



Generating media coverage – boosting the success of your projects

A step by step guide to using PR

November 2007



What is PR?



Working towards a common goal

“Our Names are Labels,
Plainly Printed on the Bottled Essence of
Our Past Behaviour “

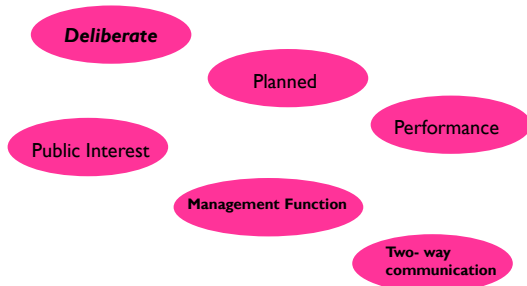
(Afterthoughts by Logan Smith)

Public relations defined

- PR is about reputation - the result of what you do, what you say, and what others say about you
- PR aims to earn understanding and support, and influence opinion and behaviour
- PR is tied to business or organisational objectives



Key words



What can PR do for SIFE teams?

- Rally support within your university, helping to recruit and keep more members
- Build profile within the local community, to improve the sustainability of projects
- Help to raise funds from possible corporate sponsors



What tools can PR use?

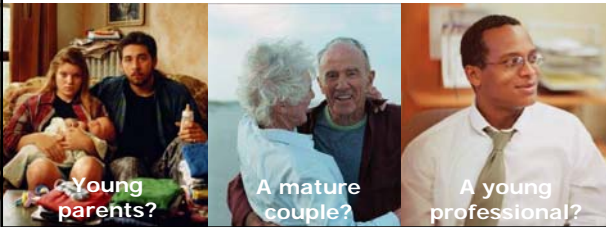


Tuning in to the media agenda



Communicate strategically

- Who are you trying to engage with your message?
- Where can you reach them?
- How can you engage them?



What do you need to get going?

- 1 Know your target media and the right contact
- 2 Have a clear story – and be able to 'pitch it'
- 3 Core materials – your messages and examples
- 4 Trained spokespeople – who will speak, when are they available?
- 5 Photography or 'the picture'
- 6 Endorsement from a third party
- 7 The necessary approvals
- 8 Energy, persistence and a back up plan ...

8 ELEMENTS OF A PR PROGRAM PLAN



Always remember!!!

Do Not Sacrifice
Long Term Goal,
for Short Term Success!

The press release

- What goes in?
 - **Who? What? Why? Where? How? and When?**
 - Quote(s)
 - Succinct, clear headline
 - Details for key contacts
- What stays out?
 - Non-essential, non-interesting
 - ➔ supporting backgrounder



Your inspiration

- Two case studies
 - Enhancing local enterprise
 - Exploring business ethics
- Draft the first paragraph of a press release
- Create the outline of a mini pr or 'launch' plan



Republic PR
Effective media thinking

agna
group
thinking ahead...

Thank You! ☺