



Kansas City

Media Relations 2.0

As the media landscape changes, PR pros must adapt.

June 20, 2019

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Agenda

- Introductions
- Goals
- Then and Now
- Earned, owned, shared, paid
- Media outreach
- Influencer relations
- Blurred lines



Introduction

- Daily newspaper reporter
- PR pro at Payless ShoeSource
- PR director at Scottsdale ad agency
- PR firm owner
- Mom, wife, pet lover, college student



Goals

- Learn the differences between earned, owned, shared and paid media.
- Get specific tips for how to pitch the media.
- Discover best practices for working with influencers.



Industries affected by Technological Revolution

Ranking	Industries
1	Mobile phones
2	Music/Video
3	Retail
4	Financial Services
5	Marketing Communications – includes newspapers and radio

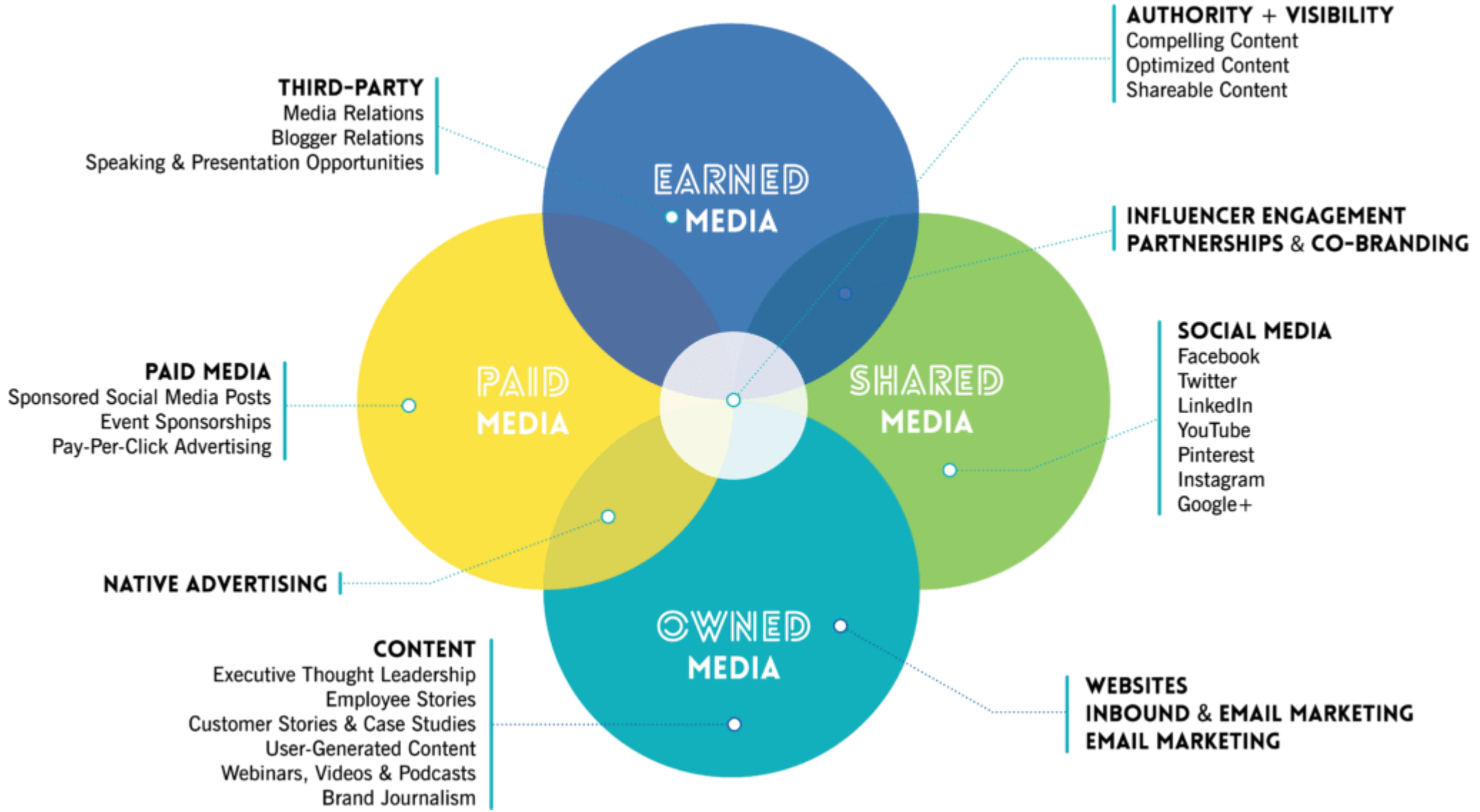
Adaptability

“Intelligence is the ability to adapt to change.”
-Steven Hawking



Then and Now

Back in my day	How we're doin' it now
My profession WAS media relations	I spend 25% of my time on media outreach
Focused on newspaper, TV and radio	Diversified my outreach
Occasionally wrote advertorials	Owned media and social media occupies 75% of my time
Learning how to add an attachment to my email was the biggest learning curve of the decade	I'm forced to scramble to stay ahead of the digital marketing curve constantly



Media outreach circa ~~2013~~

- Pitch something newsworthy/develop creative story angles
- Target the right journalists
- Follow up
- Be a consumer of media



Media outreach

1 - Pitch something newsworthy.

And/or develop a creative story angle and tell your story succinctly.



Media outreach

2 - Target the right journalists (or producers/editors)



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Media outreach

3 – Call to follow up



Media outreach

4 - Be a consumer of media



Media outreach

What does it look like exactly?

- News release distribution
- Timing of your event
- Timing of your phone calls
- Relationships



Shared Media

Content that is created by the community and based on social interactions often initiating two-way communication.

All of your social media platforms:

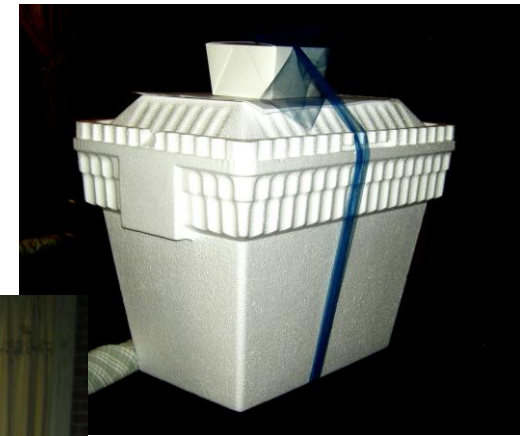
- ✓ Facebook
- ✓ Twitter
- ✓ Instagram
- ✓ LinkedIn
- ✓ YouTube



Shared Media

Influencer relations

- Online influencers
- Customer advocates
- Donors
- Community leaders
- Business partners



Shared Media

What does it look like exactly?

- The lists
- Events
- Social engagement
- Challenges: measurement



Shared Media

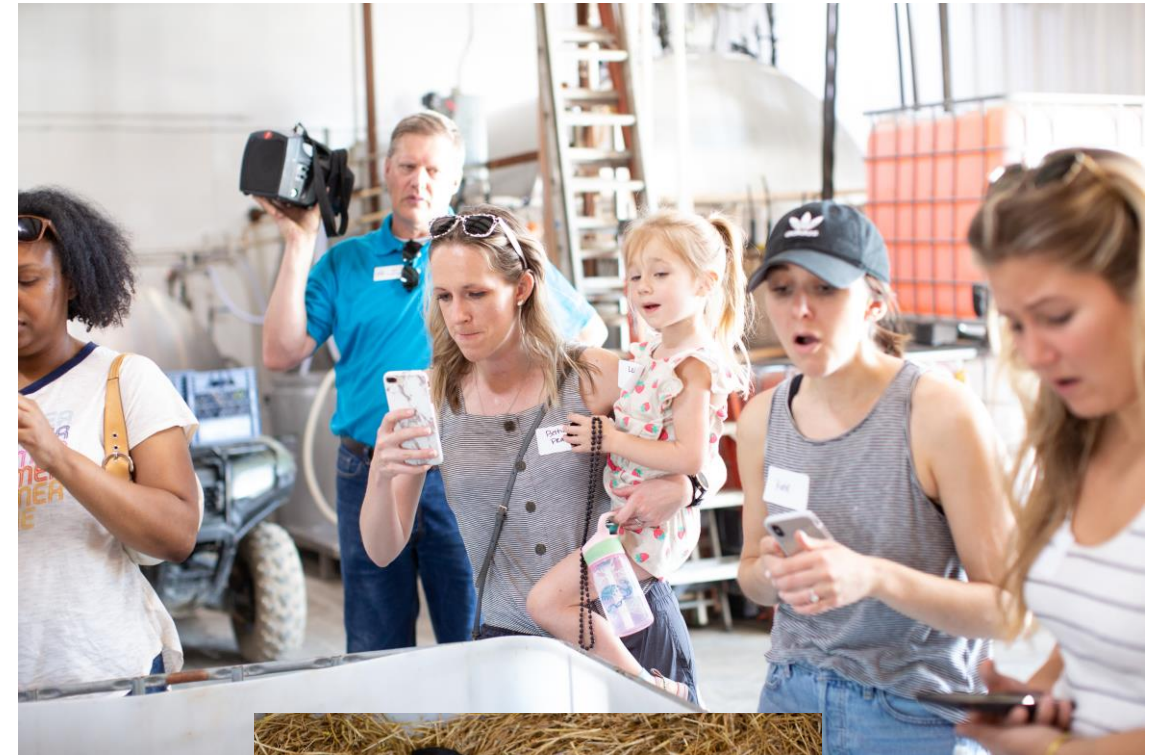
1 - Build a customized list for each influencer outreach program



Shared Media

2 - Influencer events

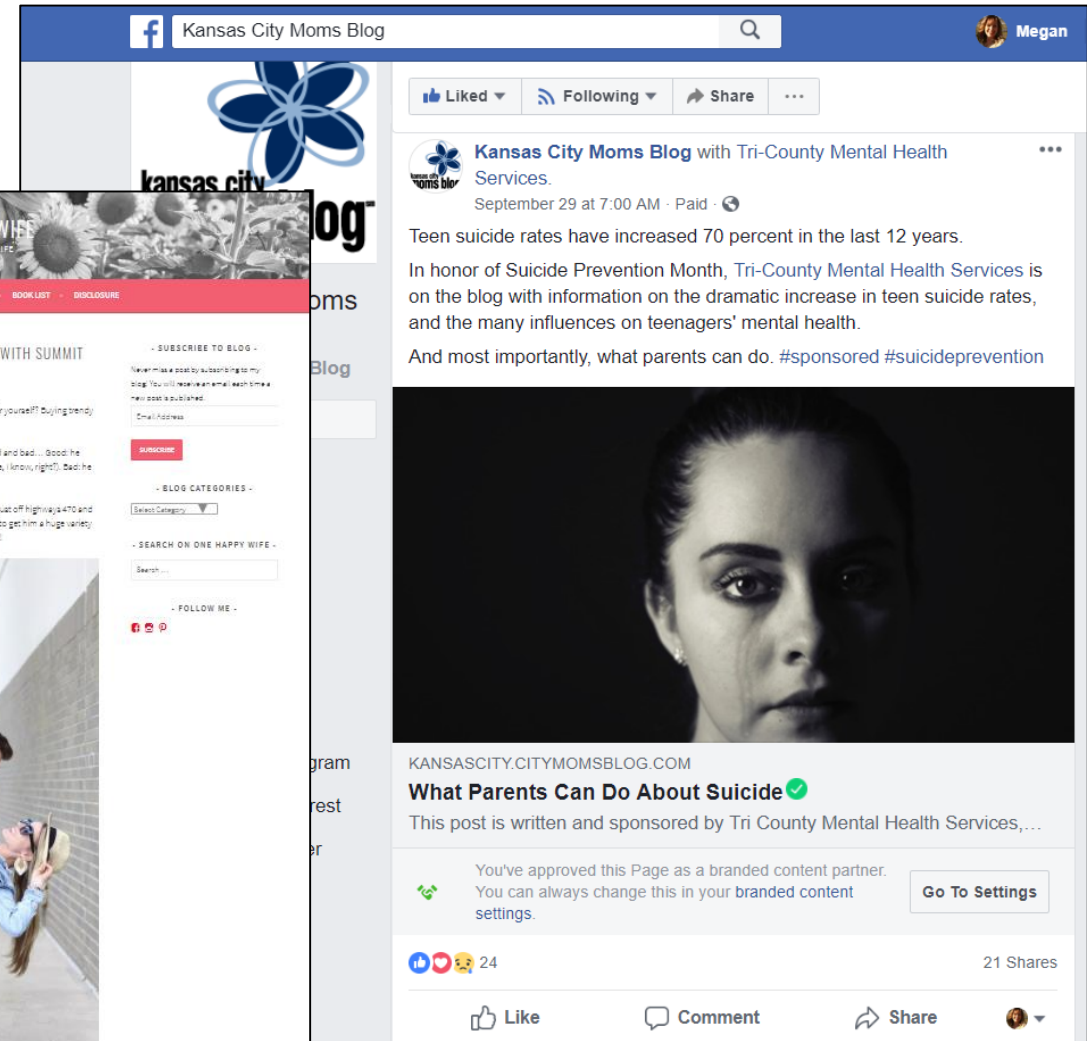
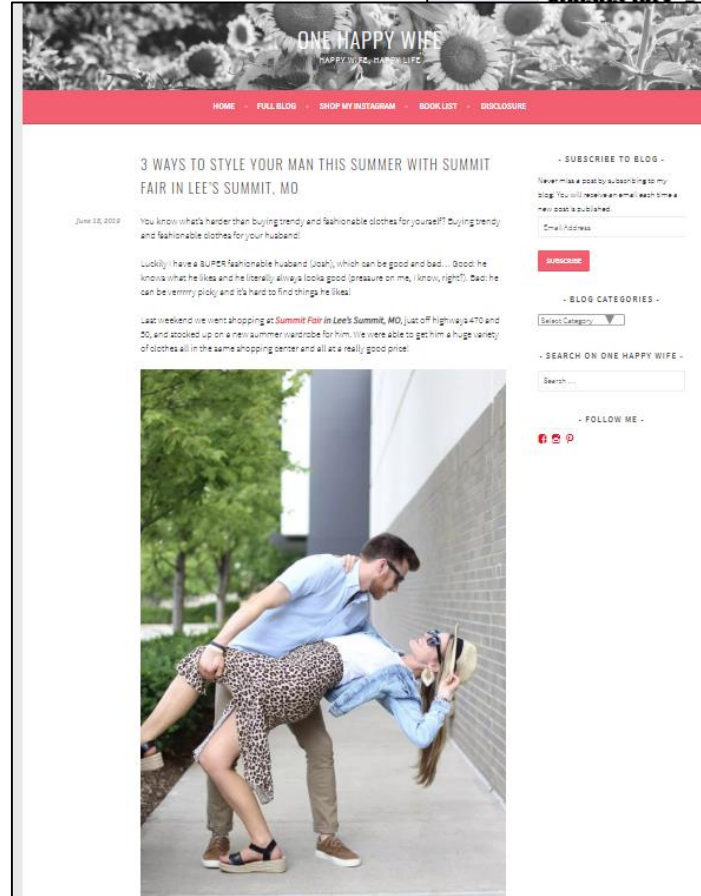
- Event planning – details, expenses
- Captured audience
- Hashtags/mentions
- Swag bags



Shared Media

3 – Social engagement and negotiation

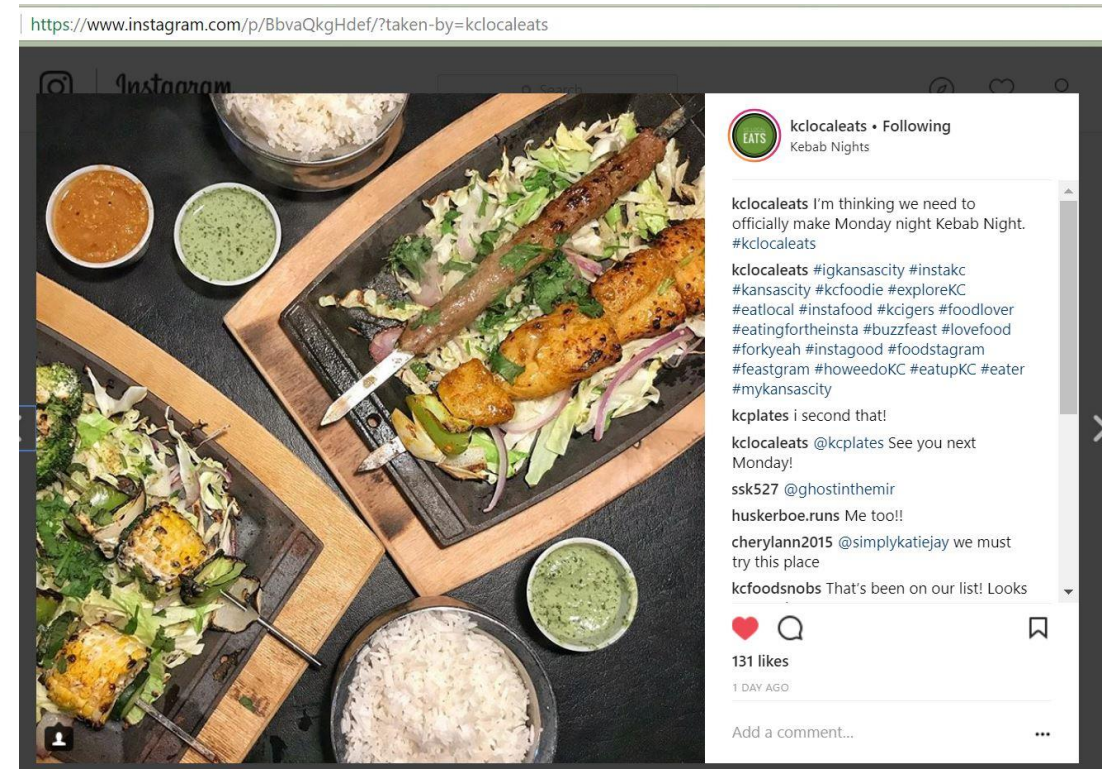
- Posts
- Blogs
- Giveaways



Shared Media

4 – Challenges of influencer relations:

- Measuring the results
- Constantly listening
- Meaningful engagement



Blurred lines

What's a PR pro these days?

- Understand the media landscape beyond earned.
- Know a little graphic design, website design, video editing, content creation, etc.
- Value data analytics and be fluent in measurement.



You're ready for media & influencer relations in 2019

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