

# Media relations, budgeting & publics

- Media relations will have the biggest impact on the success or failure of your public relations program. Despite advances in distribution technology public relations is, and always will be, a relationship business. Your agency must have strong media relations capabilities; their relationships with editors and reporters will go a long way toward determining the success or failure of your public relations campaign.

The core media relations budget should include such tasks as:

- ❖ Monitoring editorial calendars;
- ❖ Pitching stories to editors;
- ❖ Following up on press releases;
- ❖ Maintaining on going contact with key industry analysts;
- ❖ Placing all feature articles and case studies;
- ❖ Tracking product reviews and interview opportunities; and
- ❖ Monitoring key publications, media outlets and online media to create feature placement opportunities.

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- ❖ Press releases
  - ❖ Case studies & featured articles
  - ❖ Media tours
  - ❖ Trade show PR
  - ❖ Newsletters
  - ❖ Online monitoring
  - ❖ Website archiving process
  - ❖ Fax-on-demand server
  - ❖ Market evaluation
  - ❖ Message & image coaching
  - ❖ A leap of faith

- **PUBLIC AND MEDIA RELATIONS**

PR includes ongoing activities to ensure the organisation has a strong public image. Public relations activities include helping the public to understand the organisation and its products. Similar to effective advertising and promotions, effective public relations often depends on designing and implementing a well-designed public relations plan. Often, public relations are conducted through the media that is, **newspapers, television, magazines, etc**

**Regarding public relations, consider:**

- ❖ What groups of stakeholders do we want to appeal to and how?
- ❖ What impressions do you want each of your stakeholders to have?
- ❖ What communications media do they see or prefer the most?
- ❖ Consider advertising, collaborations, annual reports, networking, TV, radio, newsletters, classifieds, displays/signs, posters, word of mouth, direct mail, special events, brochures, neighbourhood newsletters, etc.
- ❖ What media is most practical for you to use in terms of access and affordability?
- ❖ What messages are most appealing to each stakeholder group?

- External publics
- To communicate
- The community
- Community change

- **Media Relations for External Publics**

- Media for External
- Publics Newspapers
- Wire Services
- Magazines
- Radio
- Television
- Working With The Media
- The Person in The Middle
- Good Media Relations
- Guidelines
- Press Guidelines



- **MEDIA RELATIONS AND COMMUNICATION STRATEGIES**

It is important to take media relations and communication strategies seriously. A company or organisation must be prepared for managing a media crisis, during litigation, a political campaign, or a corporate embarrassment or other media and public relations predicament issues. The key to a successful media strategy is to be prepared before a crisis hits, or at least know who to call when it does!

- ❖ preparing for a PR media crisis
- ❖ rules of engagement

Refer to guide