

# MODULE 5

## MEDIA RELATIONS

# *Introduction*

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- Media relations refers to the relationship that a company or organization develops with journalists (media people).
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- Media relations is the on going facilitation and coordination of communication and relationship between an individual , group or organization and media.
- While the public relations extend the relationship beyond the general public

# ROLE OF MEDIA IN PR

- Newspapers
- Newsletters : s bulletin issues periodically to a member of the society or the organization)
- Magazines
- Radio
- Websites
- Wire services/news service : a news agency that supplies syndicated news by wire to newspaper, radio, and television stations)  
( ex: united press international, USA press association)

# TOOLS OF MEDIA RELATIO

- Press release/ News release
- Press conference
- Social media

# PRESS RELEASE

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- Press release are the most common and among easiest ways for organizations get the information they feel is important media.
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# PRESS RELEASE

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## CHARACTERISTICS

- ✓ It should be newsworthy
  - ✓ It should be factually true
  - ✓ Brief and precise
  - ✓ Drafted in simple language
  - ✓ It should be suitable for publication
  - ✓ 5 W's
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# PRESS CONFERENCE

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- When information is especially innovative or important or it involves other institutions, it can be called a press conference.
  - it is an interview given to journalists by a prominent person in order to make an announcement or answer questions.
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# Press conference



## MAJOR STEPS FOR SETTING UP PRESS CONFERENCE

1. **Clearly stating a good reason for holding a press conference.**
2. **Deciding what message one wants to deliver through media.**
3. **Working out the location of the press conference.**
4. **Setting the date and time of the press conference**
5. **Inviting the media**
6. **Inviting the guests**
7. **Preparing the spokes person to deliver the message**
8. **Choosing the moderator for the press conference**
9. **Preparing background materials**
10. **Practicing the roles with members of group**
11. **Preparing visual aids**

# SOCIAL MEDIA

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- It refers to interacting with other people sharing information with by them and receiving information from them.
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# CHARATERISTICS

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- Participation
  - Openness
  - Conversation
  - Community
  - connectedness
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# TYPES OF SOCIAL MEDIA

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- Social networks : Facebook, linkedin
  - Bookmarking sites : centralized online service which allows users to add, edit and share bookmarks of web documents  
Ex : delicious & stumbleupon
  - Social news : digg and reddit
  - Media sharing : youtube & flickr
  - Micro blogging : twitter
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# BENEFITS OF SOCIAL MED

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- Low cost
  - Unlimited access
  - Simple
  - Global reach
  - Contact building
  - Flexibility
  - measurability
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# WORKING WITH THE MEDIA

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- Working with media is a excellent way promote participation is ongoing work the organization.
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# PROCESS OF WORKING WITH M

- Step 1: establishing personal relations
- Step 2 : giving them what they need
- Step 3: asking for what is required, with reason
- Step 4 :always being pleasant and respectful
- Step 5 :being resource to media
- Step 6: keeping a current media log
- Step 7: providing up to date information



# MEDIA RELATIONS PROGRAMME ELEMENTS

- Plan
- Press kits/ media kit
- Media lists
- Public service announcements (PSA's)
- "Op-ed" articles
- Letter to editor
- Press conference
- Media tours
- Press clipping services
- Special events
- Trade shows
- photography

# Continued...

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- Audio tapes
  - Internet monitoring
  - Community meetings
  - Specialised fact sheets
  - Quarterly newsletters
  - Annual reports
  - PR campaign measurements
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# ROLE OF TECHNOLOGY IN

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- Internet
  - Blogs
  - Podcasts
  - RSS feeds
  - Intranets
  - extranets
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*Thank you*

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