



## Handling PR Announcements

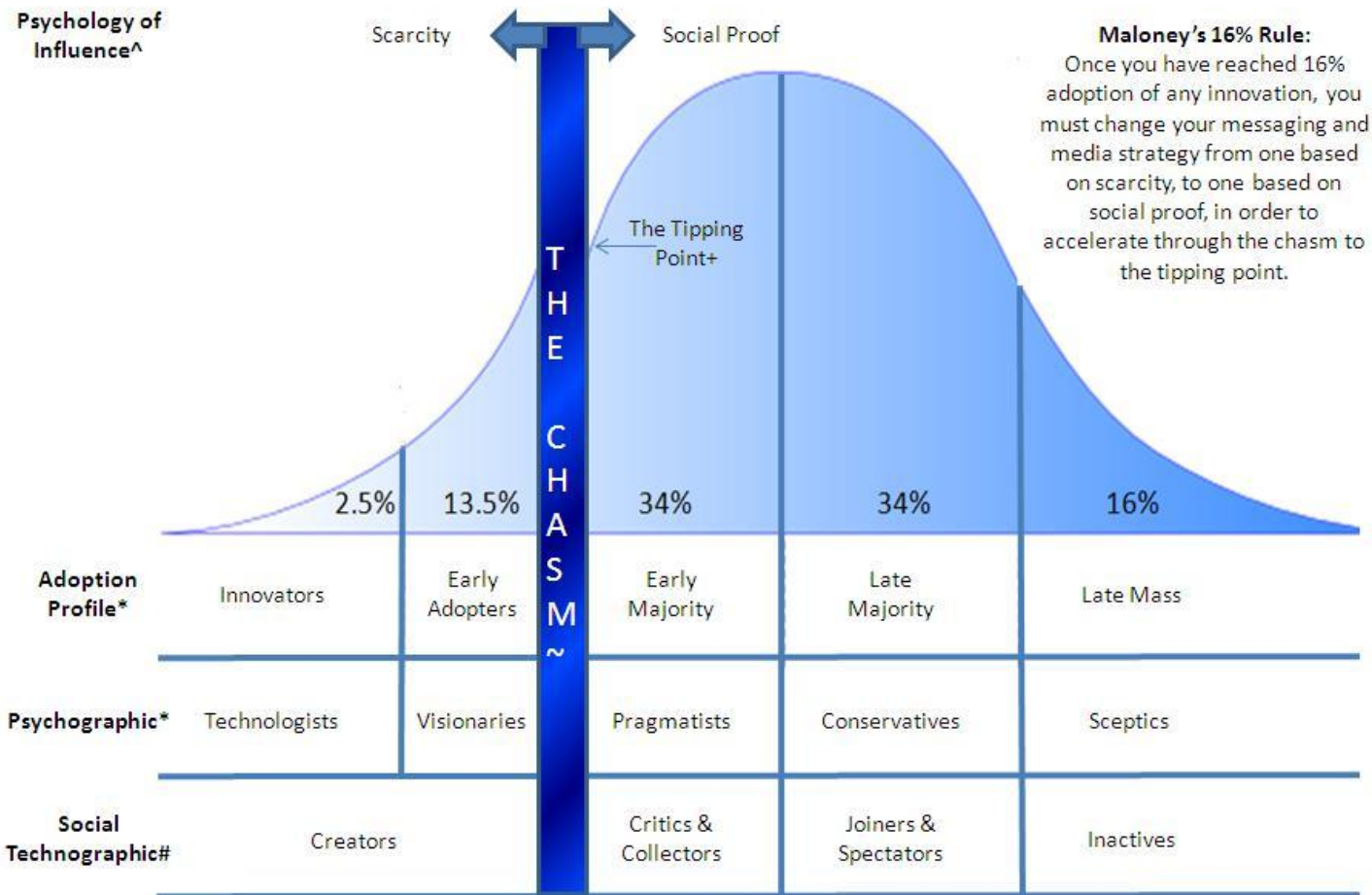
- ▾ Italo Vignoli



# Our Target



## Accelerating Diffusion of Innovation: Maloney's 16% Rule<sup>©</sup>



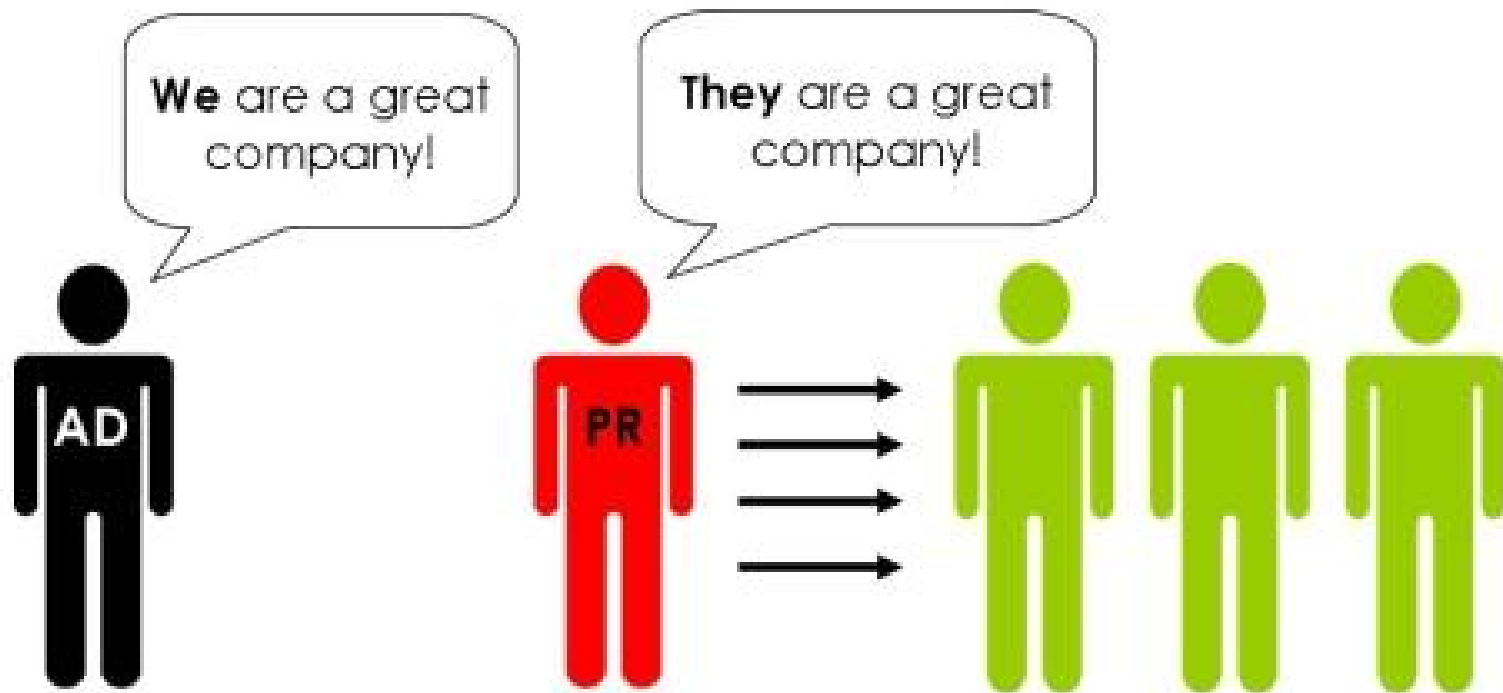
<sup>^</sup> Robert Cialdini \*Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell



# Importance of Media Relations



## Advertising vs. Public Relations

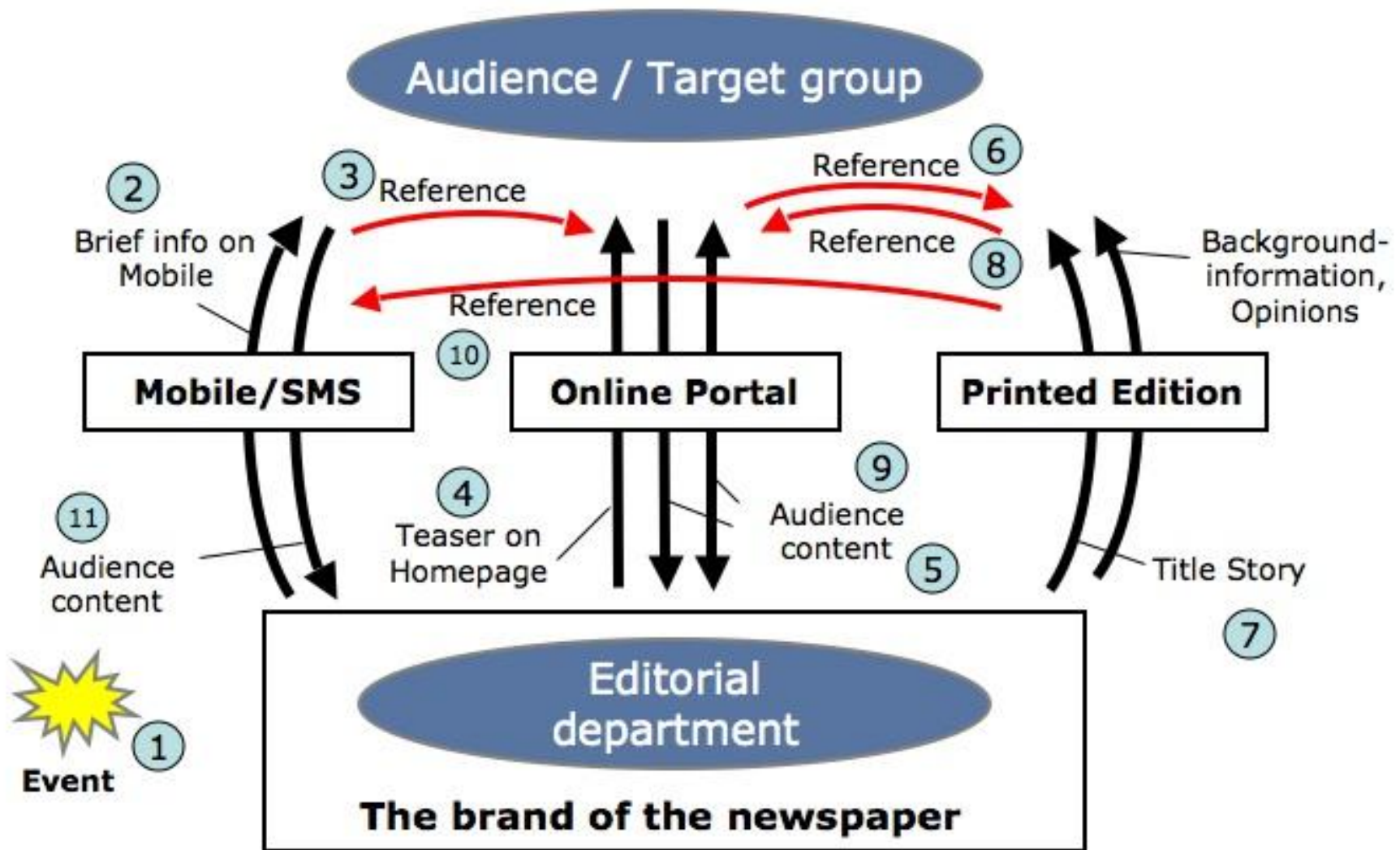


Source: John Moore, Brand Autopsy

© Mark Smicklas [IntersectionConsulting.com/Blog](http://IntersectionConsulting.com/Blog)



# Media Taxonomy



© by Ifra Newsplex / Dr. Dietmar Schantlin





## ▼ Purpose

To deliver a strategic message  
from TDF to the news media

Hoping that the media will publish  
or broadcast our message

## ▼ Audience

Journalists

Media

## ▼ Key to success

Only newsworthy information  
that appeals to the audience  
of the targeted journalist

# Style of News Releases



- ▼ Three styles of traditional news releases
  - Prepared in ready-to-publish format
    - Announcement
    - Feature
    - Hybrid
- ▼ Four other styles of news releases
  - Prepared in not-ready-to publish formats
    - Social media news releases
    - Short teaser news releases
    - Media advisories
    - Pitches (letters, e-mails and telephone calls)

# Content of News Releases



## ▼ Newsworthiness

Timeliness & Impact

Uniqueness & Conflict

Proximity & Celebrity

## ▼ Headlines

Newspaper style

Rough complete sentences

Usually present tense



# Content of News Releases



- ▼ Three kinds of traditional news releases
  - Announcement
  - Feature
  - Hybrid
- ▼ Written as ready-to-publish news story
  - Objective
  - Nonpromotional
  - No unattributed opinions

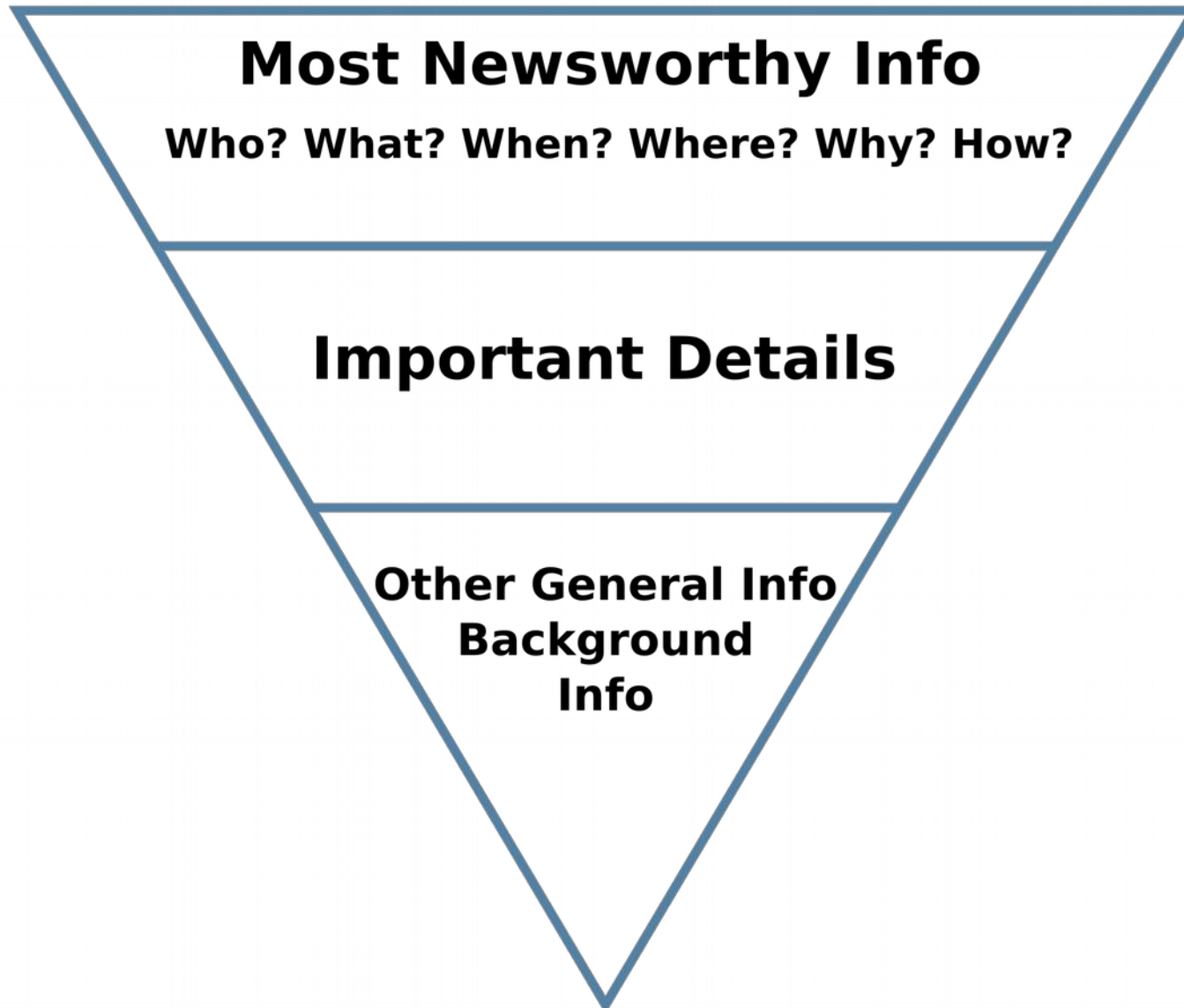


# Organization of News Releases



- ▼ Feature organization in feature releases
  - Storytelling skills
    - Strong “hook” lead
    - Dramatic conclusion
    - Avoid inverted pyramid
- ▼ Fused organization in hybrid releases
  - Hook lead
  - Inverted pyramid following lead

# The Inverted Pyramid



# Email News Releases



- ▼ Journalists often prefer e-mail news releases with links to relevant Web sites
- ▼ Subject line must be concise and newsworthy
- ▼ Headings are more concise than "paper" news releases
- ▼ Only "For Immediate Release" and the date can appear above the headline
- ▼ "For More Information" data must appear at the bottom of the news release
- ▼ Headlines should be boldface and in newspaper style
- ▼ "-30-" or "####" might appear after the final sentence but above the contact information



# Tips for News Releases

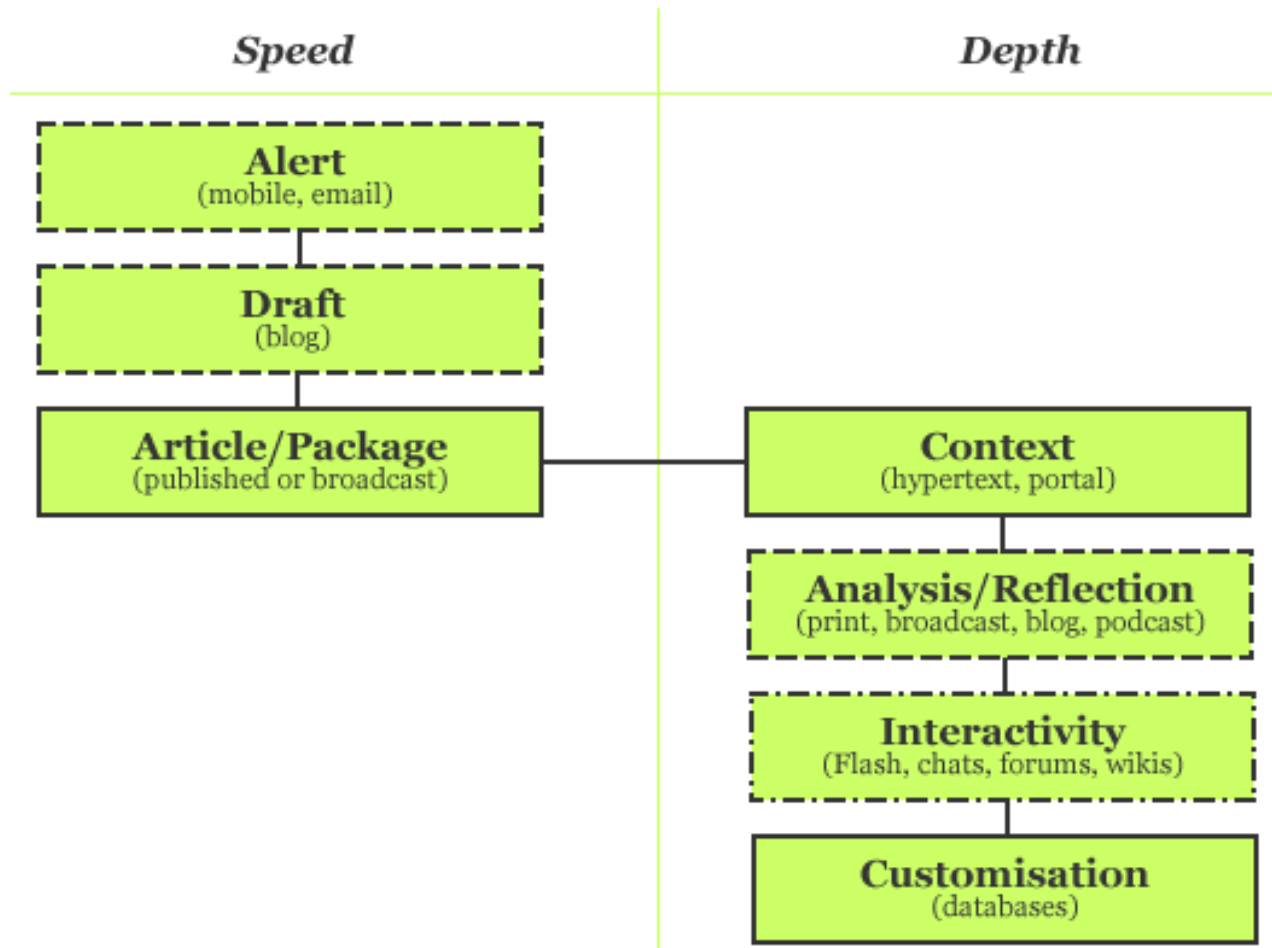


- ▼ Ensure that the contact person can be easily reached
- ▼ Why does the story matter to the journalist's audience?
- ▼ Avoid using the words today, yesterday and tomorrow, as you don't know when the news release will be published
- ▼ Use past-tense verbs to attribute quotes
  - No unattributed opinions
- ▼ Be precise and concise
- ▼ Again, avoid a promotional tone



## A model for the 21st century newsroom

onlinejournalismblog.wordpress.com



# Newsjacking



© by David Meerman Scott. Licensed under a Creative Commons Attribution - NoDerivs 3.0 Unported License.





## TIPS FOR NEWSJACKING

- ✍ BE CREATIVE
- ✍ GOOGLE ALGORITHM IS YOUR FRIEND
- ✍ MOVE FAST
- ✍ CHOOSE YOUR SUBJECT WITH CARE
- ✍ PROMOTE VIGOROUSLY

# BERN-CH 2014 CONFERENCE



Thanks

- italo@italovignoli.com
- <http://www.italovignoli.org>