

PR & MEDIA

Public Relations

Prepared by : Shinta Desiyana Fajarica., S.IP., M.Si.

Prepared for Communications :

- Basically communication functions only a part of all spectrum that make PR works, but with a great planning, finally communications able to give the positive impact for PR works.
- Every country subjected their media with their own way, the more open and variated media, the more big publicity effort for those country and PR will get more act.

Planning Publicity Program

- Publicity's job is ' *TO TELL THE STORY* '
- In a wide definition is an effort and delivery message technique as a part of publicity phase.
- Meanwhile, promotion contains between publicity and advertising, publicity usually come from straight news, and promotion come from advertising and commercial side.
- Main factor from publicity are people, time and place.

Planning Publicity Program

□ There were 3 kinds of news in publicity :

1. Spot News

Has character such as spontaneous, surprising, e.g : fire, accident, revolution, etc.

2. Feature News

Escalate the interest, the critical character of this type is low than spot news.

3. Created News

The news were made in order to easy control.

Planning Publicity Program

- Research
- Determine the objective
- Planning work with media
- Determine the *spokepersons*
- Arranging list of news distribution
- Determine the estimation
- Planning the activity

Media Relations

- Mass media oftentimes making problems (can express the understanding).
- Mass media had a great power and it has a big role in society.
- Mass media can also able to make an effective relations in supporting PR works.

The indicators why mass media is important and benefitted a lot for PR :

- Media influence have a cumulative and permanent character.
- The prior power of media is make us realize (usually starting from process awareness → action → shape an opinion, these three factors basically is a beginning of process to decision making). It is usually called as agenda setting role of the media.
- Media usually centralize itself in negative news.

How to prevent the uncontrolled media :

- PR has to develop relationships with media (Media Relations), especially with the journalist and media figures/chief editor.
- Try to make them believe in organization credibility that we guide.
- Try to keep the news in balance character, especially when we'll be the center of attention.
- Try to check every news are the news that needs by our public and public realize about what gonna happen in our company.
- Basic of relationships form of media and PR are : public authority (to know), presumption of innocence principal.

How to work with media :

- Give the informations that has news value.
- Give the journalist a place as public interest.
- Every news value supposed to be publishable value, because generally they were very busy.
- Create a relations which is close and friendly.
- Create a relations that has more personalized, supporting each other, even it was hard to do.

There were 10 information in developing relations with media :

- News value
- Accustom with media outlet
- Know what journalists want and what they had cover
- Make a form which you want for journalist
- Give the ideas for a meeting or create a story as you want
- Know when and how we starting to follow up the journalist
- Give the easy-called attitude for the journalist and soon answer.
- If you make a pitch, be careful with 'NO' answer
- Prepare to answer all the questions from journalist.
- Find another way in access the media outlet



THANK YOU