

Successfull PR work

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Overview

- What is it for
- who
- Press work: News, timeplan, contacts, pressrelease, press-talk
- Marketing, Advertisement, inner and outer Marketing, Sponsoring

What is good PR?

If a man gets to know a woman and she says to Him what is the great guy he, then it is **Promotion**. If he says to her, how charmingly she looks, then is the **advertisement**. If the lady decides for a date with him because she heard from others what a great person he is, then it concerns the result of good **public relations**.



"On the Internet, nobody knows you're a dog."

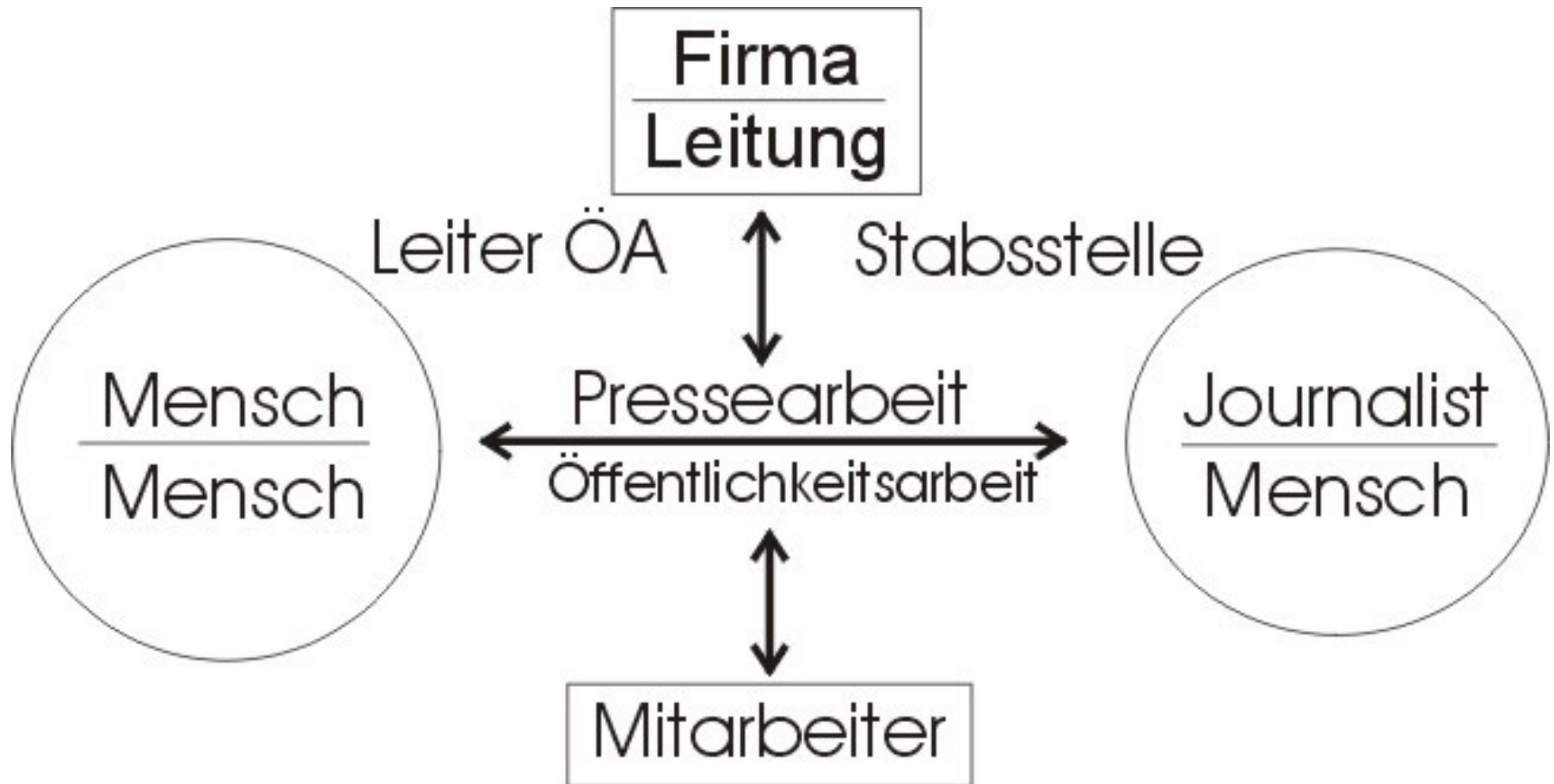
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basiscs

- You cannot not communicate (Watzlawick) – the nothing gives room for rumors
- activ
- planned
- Goal orientated
- technicianr vs. journalist

Der Aufbau



News and information

- What is new?
- What is important?
- What is interesting?
- **NEW – IMPORTANT – INTERESTING** : Groundrule for Informationwork

structure pressrelease

- Pressreleases are no essay or prosa and it follows no timebased plan, but more a in a formal form.
- Significant first (Lead)
- The first sentences answers the W-questions
- DIN A4, Onepager
- Head design first: adress, fon / Fax, E-Mail, Link to Internetpage or download
- proof-read

dog bites man vs. Man bites dog

- Who has done what to whom? Who has participated?
- What happens when and where? What is so important about that?
- Where happens what and when?
- How does it happen?
- Why does it happen?
- Wich source? Who has send the info?
- Who has made what new? How can that be found and how goes that on?

- The 6-w's

Language and apprehension

- groundrule: 1-13 words per sentence = easy to understand; 25-and more = difficult to understand
(sun or german „Bild“ have often 4 words. 12. Johannes-Evangelium has 17 words)
- Develop your own style in writing
- Only writes what you understand yourself
- No abbreviations
- Write numbers between one and ten
- Names (people, places, etc.) write FULL
- Try not to use foreign words

Press list to send out

- Mailingliste (User)
- Press agencies
- local press (staff)
- OpenPR, PRO-Linux, heise
- Blog, Twitter, Podcast
- groundrule: inform your own community/members first

Beispiel

Samstag, 16.05.2009

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Pressemitteilung vom 15.05.2009 16:26 Uhr

Dieser Artikel wurde bisher 28x angesehen

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(pressebox) Mellenbach, 15.05.2009 - Extreme Bedingungen erfordern absolute Sicherheit. MTM Power hat durch jahrelange und intensive Forschung eine Vergusstechnologie entwickelt und patentiert: den weltweit einzigartigen THERMOSELEKTIVEN VAKUUMVERGUSS. So werden MTM Power Module resistent gegen Stoß, Schlag, Staub und Feuchtigkeit. Ihre extrem harte Schale - das Ergebnis des THERMOSELEKTIVEN VAKUUMVERGUSSES - macht sie absolut robust und widerstandsfähig. Sie sind unempfindlich gegen mechanischen

Stress und sind frei von Luftporen. Durch die optimale gleichmäßige Erwärmung der Leistungshalbleiter ist eine langjährige Betriebsdauer gewährleistet. Diese speziell entwickelte Vergussmasse ist selbstverlöschend gemäß UL94-V0 und IP67 geeignet.

Quelle: [PresseBox.de](#)

Suchen

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presskit

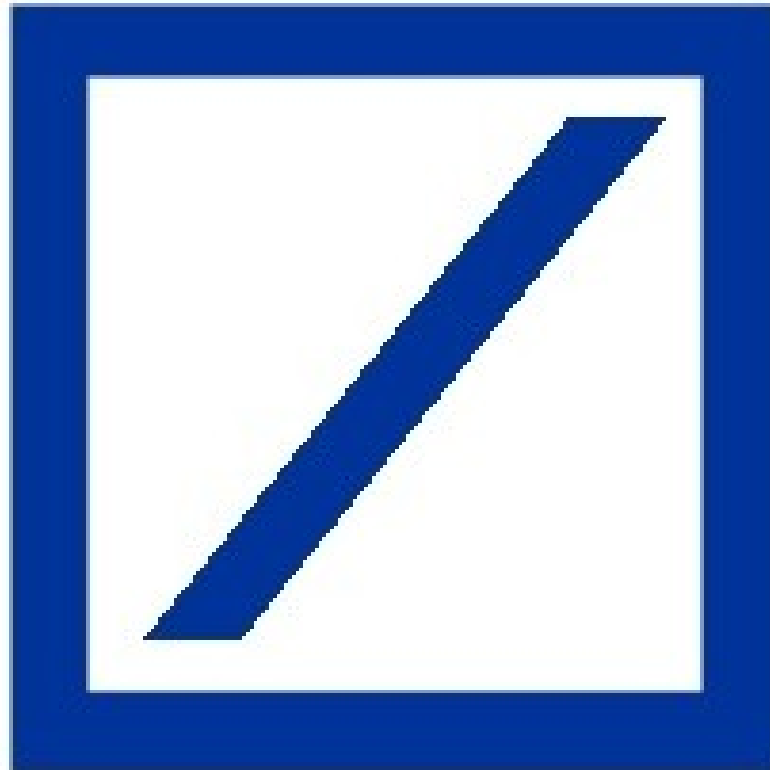
- Actual pressrelease(s) for the upcoming event/release/etc.
- Information about the Organisation/Company/Community
- dates and facts (statistics in a proper way)
- Contact person
- real presskit printout vs. CD/USB Stick vs. Download

praktical PR

- Einheitliches Erscheinungsbild (CI / CD) z.B. was ist blau wenn man die Strasse entlangfährt? [/]?
- Styleguide
- Have actual contacts
- In öffentliche Auftritte eingebunden, wenn nicht selbst organisiert
- Anlässe zur Selbstdarstellung schaffen



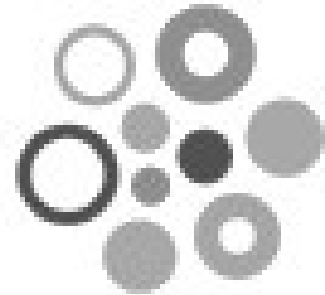
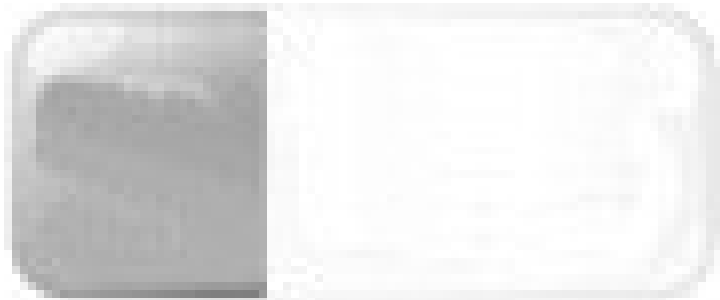
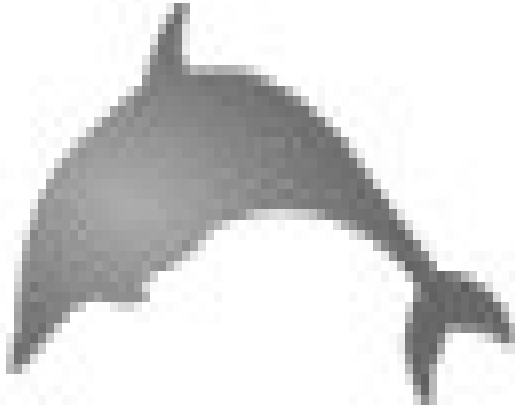
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constant PR

- analyse: Where are we? What do we want? What do we how transmit to whom?
- **First inform your own Community**
- **Then the target audience**
- Afterwork: press mirroring [in the news]

inner vs. outer PR

- Forums
- Social Networks
- press
- Mailinglists
- Blogs vs. Community Blogs
- Community include (e.g. FWN)
- Community advocate (e.g. Ambassadors)



Crisis management

- No comment FAIL!
- Negative newscoverage and consequences as well as lost of faith and lost of the Image should be absorbed or avoided
- Avoid circulation
- Try to ease the troublemaker (Troll Alarm)
- Counteraction with positive voices from 3rd party
- groundrule: **be honest, do not lie about anything, do not fake anything**

Planing crisis pr

- The „what is“ analysis
- Play scenarios through (what to do when XXX happens?)
- Define Keypersons and Positions
- Say yes to mistakes
- Inform the leader-base about how to go on from here
- Background Talks with journalists

Marketing is no PR

- Marketing = active advertisement; Public Relations is the inner and outer description/view
- Not mix up, not use too much
- Be independent → be trustworthy
- PR is a Marketinginstrument (e.g. Sponsoring, Funding, etc.)

Links

- OpenPR - www.openpr.de
- www.presseguide.de und www.presstreff.de
- Redaktionsadressen: www.stamm.de bzw. www.zimpel.de

question? question!

- kontakt:
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