

Davenport Asset Management presents:

Virtual Investor Summit Series

Public Relations PRimer:

How to Get Your News Out

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Important Disclosures:

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What is Public Relations?

- Earned media vs. Paid media
- PR is – When an organization engages with news media to communicate with its audiences
- PR is NOT – Advertising; Remember that reporters & editors control final content
- Define outreach objectives; Call to action; Raise awareness; Promote product or service





Define audiences

- Customers/Constituents; Vendors/Suppliers; Employees; Regulators; Partners/Stakeholders; General public



Knowing elements of an effective 'pitch'

- Pitch correct reporter and outlet; Call/Email reporter; Include 'Who, What, When, Where' details; Use subject line; Put pitch in body of email; Include boilerplate and photos & b-roll when helpful; Include Contact Info.



Cultivate Reporter Relationships

- Be a resource and stay informed and engaged

Relevant and timely topic, which means:

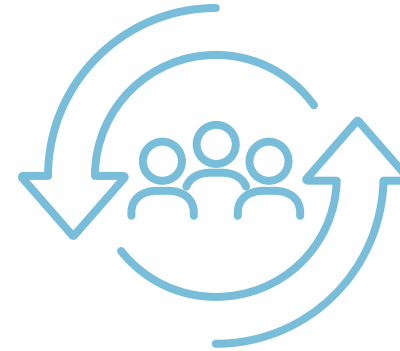
1. Why should outlet's readers/viewers/listeners find it interesting, helpful or important?
2. Is it demonstrating the local impact of a national/international issue?
3. Is it unusual or unique?
4. Is it notably consistent with/different from a trend?
5. Is there a compelling human interest appeal?
6. Do your homework!





Choose the correct vehicle:

1. Medium - print vs. broadcast vs. digital
2. Geography – local/regional vs. statewide vs. national vs. trade publication
3. News side vs. opinion side (Op Eds and LTEs)



Reporter ‘Rules of Etiquette’

1. Responsive - Deadlines and lead times
2. Mindful of promises
3. Respect journalist’s duty to look at all sides
4. Remember...ad dollars don’t influence coverage!

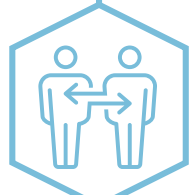
Successfully dealing with a crisis, while protecting the organization's reputation



1. **Plan** – anticipate what a crisis means for your organization...before it happens



2. **Transparent** – honest communication



3. **Consistent** – clear and aligned messages in one, unified strong voice (single messenger)

4. **Credible** – trustworthy, authentic spokesperson(s) and third-party validation

5. **Rapid** – timely release of 'good' and 'bad' information alike

- Relax!
- Maintain eye contact, smile and sit up straight
- Speak with authority and use active voice
- Don't - be afraid of the silence; speculate; repeat negative language; use industry jargon or acronyms
- Do – supply proof points (i.e., data points, illustrative examples, etc.)
- Avoid 'no comment' and 'off the record'
- Setting – no distracting attire, background or hand gestures
- Practice! Own the material and develop answers to potential questions



Questions?

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