



Everything You Need to Know About Public Relations



Tell your story

Increase your bottom line by creating unique news stories that reach new markets and builds trust with your consumers

Why Public Relations?	3
Your Campaign	4
Your Media Outlets	5
Your Press Release	6
Your Follow-Up	7
Your Event	8
Your Outcome	9

Why Public Relations?

PR generates revenue and credibility through honest and compelling storytelling

Profit

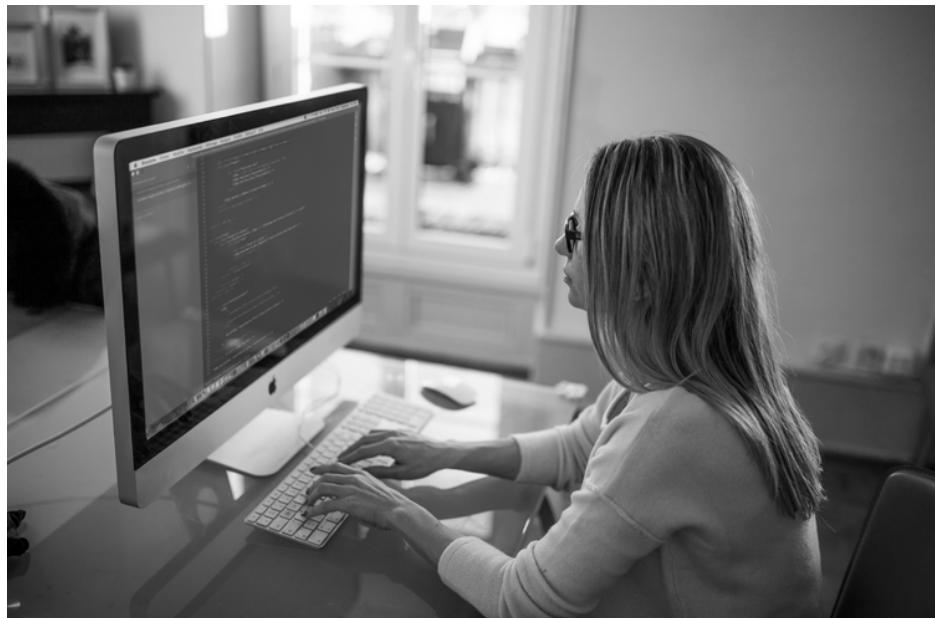
The power of media positioning outshines the return on advertising any day. Think of the cost of a 30-second ad vs a 5-minute TV interview on the news. Instead of sending the message to consumers, PR brings consumers to you.

Transparency

PR lets you talk directly to your consumers, not as a tagline or a persona, but as you. Appearing publicly increases credibility and trust with your business.

Sales

PR opens new markets for your business. Becoming newsworthy draws attention not only from other customers, but other organizations and news outlets as well.



Campaign

Find a narrative worthy of attention

Your Story

Check the Calendar

Does your business have a compelling origin story? Is there an event happening this year? Write down everything newsworthy.

Narrow it Down

Choose the top story with the most reach, and one that will last over time.

Key Factors

Attention

The average American attention span is 8 seconds. How will you maintain focus in such a short amount of time?

Relevance

What timely/topical elements are there to the story? Think of them when choosing a media outlet.

Stand Out

The news demands keeping things fresh. Ensure your story offers a unique angle that the media finds intriguing.

Your Media Outlets

Know where to send your story

Start the search

It can be as simple as a Google search. Look up the radio stations, papers and TV networks in your area. The more specialized or local your network, the higher chance you have of getting in.

Go Virtual

For digital media, don't limit your search by geography. Look up what your fans are reading, and start there.

Connections

While building your business, you should create a network. Know anyone that manages an online, radio or TV outlet? Time to call them.

Use a PR Firm

The benefit of PR firms is access to an organization with connections with local and national radio, print and TV. They'll use their list of contacts who are most relevant to your story, as well as **write the story for you.**



Your Press Release

Identify the five W's and get to work

Writing

Write the Press Release
The document pack a punch in
as few words as possible. Prove
why the story deserves to be
in the news.

- Write a solid hook that grabs attention.
- Provide the focus of the story within the first paragraph.
- Explain why you have authority to tell this story.
- State facts and details.
- Provide whom to contact and how, and back them up with links.

Sending

Personalize
Reporters can smell a form letter.
Always address someone by their name, and throw in a fact or two to demonstrate that you understand their work.

Research
Different outlets offer different contact methods. Some have particular emails, others want a particular subject line. **Do your research before hitting send.**

Your Follow-up

Track whom you contact, and when

When to Wait

Remember that most reporters have an overflowing inbox. It's OK to send a reminder a few days after no response. You're never bugging them.

A Week Later

At this point, call them. That way you will hear a clear answer regarding your press release.

After a Few Rejections

Consider re-evaluating your press release. Is it newsworthy? Could the angle be more prominent?



Your Event

What to do when you land a spot on radio or TV

Preparation

Alert on Social

Let your followers know your news is coming. Tease up to two weeks in advance, providing more details the closer you get to production day.

Prepare Talking Points

Yes/no answers won't cut it.

Stick to your narrative and a few critical messages.

Do Your Homework

Know to whom you're talking.

Read their bio, look up the station and understand their audience.

In Studio

Be Your Best

Visually, all guests should wear a touch of makeup so they don't look washed-out on camera. When talking, focus on speaking slowly and clearly.

Take Photos

Always take a picture with your host for social. Start a collection of your media experiences.

Your Outcome

What now?

Thank the Host
A thank-you letter mailed the old fashioned way is best.

Show it Off
Often, a recording of your media will become available a few hours to a few days after release. Share it again on your company blog and social. No news is too big or too small.

Stay Current
Follow through on your campaign. Now you can spend the next year updating the public on the product or service, who's benefitting or what your new hire is working on.

Celebrate
You made it into the news!





What Now?

In need of a narrative? A starting point?
A stronger network?

Call today for a FREE Limited Time
30-minute consultation

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