Media Relations 2.0
As the media landscape changes, PR pros must adapt.
June 20, 2019
Agenda

• Introductions
• Goals
• Then and Now
• Earned, owned, shared, paid
• Media outreach
• Influencer relations
• Blurred lines
Introduction

- Daily newspaper reporter
- PR pro at Payless ShoeSource
- PR director at Scottsdale ad agency
- PR firm owner
- Mom, wife, pet lover, college student
Goals

• Learn the differences between earned, owned, shared and paid media.

• Get specific tips for how to pitch the media.

• Discover best practices for working with influencers.
# Industries affected by Technological Revolution

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mobile phones</td>
</tr>
<tr>
<td>2</td>
<td>Music/Video</td>
</tr>
<tr>
<td>3</td>
<td>Retail</td>
</tr>
<tr>
<td>4</td>
<td>Financial Services</td>
</tr>
<tr>
<td>5</td>
<td>Marketing Communications – includes newspapers and radio</td>
</tr>
</tbody>
</table>
Adaptability

“Intelligence is the ability to adapt to change.”
-Steven Hawking
# Then and Now

<table>
<thead>
<tr>
<th>Back in my day</th>
<th>How we’re doin’ it now</th>
</tr>
</thead>
<tbody>
<tr>
<td>My profession WAS media relations</td>
<td>I spend 25% of my time on media outreach</td>
</tr>
<tr>
<td>Focused on newspaper, TV and radio</td>
<td>Diversified my outreach</td>
</tr>
<tr>
<td>Occasionally wrote advertorials</td>
<td>Owned media and social media occupies 75% of my time</td>
</tr>
<tr>
<td>Learning how to add an attachment to my email</td>
<td>I’m forced to scramble to stay ahead of the digital</td>
</tr>
<tr>
<td>was the biggest learning curve of the decade</td>
<td>marketing curve constantly</td>
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THIRD-PARTY
Media Relations
Blogger Relations
Speaking & Presentation Opportunities

PAID MEDIA
Sponsored Social Media Posts
Event Sponsorships
Pay-Per-Click Advertising

NATIVE ADVERTISING

CONTENT
Executive Thought Leadership
Employee Stories
Customer Stories & Case Studies
User-Generated Content
Webinars, Videos & Podcasts
Brand Journalism

AUTHORIZED + VISIBILITY
Compelling Content
Optimized Content
Shareable Content

INFLUENCER ENGAGEMENT
PARTNERSHIPS & CO-BRANDING

SOCIAL MEDIA
Facebook
Twitter
LinkedIn
YouTube
Pinterest
Instagram
Google+

WEBSITES
INBOUND & EMAIL MARKETING
EMAIL MARKETING

MEGAN NEHER PUBLIC RELATIONS
Media outreach circa 2013

- Pitch something newsworthy/develop creative story angles
- Target the right journalists
- Follow up
- Be a consumer of media
Media outreach

1 - Pitch something newsworthy.

And/or develop a creative story angle and tell your story succinctly.
Media outreach

2 - Target the right journalists (or producers/editors)
Media outreach

3 – Call to follow up
Media outreach

4 - Be a consumer of media
Media outreach

What does it look like *exactly*?
• News release distribution
• Timing of your event
• Timing of your phone calls
• Relationships
Shared Media

Content that is created by the community and based on social interactions often initiating two-way communication.

All of your social media platforms:
✓ Facebook
✓ Twitter
✓ Instagram
✓ LinkedIn
✓ YouTube
Shared Media

Influencer relations
• Online influencers
• Customer advocates
• Donors
• Community leaders
• Business partners
Shared Media

What does it look like exactly?

• The lists
• Events
• Social engagement
• Challenges: measurement
Shared Media

1 - Build a customized list for each influencer outreach program
Shared Media

2 - Influencer events

• Event planning – details, expenses
• Captured audience
• Hashtags/mentions
• Swag bags
Shared Media

3 – Social engagement and negotiation

• Posts
• Blogs
• Giveaways
Shared Media

4 – Challenges of influencer relations:

• Measuring the results
• Constantly listening
• Meaningful engagement
Blurred lines

What’s a PR pro these days?

• Understand the media landscape beyond earned.

• Know a little graphic design, website design, video editing, content creation, etc.

• Value data analytics and be fluent in measurement.
You’re ready for media & influencer relations in 2019

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