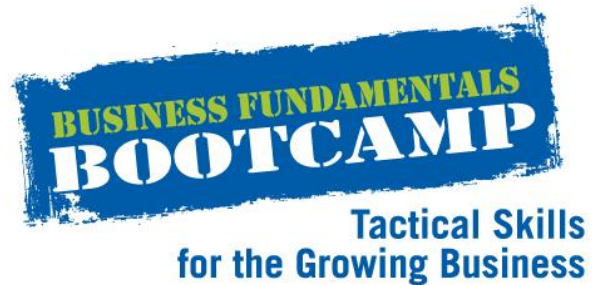


PR 101

Susan Peters, Greybridge PR
Elisabeth Hershman, iQ 360



Agenda

What we have planned for today...



Media landscape



Companies and media



What is news?



Why communicate?



Preparing for and conducting the media interview



Keys to a successful interview



Pitfalls



Training



Changing Landscape

- Media outlets: multiple channels
- Reporters: many beats, no time
- News cycle
- Feature stories: rare
- Fake news: opportunity for spokespeople to clarify



THIRST FOR TRANSPARENCY

FACTS MATTER

**BUSINESS FUNDAMENTALS
BOOTCAMP**
Tactical Skills
for the Growing Business

Relevance of Social Media

A recent survey found that 81 percent of PR professionals and 78 percent of journalists indicated they can no longer do their job without leveraging social networks.

- Two way conversations
- Niche influencers
- Roughly 6,000 tweets shared every second on Twitter
- New access to journalists

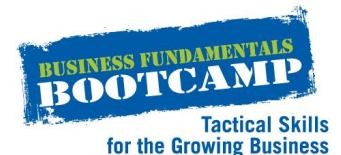


LinkedIn is the most popular site

- Self publishing
- Key word optimization



Visuals are key



What Makes News

Journalists want to know...



Why should my readers care?
Is this counter-intuitive?
Is it controversial?



Are prominent people involved?



What's the impact?
Is there widespread interest?



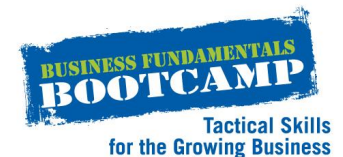
Is there human interest? Need to
put a face to facts and figures.



Is it visual?
What facts/documents/stats
support the story?



Is it topical?
Are people buzzing about it?



Role as a Spokesperson

Why communicate?

Use the power of the media to deliver your message

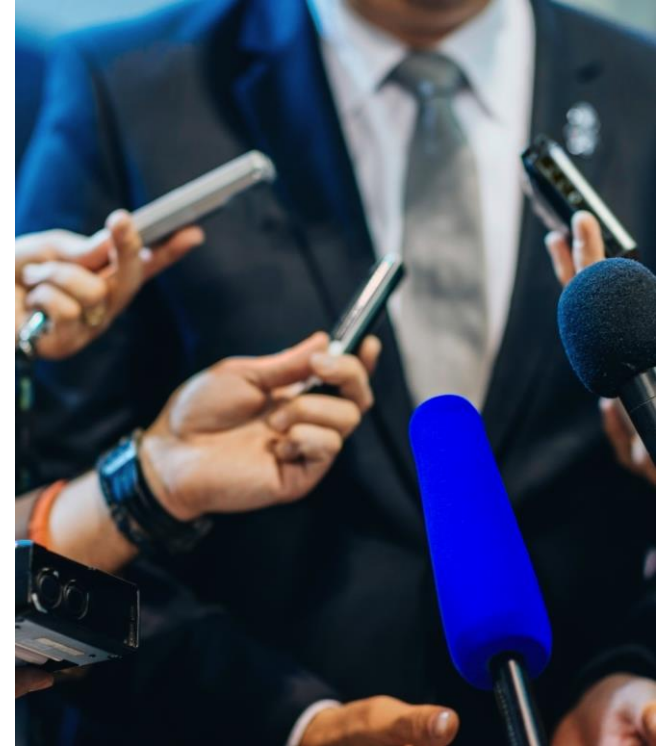
- News
- An important story to tell

Share a unique perspective

- Innovation, diversity, collaboration, economic insights

Elevate the profile of the company

Ensure that your company is being accurately represented in the media



Benefits of Communicating

Promote your successes

Showcase your knowledge

Elevate your profile

Build your reputation

Ultimately: grow your client base

What is Pitch-Worthy?

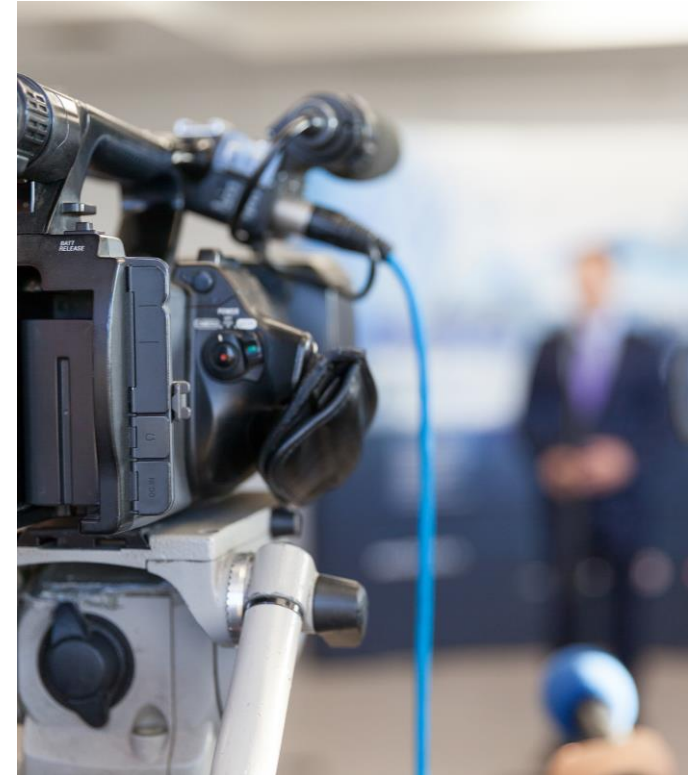
- Deals that matter to people, communities, industry
 - How does the news affect them?
 - Why does it matter now?
 - What are the larger implications?
- Insights that start or broaden conversations or debates
- Precedent-setting cases, landmark deals
- Company news – new hires, new products and services
- Industry trend spotting

A group of five business professionals are seated in a row on black chairs. From left to right: a man in a dark blue suit with a red tie is writing on a clipboard; a woman in a light blue suit is holding a white tablet; a man in a dark suit is looking at a tablet; a woman in a light blue shirt and dark vest is holding a clipboard; and a man in a light blue suit is holding a tablet. The background is a bright, modern interior with large windows. A blue horizontal band with white text is overlaid across the middle of the image.

Preparing for an interview

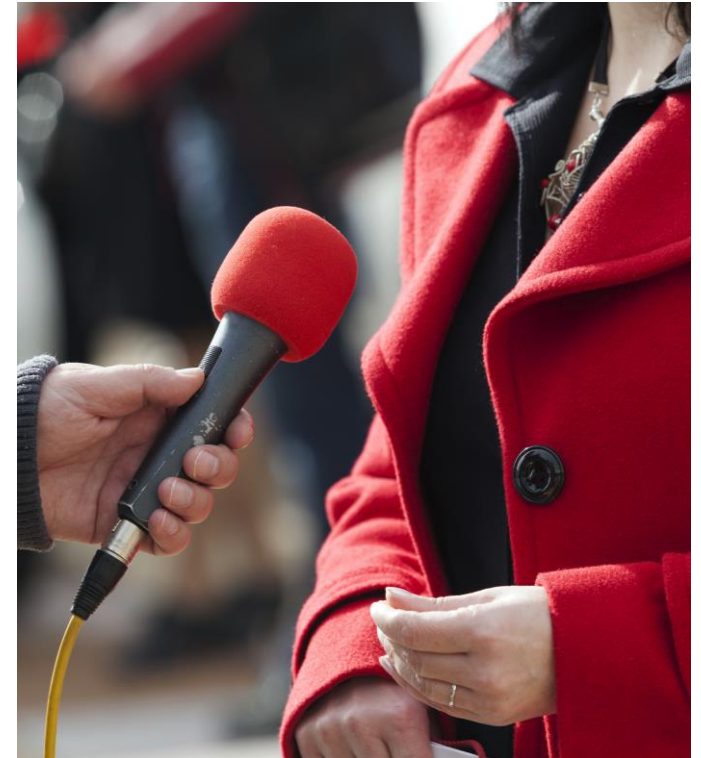
5 Media Pitfalls

- 1 Using lingo/jargon
- 2 Not commenting definitively
- 3 Declining interviews due to concerns about knowledge base
- 4 Equating media coverage to bragging
- 5 Squandering opportunities: open-ended softball questions



Keys to a Successful Interview

- ✓ Know your top 2-3 messages
- ✓ Take control of the interview
- ✓ Prove your point
- ✓ Speak simply
- ✓ If you don't know the answer, say that you will circle back ASAP



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