



Enterprise
CANADA

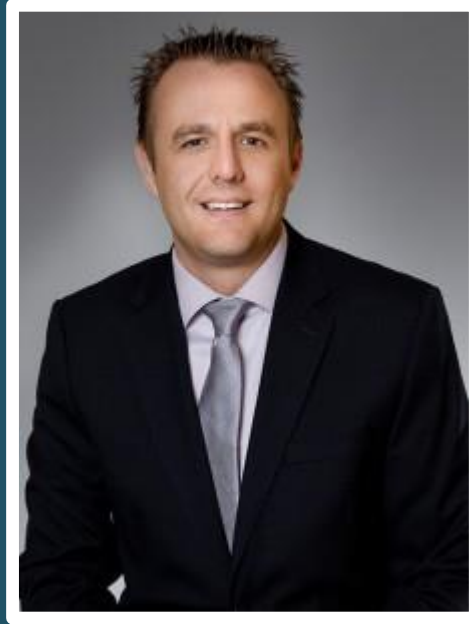
IMPACTFUL PR

Earned Media & Public Relations

June 2, 2015



Enterprise
CANADA



@CanadianPRGuy



Niagara



Ottawa



Toronto



Brock University

Tourism Stories



NIAGARA
FOOD
& WINE
EXPO





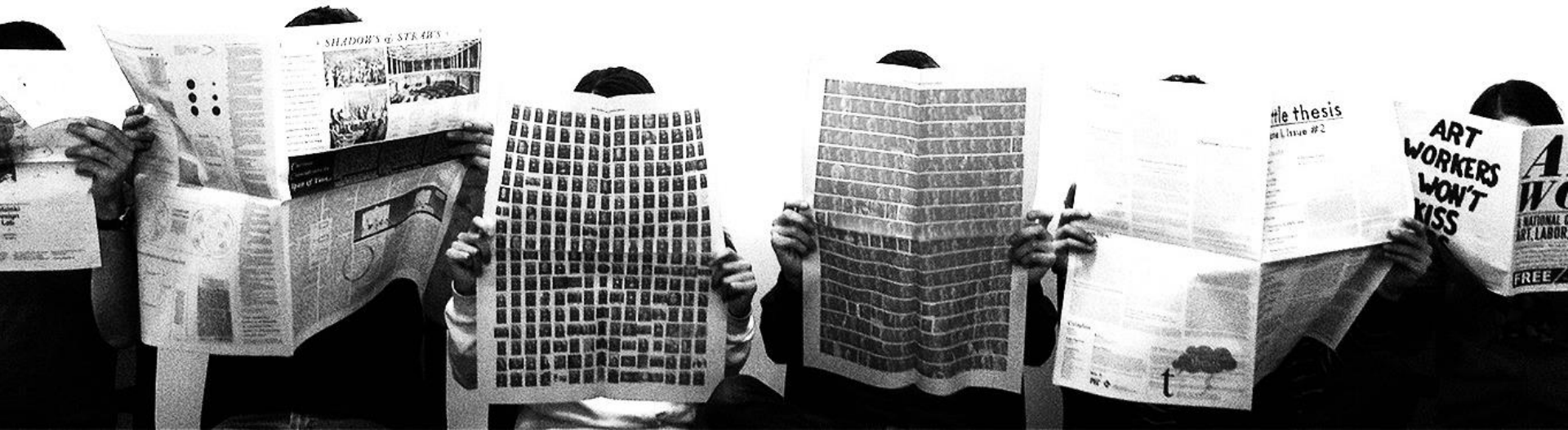
Our Stories





Understanding Media

It's a Business



Rules of the Game





News is About Conflict



kady o'malley

@kady



Following

Once again, I must point out we wouldn't report on adorable monkeys if you didn't crash servers in your frenzy to click on those stories.

Media cover what is interesting...

...not necessarily
what is important

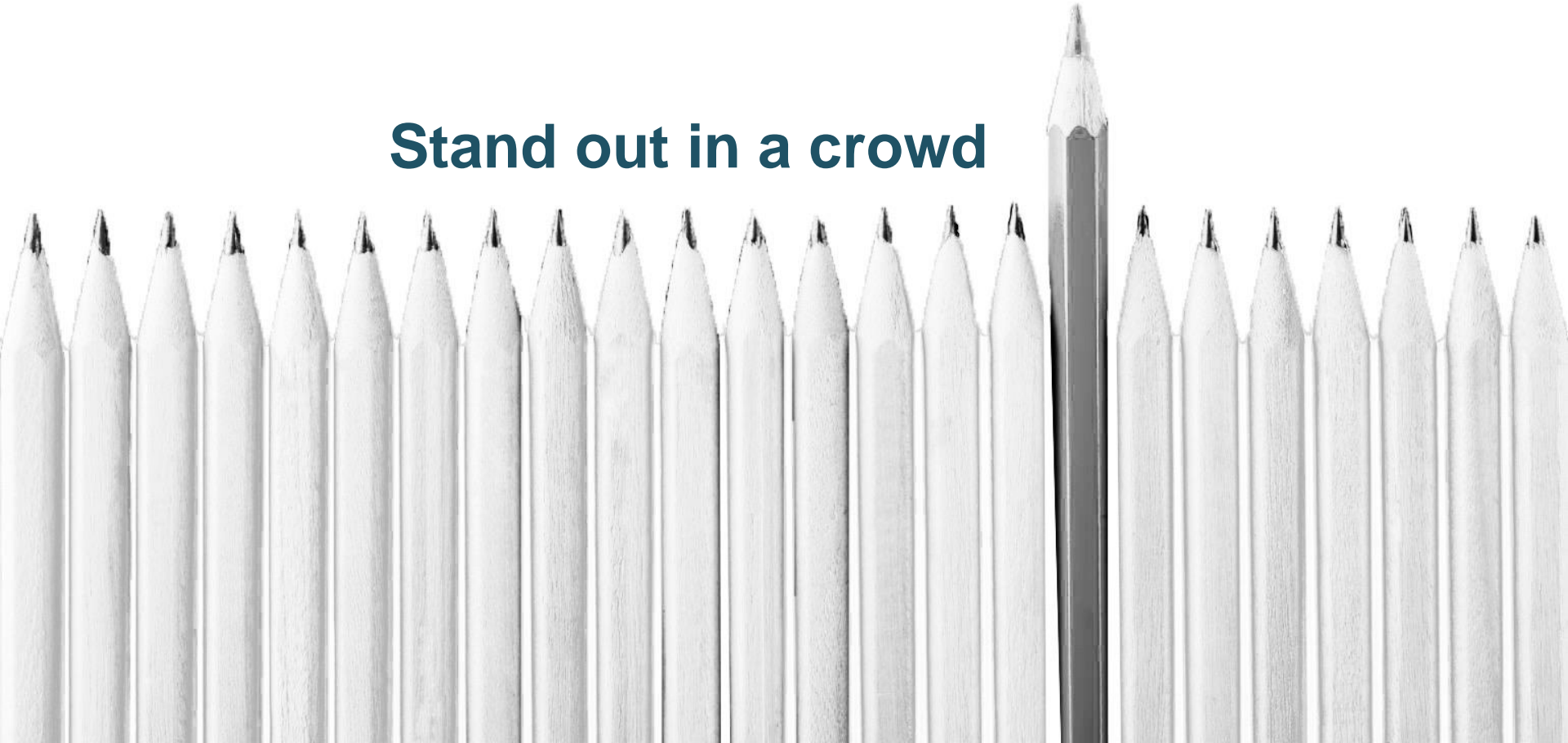


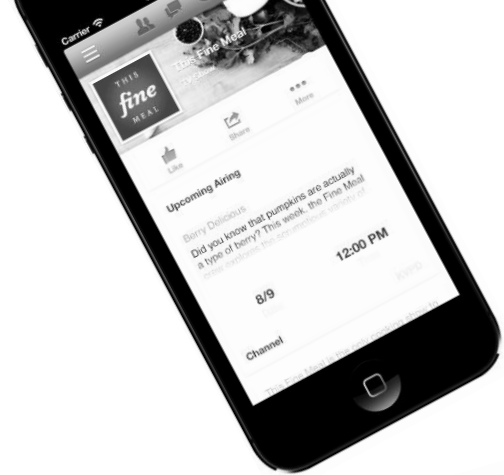
What is Public Relations?



What Your Organization Can Do

Stand out in a crowd





No Budget? No Problem!



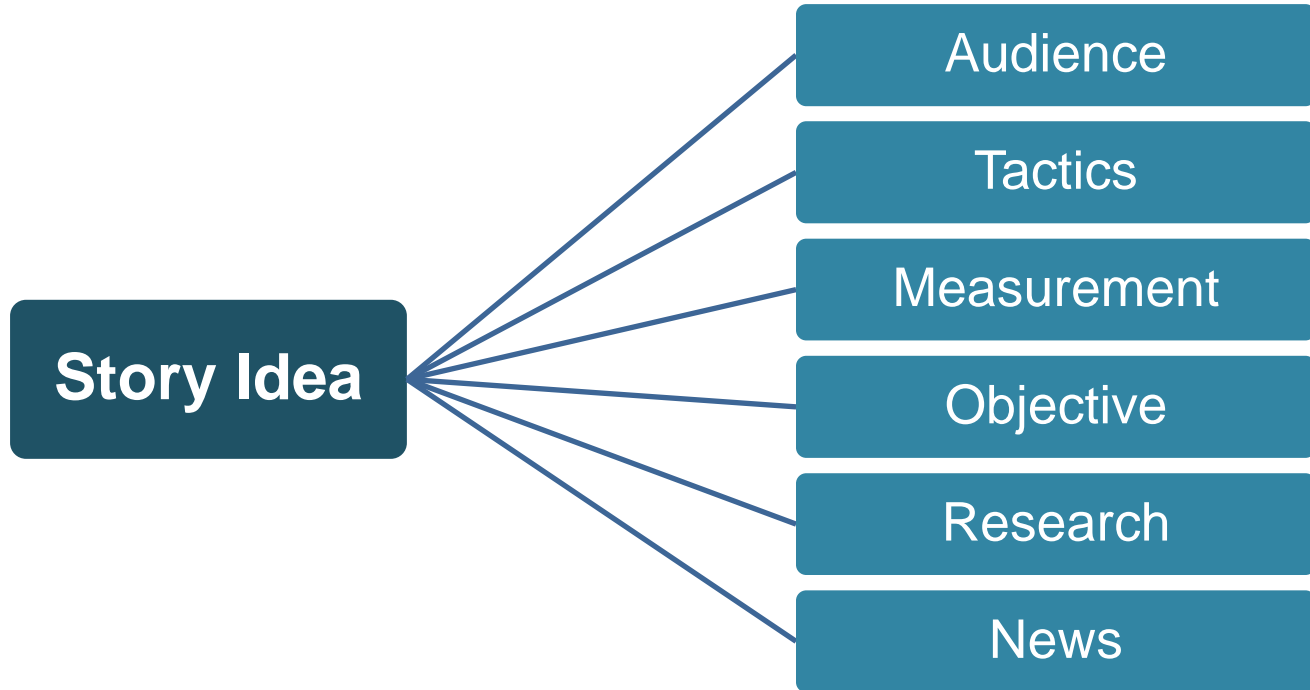


MADE MAN'S

ROAD TO A
BETTER
MOUSTACHE

*brought to you by
November*

Proactive Outreach



Customize your stocks now
Indices
Data delayed at least 15 min

S&P/TSX
15,069.92 -60.55 (-0.33%)

Dow Jones
18,096.24 -66.75 (-0.37%)

NASDAQ
5,089.93 -16.66 (-0.33%)

TSX Venture
690.57 -0.05 (-0.01%)

RETAIL & MARKETING

TRENDING Bonds | Alberta | Debt | Greece | Housing Market | Oil | Apple | Bank of Canada | China
How Iceberg Vodka, Rob Ford's drink of choice, is trying to plug purity over mayor's infamy

HUGO MILLER, **BLOOMBERG NEWS** | November 20, 2013 12:59 PM ET
More from Bloomberg News



One on-staffier said she bought Toronto Mayor Rob Ford a bottle of vodka, preferably Iceberg, twice a week.

Iceberg Vodka Corp. boasts that water from melted icebergs makes its tipples
... the most famous fans — Toronto Mayor Rob Ford — has

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RECALL taps former Shoppers Drug Mart chief Jürgen Schreiber for new CEO



VISA Inc warns FIFA: Be 'swift' in cleaning up corruption or we're bailing on you



Shoppers Optimum goes digital, but some critics question value of loyalty programs



Will brands like Coca-Cola stand by FIFA amid ...?

Reactive Outreach



Why Do Public Relations?



SMALL PLAYERS, BIG MOMENT

Historic legislation could make Canada's network of credit unions a true alternative to the big banks



Build Your Brand





Reach Your Target Audience

Tell Your Story





WESER Liked · September 12, 2013

Come on down to Oakville Home Depot to enter and win our Harley Davidson Trike.

Tag Photo Add Location Edit

Like · Comment · Share

Nicole Gemme, Carol Holmgren, Jean-Stephane Provencher and 5 others like this.

Write a comment...

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HONDA CLEAROUT 2014 MODELS

The 2014 Honda Clearout!
r.tum.com
Lease a 2014 Honda Civic DX for \$39 weekly @ 0.99% APR for 60 months & \$0 down!



Blundstone Canada
Like This Page · 20 June

What do the Tragically Hip, I Mother Earth and The Sheep Dogs have in common? Besides being in bands of course? They are all in Blundstones!! Blundstone has officially outfitted some of the coolest Rockstars in the world. **AND THEY are Rockin' out' in BLUNDSTONE!**

Unlike · Comment · Share

You and 8 others like this.

1 share

Melinda Vance i see b'stones on stage all the time!!
20 June at 15:05 · Like

JJ Mifsud Taylor Hawkins of Foo Fighters has been caught sporting Blundstones, too!
20 June at 16:33 · Like · 1

Write a comment...

Not Just Traditional Media



Legoland Discovery Centre

A black and white photograph of a person walking a tightrope over a large waterfall. The person is positioned on the left side of the frame, balancing on a thin wire that stretches across the width of the image. The waterfall is the background, with water cascading down. The scene is dramatic and captures a moment of high concentration and balance.

Niagara Parks Commission

Tips and Tactics

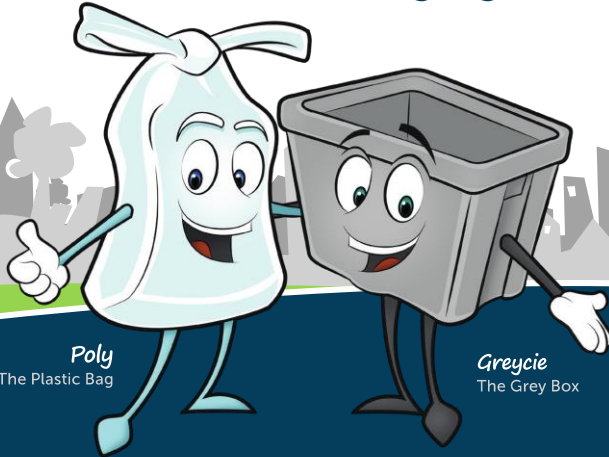




What's Your Story?

— THE —
ODD COUPLE

Please remember... **we belong together**



Poly
The Plastic Bag

Greycie
The Grey Box



STUFF ALL PLASTIC BAGS AND STRETCHY
PLASTIC FILM INTO ONE BAG.



TIE YOUR FULL BAG CLOSED.



TOSS YOUR BAG INTO YOUR GREY BOX.

Niagara  Region

SPACE PROVIDED THROUGH A PARTNERSHIP BETWEEN INDUSTRY AND
ONTARIO MUNICIPALITIES TO SUPPORT WASTE DIVERSION PROGRAMS.

WDO  Waste
Diversification
Ontario

Know Your Message

Determine Your Outreach



How to Reach the Media

Draft and pitch a news release

- Answer who, what, where, when, why
- What is your news hook? Why is this important?
- Include a quote from your spokesperson
- Email the news release to members of the media that may be interested in your news and offer the spokesperson for an interview
- Follow up with reporters after one or two days
- **DON'T** assume that your story deserves coverage!

Draft and pitch a media advisory

- An invitation for media to attend an event
- Include event details, and a contact phone number
- Email it two or three days before the event & remind them on the morning of the event
- After, email a news release to media that did not attend

Be Quotable



Know to Whom You are Talking



NIAGARA *this* WEEK

THE HAMILTON
SPECTATOR

The Standard

What to Do ... and Not Do

Do not

- **DON'T** assume a reporter shares (or even understands your point of view).
- **DON'T** try to outsmart reporters.
- **DON'T** ask what the reporter will do with the information you provide.
- **DON'T** complain or criticize the reporter or the media outlet.
- **DON'T** ask for the questions in advance
- **DON'T** consider anything off the record



Do

- **DO** think before you speak.
- **DO** follow up quickly if you promised additional information or facts.
- **DO** dress appropriately
- **DO** thank reporters for their interest in your perspective.
- **DO** keep a record of the names of journalists with whom you have had contact.
- **DO** practice, practice, practice



Thank You