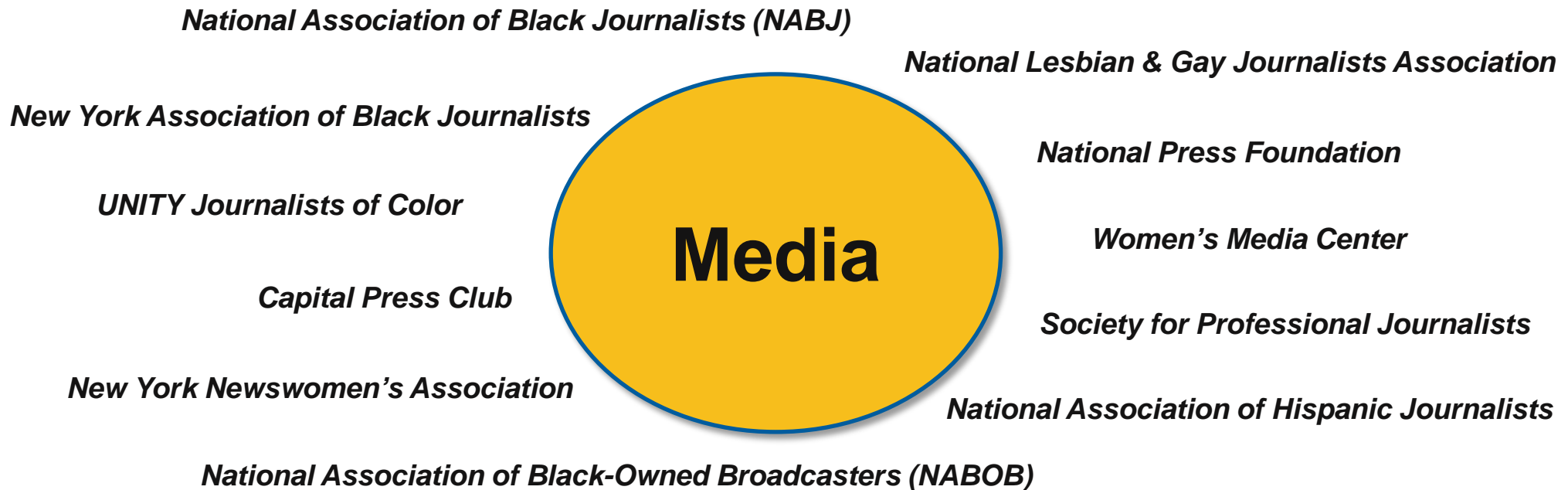
To be viewed as a trusted resource and adviser, always be honest, transparent, sincere and authentic. In other words, always tell the truth.

People, organizations and even countries can have long memories

Relationships are like magic slippers, cherish them!

Communicate, communicate, communicate

Case Study: Collaboration and Partnership



External Partner

Engagement with journalist associations and diverse journalists

- Identify diverse and external spokespeople
- Participate as active members of associations
- Serve as panelists for organizational associations and conferences; Twitter chats, etc.
- For the past 10+ years, we've held breakfast seminars and receptions at association's annual convention
- We've supported media institutes; Hall of Fame Gala

Safko, Lon; *The Social Media Bible: Tactics, Tools and Strategies for Business Success*

Seitel, Fraser P & Doorley, John; *Rethinking Reputation*

Maister, David H., Green, Charles H., and Galford, Robert M.; *The Trusted Advisor*

Questions