

PR News

Building the bridge between PR and the bottom line.

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ESPN/PBS 'Frontline' Concussion Collaboration a Perfect PR Storm

On Feb. 3, all eyes will be focused on New Orleans, where we'll find out who will be Super Bowl champs: the San Francisco 49ers or the Baltimore Ravens. Prediction? *PR News* doesn't want to affect the point spread, so we'll pass. However, we do predict that approximately one-third of the

audience will actually watch the game, one-third will tune in to see Kate Upton's **Mercedes-Benz** commercial and another third will be watching Beyoncé to see if she's lip-synching during the halftime show.

Meanwhile, as the NFL prepares for its penultimate event of the season, a media partnership between two major broadcast outlets—ESPN and PBS's "Frontline"—continues, and it's a collaboration that could have a major effect on the NFL and the sports world in general in the fall of 2013.

On Nov. 16, 2012, ESPN's investigative sports news pro-

gram "Outside the Lines" and PBS's "Frontline" kicked off a joint initiative that comprehensively explores the ongoing story of concussions in the NFL. On that day, a segment on former Pittsburgh Steeler center Mike Webster, who was the first NFL player officially diagnosed with chronic traumatic encephalopathy (CTE), or "football brain disease," was aired.

Today nearly 4,000 former players are suing the NFL over the link between football and long-term brain damage. Just this week the family of former San Diego Charger Junior Seau, who in 2012 took his own

life and was recently found to have CTE, joined that group of plaintiffs.

The issue of concussions is one that has dogged the NFL for years and won't go away. Now, this formidable collaboration between ESPN and PBS could plunge the NFL into an even greater PR crisis.

Culminating with a full-length documentary that will launch the fall 2013 season of "Frontline," selected information gathered by ESPN reporters Steve Fainaru and Mark Fainaru-Wada, and "Frontline" producers

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(DID YOU KNOW?)

Seven Things You Will Learn in This Week's Issue of *PR News*

1. ESPN and PBS's "Frontline" partnership on NFL concussions could spark a PR crisis for the league. (p. 1)
2. Notre Dame linebacker Manti Te'o's biggest mistake: not coming clean about his fake girlfriend before Deadspin.com broke the story. (p. 1)
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► Image Patrol

BY KATIE PAINE

Manti vs. Lance: One Can Plead Youth, the Other Should Know Better



Anyone who aspires to sports star status should be required to successfully complete a course in public relations prior to signing any contract.

Anyone who has any knowledge of PR knows that the bigger the star the bigger the target. So it was hardly surprising that Notre Dame linebacker, Heisman Trophy candidate and all-around football darling Manti Te'o would eventually attract some negative publicity. The fact that it

was self-inflicted should not come as a surprise. He's barely old enough to drink, never mind withstand the onslaught of media attention that comes with a run for the Heisman and a chance to win the national championship with a win against top-ranked Alabama.

Add to that a juicy story about a girlfriend who died tragically, but in fact never lived at all, and you have every PR crisis counselor's fantasy client. But whoever is coaching

Te'o, the college football star has managed to navigate the minefield pretty well. His biggest mistake seems to have been waiting for Deadspin.com to break the story instead of coming clean in advance of the publication. But his most recent, honest confession to Katie Couric and the fact that there is no tangible proof that he somehow was more deeply involved in

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Perfect PR Storm

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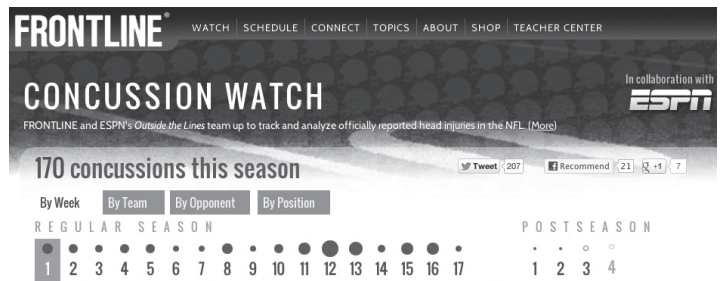
Tom Jennings and Sabrina Shankman, will be revealed through a variety of platforms in the months leading up to the premiere.

It's a strategy that's born from the growing use of digital platforms at "Frontline," says Raney Aronson, the show's deputy executive producer. "We're not just a documentary series anymore," Aronson says. "We can actually publish along the way." ESPN and "Frontline" are looking for opportunities to break news on the concussion problem leading up to the finished documentary. "It's as if we have a rolling story for about a year and a half," she says.

It's not the first time "Frontline" has collaborated with other media outlets. In recent years, some of the series' more high-profile investigations have also been produced as collaborations, including Post Mortem (with NPR, ProPublica, the Investigative Reporting Program at the UC Berkeley Graduate School of Journalism and California Watch) and Law & Disorder (with ProPublica and the *New Orleans Times-Picayune*).

According to Aronson, such partnerships represent a strategic change at "Frontline," which turned 30 this year. "It used to be we'd hold back for the film," she says. Now that content is rolled out on a regular basis leading up the film, Frontline's web traffic is up and audience interest builds to a crescendo, she adds.

The ESPN/PBS collaboration is "the perfect PR storm," says Ned Barnett, CEO of Barnett Marketing Communications and a member of the *PR News* Advisory Board. Indeed, you've got two major broadcast outlets in ESPN and PBS with a bevy of resources at their disposal, a



The Concussion Watch website created by "Frontline" exemplifies the investigative series' entrance into the digital realm, allowing for fan engagement early and often during the documentary making process.

team of talented reporters and producers, and the promise of what should be a highly controversial full-length documentary and book (to be published by Crown Archetype, a division of **Random House**).

EDITORIAL LEADS

Such an initiative doesn't start with communications, says David Scott, director of communications for ESPN's news content and lead author of the network's external blog, Front Row.

"These collaborations work best when it's not just the PR staffs in synch—but the editorial staffs as well," Scott says. "It's a matter of keeping everyone in the editorial loop. That makes what we do all the more easy."

Yet it's communications that's steering the content leading up to the launch of the documentary this fall. The Webster story was featured on both the ESPN and "Frontline" websites, and a podcast featuring brothers Fainaru and Fainaru-Wada was offered on Front Row. This week the brothers authored a piece revealing that CTE has been found in living patients. As the investigation continues, the public can expect more concussion content to emerge.

DIGITAL ENGAGEMENT

To keep the project interac-

tive with the fans, Concussion Watch (www.pbs.org/wgbh/pages/frontline/concussion-watch/), a website tracking each concussion officially identified by the NFL in the 2012-2013 season, debuted in December. Fans were invited to report questionable hits and possible concussions by filling out a form available on the website. Their observations are followed up on by "Frontline" staffers.

The site fills a void in the concussion conversation, Aronson says. "The NFL doesn't have a public database that's updated as concussions happen," she says. "We're trying to give an over-arching view and have football fans participate in the process."

And speaking of the NFL, Aronson says the "Frontline" team is in touch with the league; discussions with the league are ongoing, as the reporting progresses. Barnett stresses that it's safe to say the NFL would be anxious about the ESPN/PBS initiative.

But ESPN and "Frontline" are forging ahead, riding a huge wave of collaboration that is a perfect PR storm. **PRN**

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Consumers Take Closer Note of Companies' Practices; Digitally Satisfied Shoppers Likely to Purchase More

► **Consumers Care More About Corporate Practices, Policies:** The majority of the public (62%) say they care more about companies' practices and policies today than they did 10 years ago, according to the Champion Brand Index study findings from **APCO Worldwide**.

Other findings include:

- Roughly four in ten people globally say that within the last year they have decided not to buy a company's products because they didn't agree with the companies' practices or policies.
- A majority (60%) holds that companies now serve some functions in society that were previously reserved only for the government.
- Scrutiny of companies and the belief that companies are playing a bigger and bigger role in society is strongest in the developed world. For example, 81% of those in developing economies agree with the statement "when evaluating companies, it is as important for me to know how the company operates as it is to know what it sells"
- Some of the companies on the Champion Brand index include **3M Company**;

Adobe; Amazon; Apple; Bayer; BMW Group; Canon; Caterpillar; Colgate-Palmolive Company and Costco Wholesale Corp.

Source: APCO Worldwide

► **BCCs are BMOCs in Digital Brand Engagement:** A study of U.S. consumer engagement with brands online by **JWT/OgilvyAction**

and **EXPO** finds that 80% of shoppers are digitally engaged with brands in some way. However, some consumers, termed "Brand Connected Consumers" (BCCs), are more connected than others, and have a greater impact on public opinion and potential sales of a brand. The study focuses on this group, which represents about one in four consumers. Highlights include:

- When BCCs are satisfied with their digital interaction with a brand, they are more likely to

recommend the brand, with four in ten reporting purchasing more of the brand's products or services.

- Although the majority of posts are positive, when BCCs do post a negative comment, it goes unanswered by brands more than half (56%) of the time. Seven in ten shoppers report that

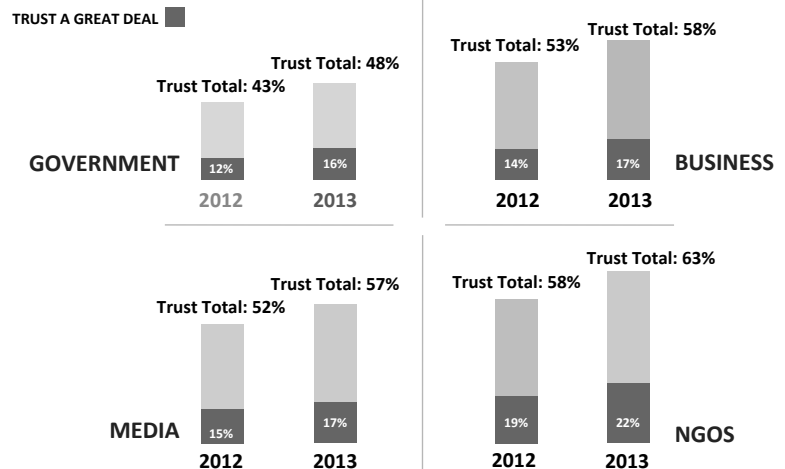
they stop buying the brand in these cases.

- BCCs are most likely to seek and post information to and about retailers and consumer packaged goods brands.

Source: JWT/OgilvyAction and EXPO

Edelman Trust Barometer Finds Choppy Weather in Institutional Trust

How much do you trust each institution to do what is right?



Edelman's 2013 Trust Barometer global study finds that while still low, trust is actually on the rise among institutions, up an average of five points from 2013. Trust in NGOs remains high, with an overall 88% of countries surveyed over 50%.

Source: Edelman

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Personalized Strategic Outreach and Grassroots Effort Turn the Public Tide in Support of a Copper Mine

Company: Rosemont Copper Company
Agency: Davies Public Affairs
Timeframe: Jan. 2009 - Present

“Nobody wants this copper mine.” That was the prevailing wisdom in Pima County, Ariz., when **Rosemont Copper Company**, a division of base metals company **Augusta Resource Corp.**, proposed an open pit copper mine in the Santa Rita Mountains near Tucson.

Opposition was threatening to undermine the federal, state, and local public review and permitting process. If Augusta Resource couldn’t demonstrate public support for their proposed Rosemont Copper project, it would be difficult to overcome opposition and secure county, state, and federal approvals. As Augusta Resource’s only mining asset,

failing to win U.S. Forest Service (USFS) approval would have a significant negative impact on the company.

Before Santa Monica, Calif.-based **Davies Public Affairs** came on board the project in 2009, Rosemont Copper spent three years working to build local support. While communications inroads were made during that time by local PR agencies, “their outreach was more informational,” says Kathy Arnold, VP, environmental and regulatory affairs for Rosemont Copper Company. “It was missing the ‘Why we should say yes’ equation.” Outreach with more bite was clearly needed.

As opposition to the project grew, the USFS mandated that 10 public hearings be held during a three-month period. Since the USFS had the final say on the mine’s permit, it was critical to demonstrate the significant public support that



At a U.S. Forest Service public hearing on the Rosemont Copper Mine, supporters show their support by wearing “green thumbs,” signifying the mining company’s focus on good environmental practices.

Photo courtesy of Davies Public Affairs

Rosemont enjoyed following a transparent and powerful outreach at these public hearings.

So **Davies Public Affairs** was hired to design and execute a comprehensive strategic communication and grassroots program that targeted the 50,000 residents of Pima County. “We needed to tell bigger stories about the mine,” Arnold says.

MINING FOR DATA

Extensive research would help to identify the most effective messaging. This was segmented into four areas:

1. Qualitative interviews were conducted with more than 50 local thought leaders and residents to provide insight into the local psyche, community values and concerns relating to the copper mine. “We spoke to people for over an hour, asking them questions like ‘why do you like living here?’ and ‘what have you heard about mining projects?’” says John Davies, CEO of Davies Public Affairs. The answers would allow Davies to create targeted messages that resonated and activated

key supporters to take action and get involved.

2. Polling was conducted to narrow the target audience and work out which supporters would be more likely to support the project.
3. State-wide data mining was conducted to build a database of 50,000 residents organized by various groups and demographics. From this list, Davies could identify political contributors, high-propensity voters and influential residents in Pima County whose voices would resonate strongly with regulatory and elected officials.
4. With insight from the qualitative interviews, blind ID calls were conducted with a short phone script to identify likely supporters and eliminate opposition from direct mail targets.

AYES HAVE IT

From the research stemmed the campaign’s objectives. The over-arching goal was to win a timely approval for the copper mine. To accomplish that goal, Davies strived to:

- Create a strong brand with a

Tips for Dealing With Unhappy Citizens on Social Media

Rosemont Copper and **Davies Public Affairs** use Facebook as the main social media platform for the campaign to raise support for a copper mine in Arizona. The page attracts both supporters and the opposition, which can result in lively conversations. Heather-Anne MacLean, manager, engagement and influencer relations at **Salesforce Marketing Cloud**, offers tips for handling an unhappy public on social media:

- Be prepared for dissenting members of the public to create social media pages.
- Educate non-PR colleagues about limitations and best practices of social media.
- Anticipate difficult online discussions and unflattering videos and photos, and have a plan to openly and transparently deal with them instead of hiding them.
- Ensure all information posted as factual can be fully supported if challenged.
- Never resort to using false identities to attempt to demonstrate greater support than actually exists, even if detractors are using the alias tactic. When the truth comes out—and it will—any trust that may have existed will dissipate immediately.

compelling and transparent message focused upon sustainable mining and economic return.

- Identify and recruit an army of supporters that could play an active role in the approval process.
- Leverage the strong public support to influence regulators and the permitting process and overcome the perception of opposition
- Place Rosemont in an offensive position, rather than defensive.
- Ensure the agenda of debate included Rosemont's unique benefits and approach to mining—from the demand for copper in renewable energy and electric cars, to the environmentally sensitive approach to mining Rosemont proposed.

The strategy, Davies says, was to recruit enough motivated, well-educated supporters to overcome and outnumber the opposition at every hearing and in communications with decision makers. "People are either leaning your way or are leaning against you, while the rest are overwhelmed with life and won't take the time to figure out which side they're on," Davies says. "Without doing anything, public opinion tends to go against you."

Research was uncovered that, despite numerous well-paying jobs and millions of dollars of tax revenue the new mine would bring, residents were not willing to compromise on the environment. Says Arnold: "[At hearings] we can talk for 20 minutes and then people stand up and say, 'they're going to tear up the earth and it will be ugly.' It's tough to combat that."

So the messaging needed to stress strict environmental controls, modern mining technology, and the economic contributions the mine would make to Pima County.

BUILDING A BRIDGE

Using the research findings, Davies designed a strategic communication program that positioned the proposed copper mine as "A Bridge to a Sustainable Future." To make copper relevant to everyone on some level, it was critical that the communications materials reflect how copper is used in our everyday life.

A key message point: "Almost everything in our daily lives is affected by copper."

TARGETING RESIDENTS

Davies designed and launched an outreach program that ultimately targeted 50,000 residents in targeted communities in and around Tucson.

The fully integrated PR program included the following:

► **Fact Booklet/Letter/Phone Call:** A project fact booklet told the mine's story, and included a letter and a pre-paid comment card. Davies currently sends quarterly letter updates to more than 12,000 supporter households throughout Arizona.

► **Website/Social Media:** Completely overhauled in August 2012, the website (www.RosemontCopper.com) provides the community with information about the proposed mine, environmental impact reports, process animations, as well as the ability to sign up to support, attend events, mine tours or ask questions. Website images and videos are shared via Rosemont-hosted social media accounts, including Facebook, Flickr, Twitter, YouTube and Vimeo.

► **USFS Letter Writing Program:** Davies secured 1,000 letter signers and executed a massive personal letter writing campaign to regulatory officials and the media to convey widespread support for the copper mine.

► **Supporter Activation for USFS Public Hearings:** The USFS ultimately mandated that there would be eight public

hearings on the Rosemont Copper Mine during a two-month period in late 2011. Davies targeted 8,000 individuals in the database and secured 1,500 individuals willing to attend public hearings.

3 TO 1 SWING

Davies' efforts changed the debate in favor of the copper mine. Polling showed that the strategic communication and grassroots program completely turned public opinion from three to one against the proposed mine, to three to one in favor of the mine. Specific results include:

- Identified 13,500 supporter households. This base continues to grow by an average of 150 supporters a month.
- Letter writing campaign netted more than 25,000 original letters to the USFS, the Governor of Arizona, the state's two U.S. Senators and targeted members of Congress.
- Organized a rally with more than 6,000 supporters.
- Activated more than 500 supporters for every USFS public hearing—speakers for the mine outnumbered opponents five to one.

- Media coverage at every public hearing conveyed overwhelming public support for the mine. One local paper reported that mine opponents "took a thrashing" at one of the USFS hearings.

Right now Rosemont Copper is waiting for final approvals for the mine, which could come late in the first quarter this year. To keep up the momentum, the company gives regular tours of the site—and is booked solid for three months in advance, Arnold says.

Davies Public Affairs' ability to win a majority of support for the mine has also made Arnold's job in Arizona a bit easier.

"It's tough to be the lone voice in the wilderness, and you don't want your supporters to be Rosemont employees—you want them to be the person in town who owns the grocery store," Arnold says. **PRN**

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The Process Behind Qualitative Interviews

In its campaign to build support for a proposed copper mine in Pima County, Arizona, **Davies Public Affairs** conducted qualitative interviews with 65 influencers in the area. Feedback from the interviews were used to build the outreach program. John Davies, CEO of the agency, reveals the process behind those interviews:



John Davies

- Began qualitative research by creating a comprehensive database of thought leaders, political donors and influencers throughout the county and state.
- Developed focused interview questionnaire to gain insight into what was really going on in the community, test messaging and understand the public's real feelings towards the mine.
- Analyzed results and developed overall findings focusing on dangers, opportunities and strengths.
- All messaging and strategy going forward was driven by the qualitative findings from the research process.

Image Patrol ► Page 1

the hoax, definitely helped diffuse the disaster. Lucky for him that more heat is being applied to alleged hoax scammer Ronaiah Tuiasosopo, who possibly impersonated Te'o's fake girlfriend Lenny Kekua with a falsetto voice.

It's tough to make this stuff up. Regardless, all Te'o needs now is a solid NFL combine and successful interviews with

interested NFL teams. If he's a high pick in the NFL draft and performs well next season, the scandal will all but be forgotten.

On the other hand, one expects more of grown men, especially ones with the stature and experience of Lance Armstrong.

While many simply shrugged and claimed they knew it all along, there were

still numerous fans who were somehow stunned when he fessed up to Oprah Winfrey.

It was to many a desperate attempt to use, at the end, the one PR tactic that might have saved him in the beginning: abject mortification. Study after study has shown that when a celebrity or a corporation apologizes and takes full responsibility for his/her/its

actions, the chances that the public will forgive the entity go up dramatically.

But Lance was far too jacked up on ego-enhancing drugs to do anything but deny the charges and denigrate his accusers—two strategies that research has also shown almost always fail. As allegations from former teammates and others that Armstrong cheated poured

Manti Te'o

Criteria	Grade	Comments	Advice
Extent of coverage	F	You didn't need to be a football fan to hear this story. It had far too many juicy elements not to be picked up by the worldwide media.	Certain crises will go viral no matter what your audience. Anything involving sex is pretty much guaranteed to jump the fence from your specific target media into the mainstream.
Effectiveness of spokesperson	B	Given his age, and the pressure he was under, Manti Te'o's handling of the crisis was as good as we can expect from someone who is barely eligible to drink.	The key element in any successful crisis is credibility. The good news when dealing with a very young celebrity is that he or she haven't lived long enough to build up too much of a history. The bad news is that you are relying on the judgment of a young spokesperson to say the right thing.
Communication of key messages	B+	Almost every story portrayed Te'o as both a great player and a nice, if gullible, young man.	There are far worse reputations to have than to be seen as young, ignorant and gullible.
Management of negative messages	B	Te'o could have done a better job of managing the negative messages had he not waited until after his network TV appearance to admit his lie.	Timing is everything, and what may seem to be insignificant details of timing can make or break your credibility.
Impact on fans	A	Fans were fascinated by the bizarre nature of the story, but our hunch is that not a single Notre Dame fan changed his or her allegiance as a result.	When evaluating the potential impact of the truth, make sure you keep in mind your target audience. If the target audience doesn't care, perhaps you shouldn't either.
OVERALL SCORE	B	The ultimate measure of success—i.e. how soon the crisis dissipates—indicates that this was not a big deal to most fans.	Total honesty is always the best policy and the best insurance against reputation damage.

Editor's Note: Learn the tips and tricks for leveraging the visual social platform Pinterest—register for the Pinterest Webinar, set for Wednesday, Jan. 30 (prnewsonline.com/webinars/2013-1-30.html).

in, the cyclist dug himself a deeper hole, one that just might be impossible to climb out of.

Armstrong's motivation to try to put the doping scandal behind him was obvious. His cycling career is done. The Livestrong cancer charity he founded is struggling. Then there is his family: During the Oprah interview, the only

time his emotions showed through was when he talked about telling his kids that they shouldn't defend him anymore.

Yet with that interview, Armstrong may face a life of constant litigation as the people he hurt seek restitution and brands that supported him sue for their money back.

The ultimate irony is that Armstrong still has a place in

the history books that he so coveted, though it won't be for his performance on a bicycle, but as the quintessential case study of how to not to do reputation management. PRN

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Lance Armstrong

Criteria	Grade	Comments	Advice
Extent of coverage	F	Lance was his own worst enemy. His earlier denials and accusations against the investigators and reporters covering the scandal only prolonged the crisis and further damaged relationships.	Among some misguided PR professionals and lawyers, there is a belief that denying an accusation vociferously makes you more credible. It does not.
Effectiveness of spokespeople	F	In the world of Lance Armstrong, there was always only one spokesperson, and when that person was found to be of dubious veracity there was no one else to trust.	Whenever possible, in any crisis make sure that you have numerous credible spokespeople so that when you do have answers, or do want to tell the truth, there will be someone left to believe.
Communication of key messages	D	In listening to his confession, it was hard to say what the message really was. There was some emotion and the cancer survival message was a good one, but it got lost in translation.	If you are going to use abject mortification as a way to diffuse a crisis, you will certainly get everyone's attention. But you need to be clear about your messages or else they will get lost in drama of the confessional moment.
Management of negative messages	F	The inevitable negative message was that this confession was all about boosting Oprah's ratings and rescuing Lance's reputation in the racing world. Most of the coverage included some speculation along those lines.	No matter how carefully you coach your spokespeople through a crisis, there will be negative messages. Make sure you are prepared for them and have a credible source to either explain or deny them.
Impact on fans and sponsors	C	Amazingly there were still fans, particularly among cancer survivors, who listened to the interview and were ready to forgive him. This is a tribute to their loyalty to a cause rather than Armstrong's loyalty to his fan base.	In any crisis it is, of course, important to keep one's focus on the bottom line—that stakeholder group that controls your income. You probably won't have time to worry about any other group, so pay attention the one that really matters.
OVERALL SCORE	D	Lance's performance on Oprah was that of a great actor, not a great human being.	Too little too late never works well in a crisis.

So, How Many Articles Do I Get Placed for \$2,000?



My career started off a journalist. I had the pleasure and, in looking back in hindsight, dumb luck to have worked at a TV station, radio station, large daily and small weekly in building the foundation of my future career as Lois Lane. I enterprised most of my own stories, working a specific beat and having good relationships with local leaders and those pesky PR people. I know very well how newsrooms work.

I would get press releases and pitches each day. And since my professional journalist days were in the dark ages, before email, most releases were excellent for scrap paper, as most news outlets were light on budgets. Once in a great while a release was helpful in at least catching my attention enough to do a follow up to set up and create an actual story. I had good professional relationships with several sources within my beat, which I also strived hard to continue to expand.

When a PR person would send me a release that was unicorns and rainbows I increasingly ignored those because no attempt was made to create a relationship and help me to get an actual story that would benefit my readers. See, this is what most PR people continue to fail to understand (and because many have never set foot in, let alone worked in, an actual news setting) is that there has

to actually be a story that is of value to the reader.

Which is why I'm so disturbed at the activity of some so-called PR agencies that are literally preying on unsuspecting young PR pros or business executives who don't take the time to hire an agency for just such occasions—and you're literally falling victim to a variety of unscrupulous P.T. Barnums. Why? Because you so want the story of unicorns and rainbows in the media, and you don't really understand how it "really" works, so when someone shares a magic voodoo potion that gets those placed, you unsuspectingly say, "Sign me up."

If any so-called agency promises placement for an article or press release, they are lying. Period. If it says it will get your five articles placed for \$2,000 per month, or for just a few thousand more, it will get you 10, it is lying. Not only should you not hire them, you should blackball them. Period. It's impossible to guarantee legitimate placement in any exact number.

A legitimate "hit" or news interview will never cost you money. Never. NBC News will never charge you to be on "The Today Show"—you need an interesting guest or story or expert. I've even seen agencies pass off PRNewswire "Release Watch" hits five at a time and

show that they got "five hits" this week, then do it again next week and so on. Anyone in the industry knows this is wrong, but, unfortunately, too many clients don't take the time to understand that there are some unscrupulous operators out there ready to part your business with your hard-earned dollars.

If you're in charge of PR, it is your responsibility to yourself and your business. You can't buy legitimate articles and news placements.

You can buy advertising and some news outlets (particularly trades) may afford you some editorial space in the process.

Also, it matters little how good the "relationship" they have with any media outlet. What matters is crafting a good story, getting it into the hands of the right media professionals, cordially following up and doing this with consistency and constancy.

So, unless you cured cancer (then yes, I'd be happy to guarantee placement) understand that that's just not how it works. Here's some warning signs to watch out for:

1. "Yes, for \$2,000 we'll get you five placements and for \$4,000 we'll get you 15."
2. "All you have to do is pay for the video crew."
3. "And when we run this story,

we'd like the names and addresses of 20 of your clients so we can share it with them, too."

4. "You don't need to call an agency, we'll handle everything."
5. "Yeah, we know people at *The New York Times*. They'll run what we tell them."
6. "We believe in paying for performance, so you only pay us when we get your article placed. We charge \$25,000 for a placement."

There are, sadly, many more. It's a jungle out there, so be careful and remember, a good reputable agency or PR professional is working hard to do legitimate things that help businesses be more successful. While getting an article placed is indeed important, media relations should be only part of an overall successful marketing mix that is consistent, constant and measureable with a realistic budget. **PRN**

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