

## Public Relations & Media Relations



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## Goals and Objectives

- *"The wealth of Illinois lies in her soil and her future in its intelligent development"*  
- Andrew S. Draper
- *"Water is the lifeblood of our bodies, our economy, our nation and our well-being."*  
- Stephen Johnson

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## What is your role?

To communicate the importance and the value of Illinois' soil and water.

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**Marketing is a powerful communication tool**

- Marketing = Communication
- Communication = Information
- Information = Knowledge
- Knowledge = **Power**

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**Dr. Jean Kilbourne**  
*Deadly Persuasion*

"The fact is that much of advertising's power comes from the belief that marketing does not affect us. The most effective kind of propaganda is that which is not recognized as propaganda. Because we think that advertising is silly and trivial, we are less on guard, less critical than we might otherwise be. While we are laughing, sometimes sneering, the commercial does its work."

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**Regulators of Marketing's Power**

- Food & Drug Administration
- Library of Congress
- U S Postal Service
- Dept of Justice
- Bureau of Alcohol, Tobacco, & Firearms
- Securities and Exchange Commission
- Patent and Trademark Office

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## More Marketing Regulators

Federal Communications Commission  
Federal Trade Commission  
U S Department of Agriculture  
Consumer Product Safety Commission  
Consumer Affairs  
United States Custom Department  
Marketing Associations  
The media

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## MARKETING IS POWERFUL

It can change the way people...

THINK  
TALK  
SPEND  
ACT!

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## Very Common Mistake

- I am communicating with everyone.

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## Everyone?

Tom Mary Larry Adam Norma Nick Fred  
Amanda Mike Sarah Bret Christy Josh Jo  
Ann Sam Lucy Phil Betty Joel Elaine Tim  
Judy Lou Nora Ellen Sean Katrina Terry  
Biff Deanna Dan Bea Randy Vivian Brian  
Verna Jeff Sally Ann Rick Jerry Molly Ben?

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## Who are your personal publics?



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## Do you communicate with each of them in the same way?

Spouse  
Children  
Boss  
Pastor  
Neighbor  
Mail Carrier

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## The same is true with your professional publics.

- Legislators
- County Boards and Municipalities
- Fellow Organizations
- Academia
- Farmers and Conservationists
- The Media
- Volunteers
- General Public

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## A very simple rule

- Every human being is driven to think, act or make choices by one of two forces:
  - They **want** or they **need**.

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## Tactic #1 Know Your Publics

- Identify and list your various publics
- Know who is not one of your publics
- Understand their individual wants and needs
- Regroup them by what they have in common

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## Tactic #2 Target Your Messaging

- To effectively use the power of communication, you must not only define your publics but also communicate to **their** specific wants and needs.

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## Why target your communication?

- You will gain their attention
- You will reduce the instinct to dismiss you
- You will address their wants or needs
- You will become a value to them
- You will influence them

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## Lack of targeting example



- CEO's of Corporate Newsletter
- Editors of Corporate Newsletter
- Readers of Corporate Newsletter

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## Traditional Public Relations

- Press Releases
- Press Conferences
- Pitch Letters
- Newsletters
- Partnerships
- Events
  - Grand Opening/Open House/Anniversary
  - Trade Show/Static Display
  - Seminar/Workshop

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## Press Releases

- Build and maintain a media contact list
- Write only when you have **news** to tell
- Send email and hard copy
- Who, what, when, where, and why
- Include date and contact information
- Follow up with a phone call

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## Tactic #3 Avoid Press Conferences

- The media does not like press conferences.
- They don't like the word "press"
- They each want the scoop
- They have different deadlines
- They each have different needs

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## Press Conferences

- Decide who will get the story
- Prepare media kits
- Create a **visual** for TV
- Anticipate **sound bite** for radio
- Send out notice several days in advance.
- Greet and “host” the media
- Thank them with a note for covering event

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## Pitch Letters

- Build and maintain a media contact list
- Draft a letter requesting a feature story
- Include enough information and supporting data to generate interest
- Included photographs, testimony or additional documents.
- Send email and hard copy
- Include contact information

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## Newsletters

- Keep it simple in look and copy
- Consider customizing the articles/news
- Keep articles short and sweet
- Include photographs
- Publish at least quarterly
- Survey your readers

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## PR Partnerships

- Piggy backs on existing brand
- Elevates you to their level
- Helps build name recognition
- Helps publics understand who you are
- Expands you presence

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## Events

- Grand Opening/Open House/Anniversary
- Trade Show/Static Display
- Seminar/Workshop/Tours

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## Tactic #4 Food = People

- It's not easy to bring people to an event.
- Put a few carrots on the stick to increase and reward attendance

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## Successful Events

- Brings the publics to you
- Allows you to meet and greet
- Gives you more definition (touch and see)
- Builds consensus

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## Tactic # 5

- Utilize the various public relations programs of the AISWCD

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## AISWCD Awards Programs

- Auxiliary Poster Contest
- Auxiliary Photo Contest
- Outstanding District Employee Award
- Conservation Farm Family Award
- Outstanding Forestry Contribution Award
- George McKibben Memorial Scholarship
- Conservation Teacher of the Year

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## AISWCD PR Programs

- Soil and Water Stewardship Week
- Illinois Envirothon
- Leopold Education Project
- Backyard Conservation
- Local Outreach/Education Directory

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## Nontraditional Public Relations Ideas

- Go where the cameras go
- Create visual drama
- Tie into another big event
- Stand out in the crowd
- Create multipliers

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## Tactic #6 Duplicate Yourself with Multipliers

- There's no better salesperson than you
- You can create influencers who sound like you and know the message
  - Staff
  - Volunteers
  - Believers and Supporters
  - Others with Common Interests

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## Tactic #7 Have a Consistent Message

- Establish a positioning line, theme, one-line message for yourself.
- Use it at every opportunity.

*"We are helping local people to conserve land, water, forests, wildlife and related natural resources."*

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## Use Your Consistent Message

- In every printed or recorded communication
- At the beginning of every meeting or event
- In every conversation
- Teach it to every staff person and volunteer
- Plaster it on the wall

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## The Value of the Message

*"Everything you do or say is public relations."*



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## Tactic # 8 Develop Media Relations

- Make acquaintances with media staff
- Build relationships
- Understand their individual wants and needs
- Offer your services and expertise
- Give them what they want and need
- Be very accessible

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## What if the Media Calls You?

- That's opportunity knocking!



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## Media Interviews

- Why should you speak to the media?
  - Ramification of not giving an interview
  - What the phrase "no comment" does
  - Opportunity to state your position
  - Chance to create an impression
  - Way to position yourself as a resource

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## Interview Tips

- Audiences often remember impressions rather than facts
- Do not feel shy about using your notes
- Do not speak for someone else
- There is no such thing as “off-the-record”
- The interview lasts as long as the reporter is able to hear you

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## What can you accomplish by speaking with the media?

- Reveal information not previously shared
- Correct a misimpression
- Educate or inform
- Re-enforce a position or decision
- Maintain or introduce an image

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## Tactic #9 Suggest an Op Ed

- Write an **Opinion Editorial** and offer it to the news media
- Radio or Newspapers or Public Access Television will often accept Op Eds

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## Almost the End

- Public Relations and Media Relations require effort on your part.
- It's like learning to or play a sports game or a card game...
  - first learn the rules
  - next you size up the players
  - then you play to win.

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## The End

- You have a wonderful message.
- It needs to be told.
- I wish you much success in your efforts.

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