

Public Relations-Getting Your Message Out

The key to successful and effective public relations

What is Public Relations

- Marketing
- Relationship building
- Advertising

What is Public Relations?

Public Relations - proactive and planned communication efforts to establish and maintain mutually beneficial and positive relationships, attitudes and opinions between an organization and the public on whom its success or failure depends.

Public Relations cannot

- *Compensate for badly planned or executed policy*
- *Deliver something that does not exist*
- *Hide unfavorable actions or outcomes*

Public Relations has Multiple Elements

- Media relations
- Community relations
- Government relations
- Employee relations

$$PR=(MR+CR+GR+ER)$$

Overview

- What is your mission
 - To effectively communicate the messages of the State and the BPU regarding utility issues in New Jersey
- Goals and Objectives
 - Provide information
 - Build public support
 - Establish trust and credibility
 - Brand the agency and its programs

Establish Priorities

- Whom do you want to reach?
- What do you want to tell them?
- What are the best methods to communicate your message?

How to Develop a Public Relations Strategy

1. What do you want to achieve with your public relations strategy?
 - Inform or educate
 - Change behavior
 - Raise awareness
 - Influence policy
 - Call to action

How to Develop a Public Relations Strategy

2. Who do you want to reach with your message?
 - Start with key stakeholders/players
 - Anticipate barriers
 - Understand communication channels

How to Develop a Public Relations Strategy

3. What are the difficulties?
 - Credibility and recognition
 - Money
 - Human resources
 - Time

How to Develop a Public Relations Strategy

4. What information do you need and how do you present it?
 - Is the topic presented in a manner that is easy to understand?
 - Loose the technical language
 - Evaluate your results

Some tools of the trade

- Media Lists
- Press Releases
- Special Events
- Feature articles
- Opinion/Editorial pieces
- Brochures
- Web
- Interviews (radio, TV, print)
- Newsletters
- Annual reports

The Tactics: implementing your strategy

- Develop a Media List
 - Use another organization's media list as a model.
 - Include reporters you know, have worked with, or who have written about SERC in the past.
 - Include titles with the name (i.e., John Doe, Business Editor).
 - Maintain a current list of reporters covering your issues.
 - Update regularly

The Tactics: implementing your strategy

- Press Releases

- Short and precise
- Important information first
- Use quotations
- Concrete data-Who? What? When? Where? How?
- Short sentences, equal paragraph lengths

The Tactics: implementing your strategy

- Special events Logistics
 - Identify the media
 - Issue a press release/media advisory
 - Follow up with a telephone call
 - Set up an appointment with the reporter(s) at the event
 - Send out a reminder a few days before
 - Prepare press kit
 - Make a list of experts who can be interviewed
 - Create a photo opportunity

What is Newsworthy

- Is it timely? Can it be tied into a concurrent event or industry issue?
- Does it have national or local implications?
- Is it likely to generate future coverage?
- Is it important or interesting to the audience and/or readership of the media you are aiming for?
- Does it have consequence or is it controversial?
- Is it new, novel, different, or on the cutting edge and something few people know about?
- Is the media already interested in the topic?

Developing your relationship with the press

- First Person Contact
 - Face to Face meetings
 - Personal telephone call
 - Open house
 - Information fair
 - Informal setting

Developing your relationship with the press

- Second Person Contact
 - Targeted personalized mail
 - Newsletter announcement
 - Email if possible

Developing your relationship with the press

- Third Person Contact
 - Mass media
 - Web announcement

Advantages of proactive public relations

- Positive and frequent news coverage
- Influence on story development
- Raise awareness of your organization and program
- Public support of your organization and programs
- Establish credibility

Questions and Comments

- Do not get discouraged
 - Ongoing continuous process
- Be flexible
 - Building relationships takes time and effort