



PR and Media Relations

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What is Media Relations?

- Media Relations involves **working with media for the purpose of informing the public of an organization's mission, policies and practices** in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.



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Why is Media Relations important?

- Media relations is important **to increase brand awareness, achieve company reputation and to know the customer's preference and choices.** The company product and services in the blog or in online social sites provide information to the customers





Public Relations vs Media Relations

- Public relations develops the story. **Media relations broadcasts it.** PR is centered on helping organizations find their story; it's about helping brands figure out what they want to say, and to who. With media relations, these stories are given a platform and distributed widely to consumers of news.

How do we reach out to the MEDIA?

- Research the [PUBLISHERS' LIST](#)
- PR PEOPLE NEVER STOP WORKING OR [MAKING FRIENDS!](#)



How to network at events?

- **Arrive early** to avoid having to break into groups.
- **Write notes** about people you meet on your phone or the back of a business card.
- **Don't use your phone** as a crutch.
- Go to the edge of a large group and when there's a lag in conversation **introduce yourself**.
- **Get familiar with hosts** and ask them to introduce you to key people.
- **Ask people about themselves** and not just their work.
- **Don't try and sell stuff**, save that for later if you want to follow up.
- **Follow up** as soon as you can.
- Introduce yourself to people alone, they will be glad of some company.
- **Ask for people's opinions** on things.
- **Remember people's names**.



ROLE PLAY TIME



- We are at a fashion show event, filled with many attendees. The organizers, the audience, the designers and also the press of course!
- It is time to do some networking.
- Walk up to people and start creating conversation.
- Remember, you are a PR person for a PR agency.
- Your objective is to get to know journalists

Q & A round

