

DSC SPEED READS

COMMUNICATIONS

Media Relations

Moi Ali

DSC



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DIRECTORY OF SOCIAL CHANGE

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Contents

Introduction	4
Chapter 1: How the media works	5
■ Types of media	5
■ Who's who	6
■ How a story is born	7
■ Life cycle of a news story	8
Chapter 2: Hitting the headlines	10
■ Developing media contacts	10
■ Press conferences and briefings	11
■ Assessing picture potential	13
■ Is it newsworthy?	13
Chapter 3: The perfect press release	15
■ Key ingredients	15
■ Reasons releases are rejected	18
Chapter 4: Giving a star performance on radio & TV	19
■ Preparation	20
■ Hallmarks of a good spokesperson	20
■ Dressing for the occasion	21
■ Coping with nerves	21
■ Communicating key messages	22
Chapter 5: Setting up a mini press office	23
■ Keeping details	23
■ Building up mailing lists	24
■ Online resources	24
■ Monitoring coverage	25
■ Evaluating coverage	26
Chapter 6: Coping in adversity	28
■ Complaining about the media	28
■ How to present bad news	30
■ Handling the media in a crisis	30

Introduction

Who will this book help?

If you have never used the media before, are wary of trying or have tried and failed, this book is for you. With a bit of insider know-how, even the inexperienced can secure positive coverage for their organisation or deal competently with a crisis.

What will it give you?

This book will show you, step by step, how to make contacts in the media and 'sell' your story, and explain how the media works and who does what. Packed with tips, hints and practical advice, it will boost your knowledge and build up your confidence in this area. So whether you want to know how to look good on TV, set up a photo opportunity or complain about the media, start reading.

Chapter 1

How the media works

You don't need to know how the media works to be able to use it successfully – but it helps. This chapter explains how it is structured, who does what and how a story develops and runs its course.

Types of media

Let's start with the basics. First there is print media. The clue is in the title. It covers printed material such as newspapers and magazines. (Don't forget electronic or online versions of publications, such as guardian.co.uk or telegraph.co.uk which, though not 'printed', deal with the written word.) Then there is broadcast media, which is broadcast on TV (including terrestrial and satellite channels) and radio (national and local).

As a rule of thumb it is easier to secure coverage:

- in the print media than on broadcast media
- on the radio than on TV
- with local rather than national (or international) media.

This means that most of the time, especially for small organisations, you will aim to get local newspaper

Top tip



Find out online what news is being reported locally, nationally and internationally. Most cities have an online version of their daily newspaper and all the nationals have online versions. Get a feel for what is making news and how local stories differ from national news.

Kate Magee,
Reporter, PRWeek

Where next



www.online.newspapers.com includes links to websites of thousands of national and local newspapers and journals, from all over the world.

coverage – however don't rule out national or broadcast coverage if your story merits it.

Who's who

Try to get to know the key people for your news.

Print media

In the print media you will need to know the following people.

- *Reporters* – general writers who cover a wide range of news stories on local and national publications. They do not specialise in one area.
- *Correspondents* – journalists who specialise in a particular subject area (such as local government, health, business or technology).
- *The editor* – on small, local papers the editor takes decisions on what will make news. On national publications the role is more of a management and strategic one, and day-to-day decisions on the news are left to the news editor. It is unlikely that you will have any contact with national editors, who are high-profile individuals, but try to get to know the editor of your local paper.
- *The news editor* (on larger and national newspapers) – news editors look at all the information about what is going on, weigh up its newsworthiness and allocate stories to reporters to follow up.
- *Editors* – on magazines (such as the arts editor or gadgets editor). These are similar to correspondents in that they specialise in a particular area.
- *Features editors* – magazines, national and larger local newspapers will have a features editor to plan and commission features. Features are in-depth reports on an issue that may or may not be in the news.

DSC Speed Reads

Aimed at people who are short on time and need to absorb information quickly, these indispensable guides are:

- **Accessible** – practical guidance on a wide range of subjects
- **Condensed** – distilling experience and expertise in just 32 pages
- **Clearly signposted** – Top Tips, Case Studies and Where Next ideas

Covering a wide range of topics and building into an invaluable library, Speed Reads are an essential addition to any bookshelf.

Media Relations

If you have never used the media before, are wary of trying or have tried and failed, this is the book for you. *Media Relations* will show you step by step how to make contacts in the media, how to sell your story and how you can secure positive coverage for your organisation.

Moi Ali has worked as a public relations and marketing consultant for over two decades, and is a well-respected trainer and widely-published author. She runs and is founder of Pink Anglia PR, which specialises in working with small businesses and charities.



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