

Telling Your Story

**Why PR Matters –
A 12-Strategy Plan**



Who am I/What I do

- 35 years media experience
 - The Miami Herald, The Washington Post, The Dallas Morning News...
 - B.A., M.S.J., M.B.A.
- Principal, Foote Communications LLC
- Media Relations Consultant, Tom Joyner Foundation
- Principal Lecturer, Mayborn School of Journalism



Today's Goals

- Provide you 12 Strategies
- Offer basic tips
- Practice key concepts
- Leave with a plan



Ground Rules

- A Conversation, not a monologue!
- Please
 - Stop me
 - Ask questions
 - Share your stories



Why Public Relations Is Essential

At every stage, public relations must be integrated into a project, a brand.

- Drive awareness
- Strengthen & Extend Brand
- Control the story
- Influence sales & revenue



Public Relations v. Marketing

Public relations helps tell the story through earned media.

Marketing helps sell your product to your customers.

The Media Landscape

Stories and videos published per day

The Washington Post

500

The New York Times

230

The Wall Street
Journal

240

BuzzFeed

222

f

in

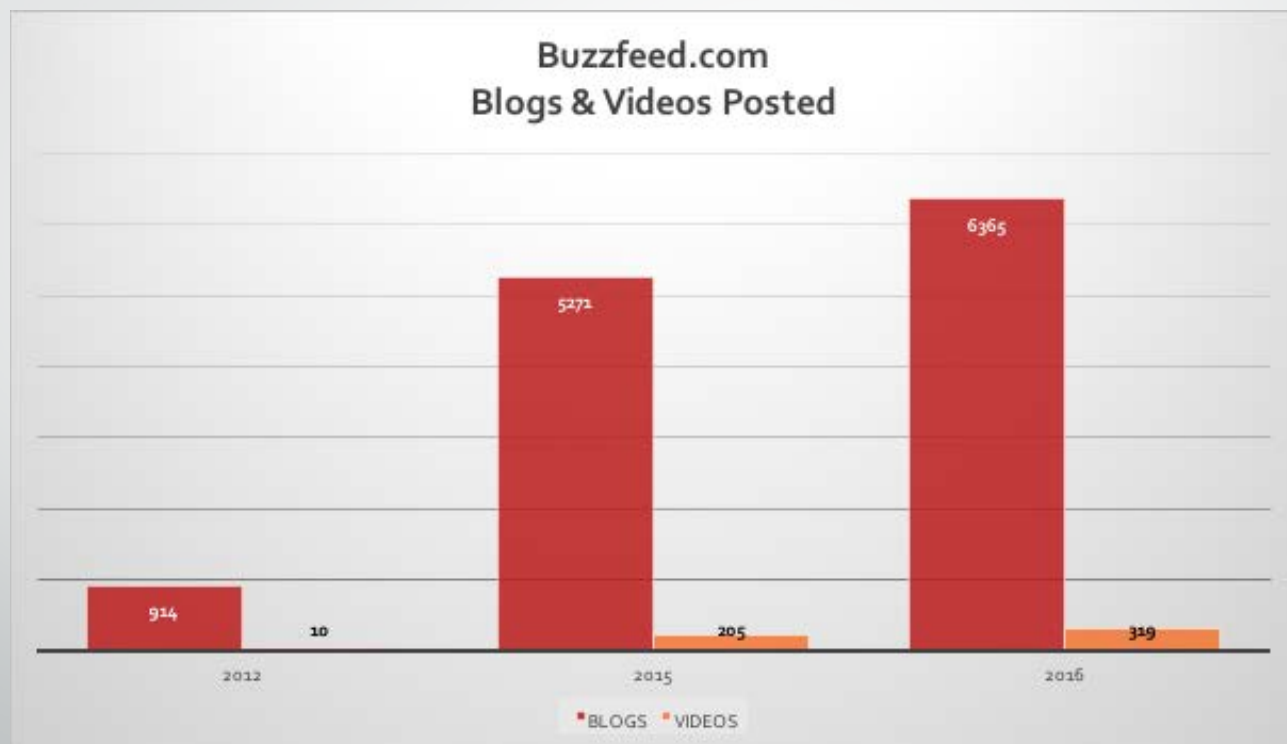


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The Atlantic

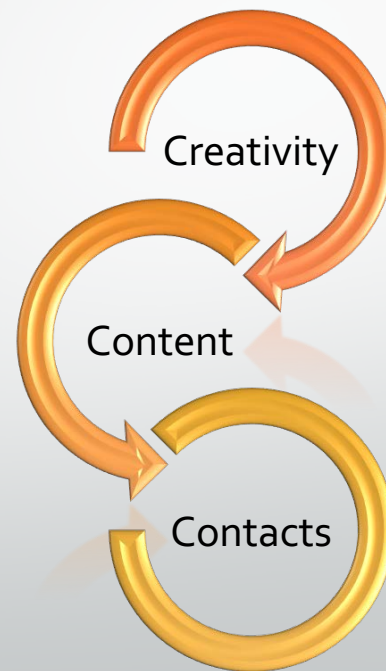
[The Atlantic](#)

The Media Landscape



[The Atlantic](#)

What's Required



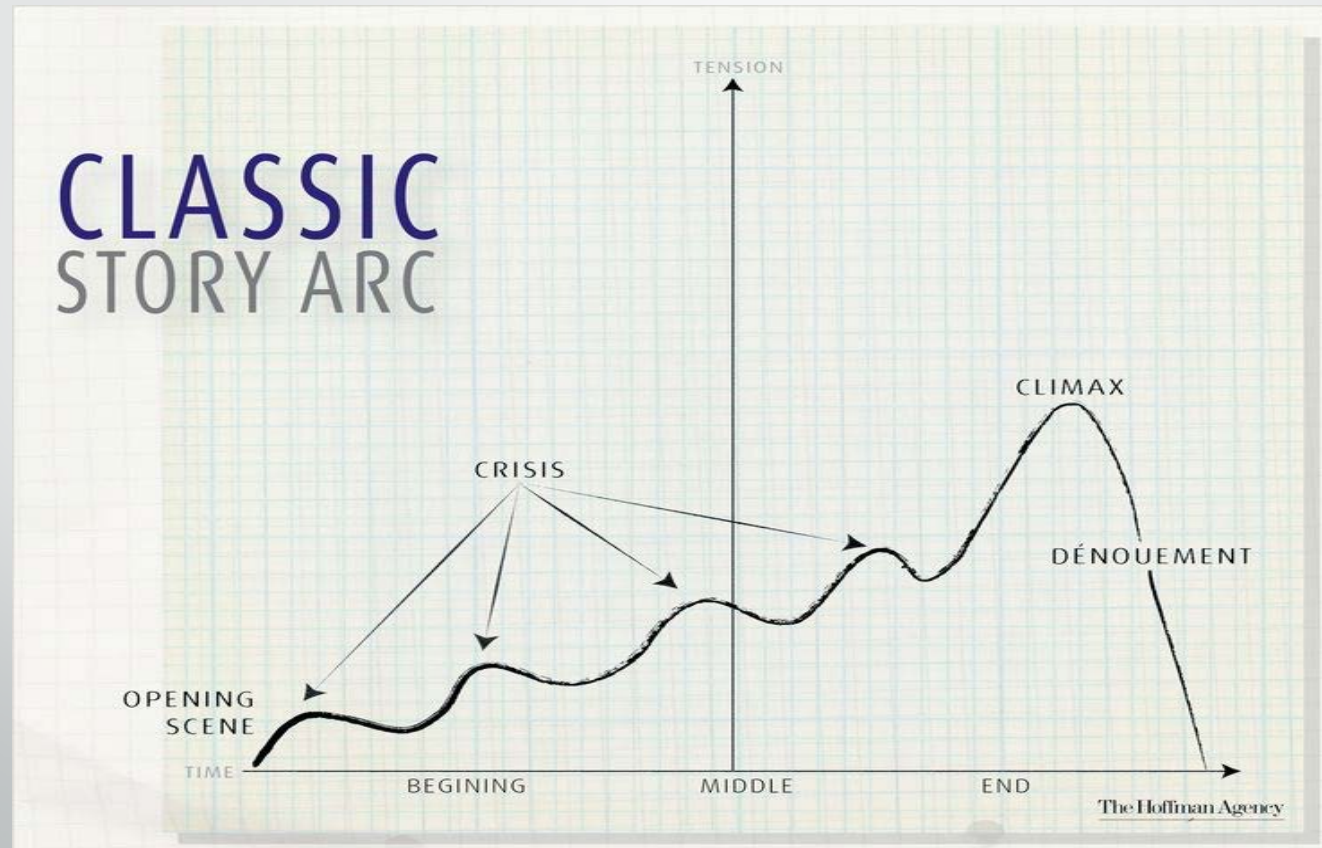
PR Landscape: Defining the Opportunity


What's Yours	Opportunities
Your Personal History	Who you are
Your Company	Key milestone, sales, growth
Your Product/Services	Launching a new product/ service
Your Key Executives	Who they are
Your Customers	Demographics
Turning Points	Overcoming Challenges
Community Involvement	How you give back

What Makes a Great Story?

- ✓ People/Characters
- ✓ Conflict
- ✓ Adventure / Action
- ✓ Emotion
- ✓ Place/location
- ✓ Action
- ✓ Suspense
- ✓ Point of view / angle
- ✓ Dialogue
- ✓ Description
- ✓ Sensory: feel, taste, hear, see, touch
- ✓ Transitions
- ✓ Rhythm

All Stories Have These Elements





What are you pitching?

- In one sentence pitch your story
- Core elements:
 - Grab attention
 - Explain clearly
 - Define impact/results

One Approach

*My company/association, __ (insert name of company/association/),
is developing __ (a defined offering) __
to help __ (a defined audience) __
__ (solve a problem) __
with __ (secret sauce) __.*



Examples

“My company, Airtio, is developing a web-based social seating check-in platform to help air travelers see who is on board their flight and use Facebook and Linked in to assign all flight seats with one click.”



Examples

“My company, GradeZone Points, is developing an online and mobile platform to help socially-conscious businesses reward high school students for good grades and good attendance with deals and local programs that inspire a community-wide concern for education.”



Examples

“My company, Zoot Interactive, is developing a mobile app to help college students find free food on campus in partnerships with organizations to increase traffic at their events.”



Your Pitch

Take a few minutes.
Write your pitch



The 12 Strategies

1. Assess

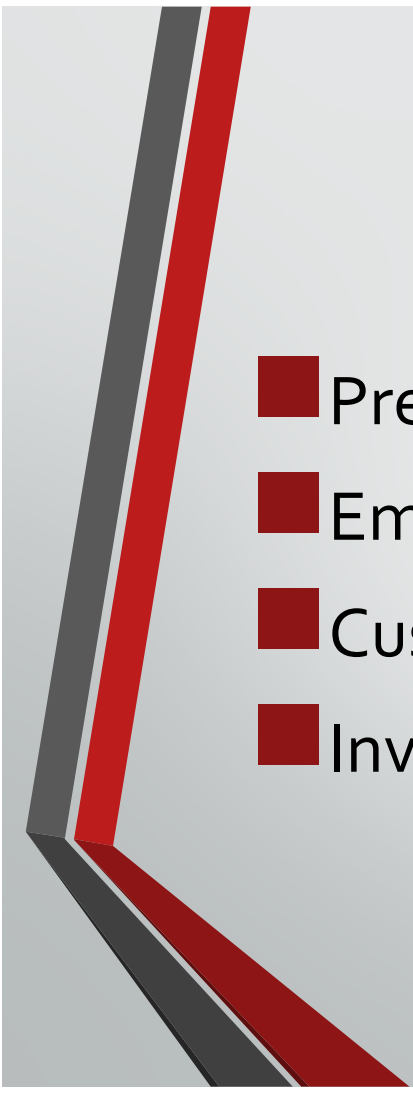
- ✓ Do you currently send out press releases?
- ✓ How frequently do you currently send them out?
- ✓ How are you telling people about your products/services?



2. Develop a strategy

- Meet
- Resources
- Key tasks
- Communications
 - Internal & external





3. Engage Entire Team

- President / CEO
- Employees
- Customers
- Investors

Keep
Everyone
Informed At
All Times

4. Define Your Expectations

- ✓ Be realistic
- ✓ Branding? Exposure?
- ✓ Generate revenue?
- ✓ Increase market share?
 - Constantly evaluate
 - Celebrate successes



5. Make Everyday Count

- PR is on-going
- Create themes
- Generate excitement
- Find & create opportunities
- Keep an open mind





6. Create your story pitch

- ✓ What's your 'so what'? Your 'wow' factor?
- ✓ What are your 5 W's
- ✓ Who are are main "characters"?
- ✓ What's your impact?
- ✓ How are your changing the world?
A community? A customer?

6a. Emailing a pitch

- ✓ Send an email to a specific person
- ✓ Know who you're pitching
- ✓ Short, specific focused subject-line
- ✓ Define the value
- ✓ Consider exclusivity
- ✓ No attachments

6b. Phoning a pitch

- ✓ You have – at most – 30 seconds
- ✓ Have a smile
- ✓ Know what the reporter covers
- ✓ Ask if you can pitch them an idea
- ✓ Be direct: Just the facts
- ✓ Know your subject
- ✓ Be visual
- ✓ Ask about interest
- ✓ Know what the next strategies are

7. Understand your story

CATEGORY	DESCRIPTION
Timeliness	Is something happening today?
Unique	Is what I'm doing different than what has been done before?
Human interest	Does this program/service/event involve people doing amazing things?
Proximity	Am I doing something that is affecting people in my village?
Impact	How what I'm doing will affect local residents?
Dramatic	Is there something very exciting and extraordinary happening?
Helpfulness	How what I'm doing will help a community change the way they live?
Celebrities/VIPs	Is what I'm doing involve local, national or internationally recognized celebrities, elected officials and/or civic leaders?
Entertainment	Is what I'm offering going to entertain people?

8. Get the story out

- Relationships
 - Get to know the media
- Timing
 - Know media deadlines



9. Get the story out

Perspective

Put yourself in the reporters' shoes; in the reader/viewer/listeners' shoes



10. Establish your contacts

- Newspapers
 - ☐ City/Metro
 - ☐ Business
 - ☐ Lifestyle
- TV/Radio
 - ☐ Assignment editor



10. Establish your contacts

- Magazines
 - ☐ Business, Lifestyle, local
 - ☐ Reporters and editors
- ☐ Websites/Blogs
 - ☐ Editor



11. Prepare your team

- Talking points
- Mock interviews
- Create scripts
- Return media phone calls
 - Even if you don't have anything to say
- Get photos



12. Define / Measure Success

- What does it look like?
- Placements?
- Impressions?
- Increased sales?
- Increased web traffic?
- Shares? Retweets? Likes?



12. Define / Measure Success

- A.V.E. = Advertising Value Equivalency
- What your editorial coverage would cost if it were advertising?
- e.g. Column inches multiplied by cost per inch?
- E.g. length of story X cost per minute



12a. Be creative


- Brainstorm
 - Story ideas with staff
- Innovate
 - Continuously push yourself to look in unusual places for great stories to tell





Your turn?

Time to share you pitches



Be ready to tell a
story...ALWAYS



Any questions?
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