

2019 TACCM CONFERENCE

MEDIA RELATIONSHIPS MATTER

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GRAYSON
COLLEGE

Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad.

RICHARD BRANSON, FOUNDER AT VIRGIN GROUP

THE BENEFIT OF A POSITIVE RELATIONSHIP

WHY IS IT IMPORTANT?

- Advertisement value
- Crisis management
- Community buy-in

MAKING TIME FOR THE MEDIA

**"I DON'T HAVE THE TIME
FOR THIS RIGHT NOW"**

Building trust

Familiarity = smooth transactions

Filling the paper/time slot

CURRENT MEDIA CLIMATE

"THE MEDIA IS THE ENEMY"

Media as a mirror

Local media vs. national & tabloid

Mistrust among faculty & staff

Them vs. us mentality

INTERACTIVE ACTIVITY



**WRITE DOWN THE FIRST 3
WORDS THAT COME TO MIND
WHEN YOU THINK OF THE
MEDIA.**

A stack of newspapers is shown in the background, partially obscured by a blue overlay. The newspapers have various headlines and titles visible, such as "ZEITUNG", "Saar", and "Aachener Region".

STEP INSIDE THE NEWSROOM

HOW DOES IT ALL WORK?

Organization

Deadlines

Crime & unexpected events

Story choice

IN THE EVENT OF A CRISIS

LOCAL MEDIA COMES FIRST*

(most of the time)

Relationship building through who you
contact first
Informing your local community as a
priority



SILENCE IS NOT ALWAYS GOLDEN

WHEN IT'S IMPORTANT TO DISCLOSE WHAT YOU CAN

Working closely with your HR team

Think in terms of headlines

Control the narrative with facts



THE MORE INFO THE BETTER

MAKING THE REPORTER'S JOB EASIER

Be aware of your audience

Anticipate questions & prepare

Write down spellings & numbers you

want to make sure are correct

Clarity is key

MEDIA IN THE DIGITAL AGE

WHAT IS THE VALUE OF PR IN THE AGE OF NETFLIX

Readers & viewers of traditional print and
news media

The migration to social media
Hitting two demographics at once

DEALING WITH DIFFICULTIES



WHAT TO DO WHEN YOU'VE DONE EVERYTHING

- Repairing burned bridges
- Prioritizing open honesty with your community
- Consistency, consistency, consistency

YOUR PRIORITIES VS. THEIRS

**NEVER. EVER. TELL. THEM.
WHAT. TO. WRITE.**

Find the connection

Suggest an additional story

Make the most out of the story they have
chosen

GOOD NEWS SELLS TOO

SHARE YOUR SUCCESS

Humble brag as much as you can

Have the facts to back it up

Be on the lookout for photo ops

PRESS RELEASE 101



A GOOD PRESS RELEASE MAKES ALL THE DIFFERENCE

The upside down pyramid

High resolution photos

Writing your headline & lead

APA style

Evergreen vs. Timely

PHOTOS & VIDEOS FOR PRESS

ANGLES & ACTION

Make it interesting

Always horizontal (unless for Snapchat)

Informally formal

Think of videos as bonus content



ASK A (FORMER) REPORTER