



# LEARNING GOALS

- Understand why publicity and public relations is important to a company, organization, or individual.
- Understand different ways of creating public relations activities (employee, customer, community)

# Why is it important to gain publicity and public relations?

**Public Relations-** activities designed to create positive awareness towards a business. Attempt to gain good publicity by creating public relations events.

examples:

1. Grand opening of a new store.
2. Launching of a new product.
3. Community activities. Parades, basketball tournament, or golf outing.
4. Charitable event. Walkathon, auction.

Benefits:

1. increase sales.
2. Reinforce a companies reputation.
3. Increase receptivity from advertising.
4. Send the message of quality.
5. May receive better treatment from government zoning laws, licensing, and taxes.

# AUDIENCE FOR PUBLIC RELATIONS

- EMPLOYEE
- CUSTOMER
- COMMUNITY



- List three ways employers can build positive relations with their employees?

## **Employee Relations:**

It is important for companies to have happy, well-motivated employees. To encourage employees, companies provide programs for their employees.

Examples:

1. Tuition reimbursement
2. Newsletters
3. Health and wellness programs
4. Daycare
5. Award banquets to recognize top performers.

Employee relations can also be maximized by:

1. Clearly identified job descriptions.
2. Information on promotion and salary increases.
3. Avoiding discriminatory practices.
4. Holding regular staff meetings.

- Think of two ways companies build customer relations?

## Customer Relations:

\*Good communication between employees and customers is vital in promoting a favorable business image.

Examples of services to build customer relations: Gift wrapping, restaurants, free delivery, ATM machines, check cashing.

Customer Advisory Boards- panels of consumers who make suggestions about products and businesses. Used by manufacturers.

Consumer affairs specialists- handle customer complaints and serve as customer advocates within the firm.



- Think of two ways companies build community relations?

# Community Relations

- The activities that a business uses to acquire or maintain the respect of the community. ex. sponsoring social and cultural life of a community.



# **PUBLIC RELATIONS SPECIALIST**

- Many firms hire or establish public relations departments to work with customers, employees, professional groups, government officials, consumer activist, environmentalists, stockholders, and suppliers.

# News/Press Releases

- News/Press Release- is a prewritten story about a company that is sent to the various media. It contains info. about the companies philosophies, products, operations, etc.

Sample Press Release

**NEWS**

For Immediate Release

BANNER — Contact Your Name  
Voice (213) 555-1212  
Fax (213) 555-1212  
statemail@mail.com

HEADLINE — NETDAY96 FOR OUR STATE ANNOUNCED

SLUGLINE — Ground-Breaking Volunteer Program to Wire Schools for the Internet

LEAD LINE — **YOUR CITY October 00, 1996** An all-volunteer effort has been launched to provide cabling infrastructure to K-12 schools throughout OUR STATE. According to Terry Doe, the event coordinator, the program is a "high-tech barn raising."

BODY — The effort is part of a national program called NetDay96. More than 00,000 volunteers in 00 states are participating in the massive project. "We're looking to state organizers, educators, and leaders from our community to help with this effort," says Doe. "The key to this project is participation."

The kickoff is scheduled for October 00, when volunteers will go to schools and install Category 5 cable in classrooms.

MORE BODY TEXT

NetDay96 is a volunteer effort by companies, schools, parents, and students to wire public schools for the Internet. To contact the volunteer office: See the OUR STATE Web site at <http://www.netday96.com/>; e-mail, statemail@mail.com; phone, 1-800-55NET96.

CLOSER — ###

## SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

### CONTACT INFORMATION:

#### Client contact

Phone #/skype  
Email  
IM address  
Web site

#### Spokesperson

Phone #/skype  
Email  
IM address  
Blog/relevant post

#### Agency contact

Phone #/skype  
Email  
IM address  
Web site

### NEWS RELEASE HEADLINE

Subhead

### CORE NEWS FACTS

- Bullet-points preferable



### LINK & RSS FEED TO PURPOSE-BUILT DEL.ICIO.US PAGE

The purpose-built del.icio.us page offers hyperlinks (*and PR annotation in "notes" fields*) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.



### PHOTO

e.g., product picture, exec headshot, etc.

### MP3 FILE OR PODCAST LINK

e.g., sound bytes by various stakeholders

### GRAPHIC

e.g., product schematic; market size graphs; logos

### VIDEO

e.g., brief product demo by in-house expert

### MORE MULTIMEDIA AVAILABLE BY REQUEST

e.g., "download white paper"

### PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: no more than 2 quotes per contact. The PR agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.

### LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL)

This empowers journalist to "take a different angle," etc.  
These links would also be cross-posted to the custom del.icio.us site.

### BOILERPLATE STATEMENTS



### RSS FEED TO CLIENT'S NEWS RELEASES

### "ADD TO DEL.ICIO.US"

Allows readers to use the release as a standalone portal to this news



### TECHNORATI TAGS/"DIGG THIS"





# Other Public Relations Duties

Press Kit- a folder containing articles, news releases, feature stories, and photographs about a company, product, or person.



# Press Conference

- A meeting in which media members are invited by a business or organization to hear an announcement about a newsworthy event.

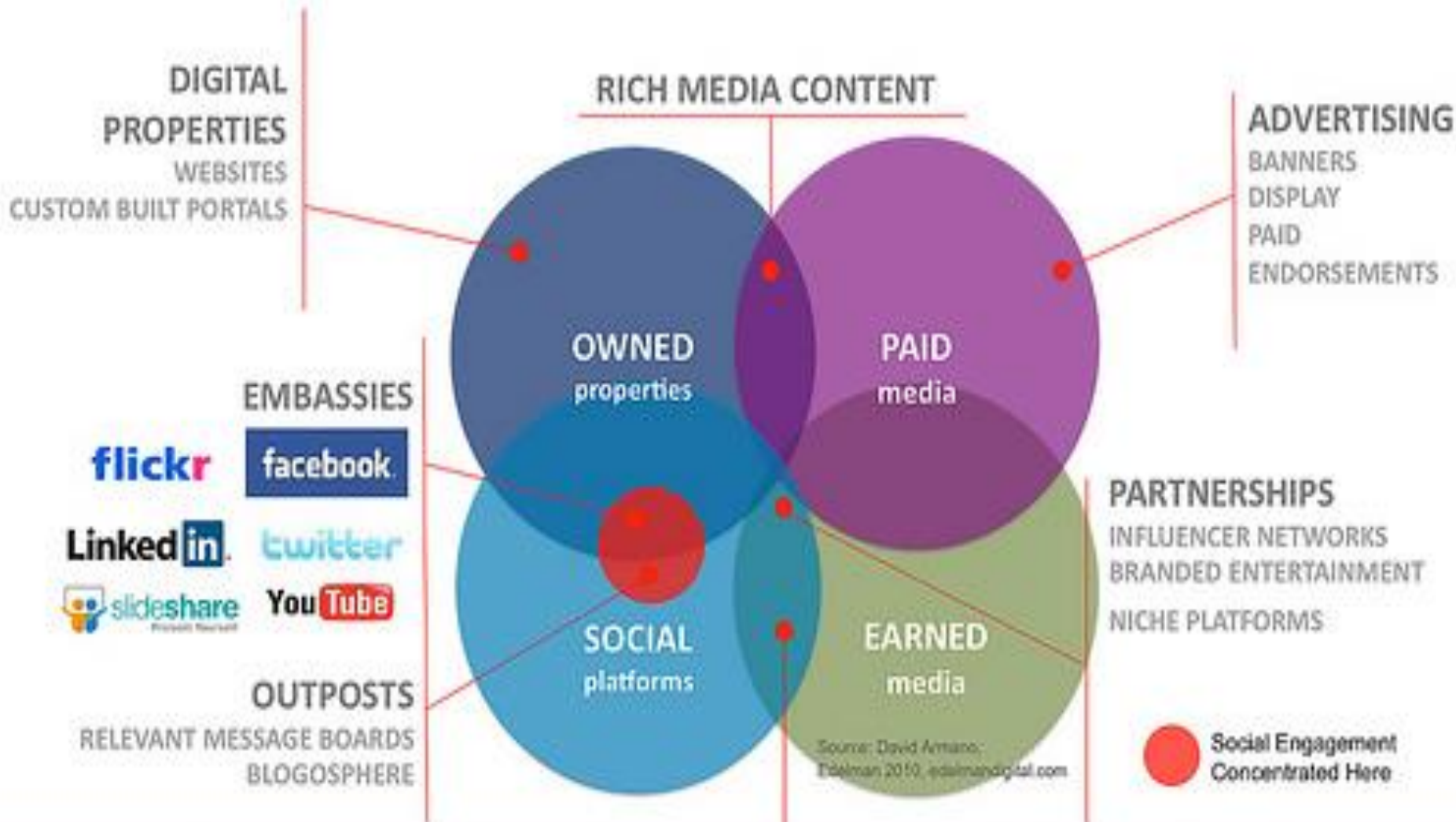


The Last 50 Years



The Next 50 Years





## Public Engagement Across Media, Digital Properties & Social Platforms

### INFLUENCER ENGAGEMENT

RECAP