

MODULE 5

MEDIA RELATIONS

Introduction

- Media relations refers to the relationship that a company or organization develops with journalists (media people).



- 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 mem society or the organization)
 - Magazines
 - Radio
 - Websites
 - Wire services/news service : a news agency that sup syndicated news by wire to newspaper, radio, and tel stations)
- (ex: united press international, USA press associati

TOOLS OF MEDIA RELATIO

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

PRESS RELEASE

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



PRESS RELEASE

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

PRESS CONFERENCE

- 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.

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

- It refers to interacting with other people, sharing information with them and receiving information from them.



CHARACTERISTICS

- Participation
- Openness
- Conversation
- Community
- connectedness

TYPES OF SOCIAL MEDIA

- 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



BENEFITS OF SOCIAL MED

- Low cost
- Unlimited access
- Simple
- Global reach
- Contact building
- Flexibility
- measurability



WORKING WITH THE MEDIA

- Working with media is a excellent way promote participation is ongoing work the organization.

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...

- Audio tapes
- Internet monitoring
- Community meetings
- Specialised fact sheets
- Quarterly newsletters
- Annual reports
- PR campaign measurements

ROLE OF TECHNOLOGY IN

- Internet
- Blogs
- Podcasts
- RSS feeds
- Intranets
- extranets

Thank you