

PR MANAGEMENT: QUICK TIP SHEET



Where do you begin or renew your PR plan?

Public relations or PR is about securing editorial coverage in media at no charge through influencing journalists to use a story idea, review, photo, blog or commentary as a source.

These days savvy audiences will think more highly of editorial coverage than a paid advertisement, where messages are controlled by the company or paying organisation. Solid publicity is customer-focused and provable by case studies or statistics – and has a very human side too. Every story needs a voice, a face and a reason to make us read, listen or watch. That is where you come in.

The media are in the business of telling stories. Feel-good and tragic news stories, stories with currency and that appeal to a wide audience. They are also looking for people who can tell their story with plenty of authenticity, which is the ability to make your story stand out from others, or 'cut through'.

Top tips to motivate your PR journey?

- Become a media junkie. Consume as much online and traditional media as you can, especially specific outlets that relate to your industry or business.
- Identify journalists writing about your industry and find out what they are interested in writing about. You can then start developing story ideas to hook them.

“Journalism is printing what someone else does not want printed: everything else is public relations.”

George Orwell

- Ask someone high profile who has used your product or service if he or she will give you a testimonial you can give to journalists or do a social media shout out.
- Think about how what you are doing could fit into seasonal stories journalists are writing and approach them with the angle you have come up with.
- Find the human angle to your story. Your business's story is not just about the services or consumables it offers, it's about you and how you got to where you are today. This is something journalists will be interested in so don't be afraid to identify a couple of war stories to share with them. However, be aware that whatever you tell a journalist has the potential to end up in the public domain – always be judicious about what you share.

As a journalist turned PR powerhouse with over 16 years expertise, Amber Daines delivers authentic, stand-out PR campaigns that meet your budget and exceed your expectations. If you want us to help manage your PR story, why not find out how we work for you.

Amber Daines

DIRECTOR | BESPOKE COMMUNICATIONS

Author of Well Spun: Big PR and Social Media Ideas for Small Business

P.O. Box 296, Willoughby NSW 2068

t: 0404 145 939 | e: amber@bespokecomms.com.au | w: www.bespokecomms.com.au

A Media Skills™ Trainer