

Creating a Media Opportunity





Nice to meet you!

*Kuvy Ax, Senior Account Manager
The Fresh Ideas Group, Boulder*



The Fresh Ideas Group

*Promoting and protecting a bountiful
future through strategic communications*





What is PR?

Public relations (PR) is the managing of outside communication of an organization to create and maintain a positive image. Public relations involve popularizing successes, downplaying failures, announcing changes, and many other activities. (Wikipedia)

Essentially, it's managing of your reputation, and your relationship with the public.

PR – what it's NOT

- Advertising
- Spin
- Fast

What it IS:

- Telling your true story (not “spin”, which “implies disingenuous, deceptive and / or manipulative tactics”)
- All about relationships
- Often a third-party endorsement (media relations)

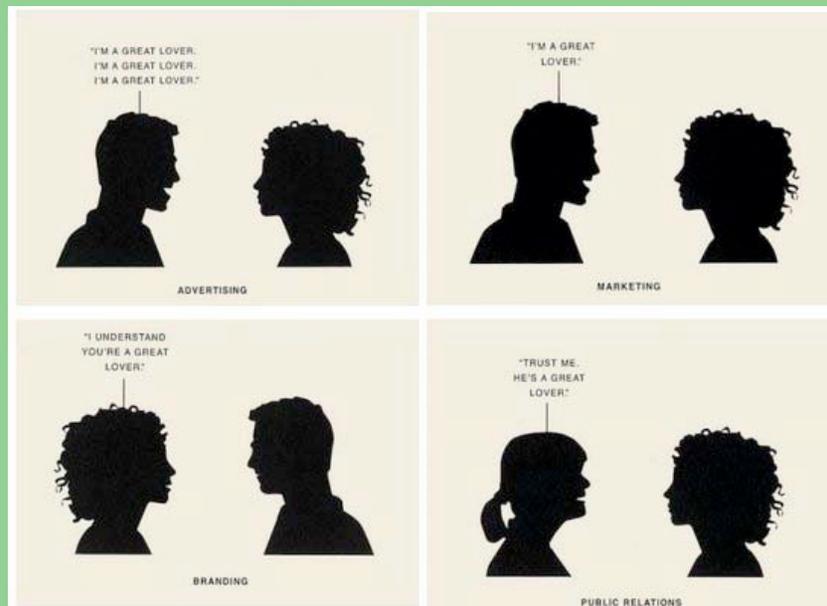
Media relations = reaching the public through the media





PR vs. advertising

- In this information age, PR is more effective – more credible
- Costs less than advertising
- Advertising dollars cannot compensate for lack of favorable PR





Current media climate

- Media expected to become instant experts on all subjects
- Shrinking news rooms – media in fear of losing their jobs, wearing many hats
- Respond right away
- Be transparent
- Remember that media usually need a balanced story

ASNE Survey: Over Last Year, Dailies Shrank Their Newsrooms By Biggest Margin In Three Decades

By Mark Fitzgerald

Published: April 13, 2008 6:00 PM ET

CHICAGO U.S. daily newspapers shrank their newsrooms by 2,400 journalists in the past year, a 4.4% workforce decrease that's the biggest year-over-year cut in ranks since the American Society of Newspaper Editors (ASNE) began conducting its annual census 30 years ago.

ASNE said 52,600 people work full-time in daily newspaper newsrooms -- a number that has not been that low since 1984.

Among those leaving dailies in the past year were a net of nearly 300 fewer journalists of color than worked in newsrooms this time last year, ASNE found in the census released Sunday.

Source:

http://www.editorandpublisher.com/eandp/news/article_display.jsp?vnu_content_id=1003789020





So what can I do on a limited budget?

AP Associated Press



The New York Times





- Have confidence that you are the story—you are the expert

- No spin - tell your true story
- Be authentic
- Be transparent
- Be a good storyteller



- What are your stories?

- Your history
 - How did you get to where you are today?
- What are your strengths, compared to your competitors
 - Your successes – awards, etc
 - Your products





Create a bigger story

- Special events – grand openings, product launches, etc.
- Collaborate with others
 - Special events e.g. restaurant weeks, Food & Wine Festivals
 - Non profits e.g. Puttin' on a Leash, Taste of the Nation, etc





Make your story easy to get & use

Media Kits

- Right-hand side:
 - Current news release on top
 - FAQ
 - Bios

- Left-hand side:
 - Marketing materials such as brochures, newsletters
 - Media hits

- Make it accessible
 - Keep copies of media kit on hand to mail out
 - Keep updated – add frequent releases
 - Post online
 - Media room
 - Add media hits received





Make it accessible

According to the Center for Media Research and the Arketi Group 2007 Web Watch Survey, sixty percent of journalists say they spend more than 20 hours/week on the internet. When asked how journalists use the internet:

- 98% say reading news
- 97% say e-mailing
- 93% say finding news sources
- 89% say finding story ideas
- 72% say reading blogs
- 67% say watching webinars or webcasts





News releases

- #1 question to answer: what is the *news* here?
- Don't use sales language
- Releases in 3rd person
- Full contact information at top
- Headline most important part (subject line in e-mail)
- All salient details in first paragraph
- Avoid hackneyed phrases
- Include strong quote from company spokesperson
- ### to denote end of news
- General company info after ###
- Stick to one page



News Release
For Immediate Release

Contact: Dave Carter
The National Bison Association
(303) 292-2833
(303) 594-4420

Its Official: Bison Is Big

2007 International Bison Conference engages ranchers, processors, retailers and consumers
Westminster, Colo. (Oct. 17, 2006) — A rendezvous of sorts is set for next summer to focus attention on the growing bison trend in North America. The third-ever International Bison Conference (IBC), scheduled for July 20-28, 2007, in South Dakota, will galvanize ranchers, producers and consumers with educational sessions on important issues concerning bison heritage, culinary experiences and sustainable ranching.

Bison industry pioneers and key leaders from around the world will give their insights and forecasts for the growing bison industry. Educational sessions will be held at the Rapid City Convention Center in Rapid City, S.D., throughout the conference.

Bison herds are growing, as people in North America — and around the world — discover bison's deliciously healthy taste. Bison meat is exceptionally low in fat and high in iron, and is noted as one of the most heart healthy of proteins. Because of increasing consumer popularity, sales of bison meat have doubled since 2002.

The North American bison industry has experienced a tumultuous decade in terms of both production and marketing. Following a four-year collapse in market prices, the industry began to rebound in 2003 and is now experiencing steady growth in consumer demand. Bison producers are once again rebuilding herds.

The conference will identify best practices in bison production and marketing, advance animal health and welfare and facilitate trade in bison products. Targeted attendees are bison producers, processors, retailers and traders; governmental and intergovernmental organizations; researchers, consultants and other service providers; veterinarians and animal nutritionists; and those who want to learn more about bison.

The event kicks off with a four-day covered wagon train through Custer State Park, the "Plains, Trains & Tatanka Wagon Train and Horseback Ride," and an opening ceremony at Mount Rushmore. Complete details can be found at www.ibc2007.com.

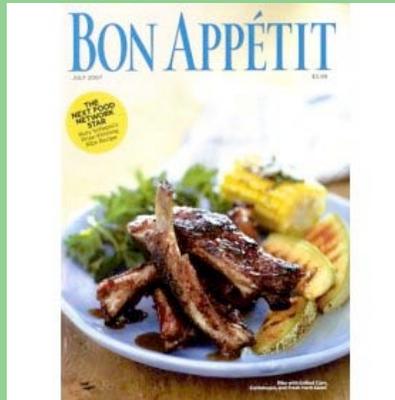
###

The National Bison Association (www.bisoncentral.com) and the Canadian Bison Association (www.canadianbison.ca) are sister nonprofit organizations that promote the preservation, production and marketing of bison. Their activities and services serve to better inform and educate members and the general public about bison. The NBA represents over 1,500 members who raise over 250,000 head of bison and has members in all 50 states and in 10 countries. The CBA has approximately 850 members throughout Canada.





Build relationships that last





Top tips for media relations

- Read/watch your media targets – learn what they write about
- Build a TARGETED list – focus instead of spray
- Stay top of mind with tidbits and releases
 - Send them other people's news too
- Bring them to you – be a little outrageous
- Or— go where they go



Thank you for this opportunity!

Kuvy Ax
The Fresh Ideas Group
2400 Spruce Street
Suite 100
Boulder, CO 80302

(303) 449-2108 X 14
kuvy@freshideasgroup.com

