

Communicate better with our PR cheat sheet

Goals of PR in New Zealand?

- Build credibility and trust**
Become known as experts or the obvious go-to in your field.
- Grow brand awareness**
Attract customers, clients or followers by driving your key messages and story to be seen and heard.
- Supercharge reputation**
Strategic appearances, earned media and strong owned channels content drives perception.
- Deal with the crises**
Strategic execution of PR plan; minimising damage and seeking growth opportunities.
- Become a market leader**
Dominate your industry space with regular, useful and relevant communications on owned channels.
- Attract investment**
No-one will fund you if they don't know about you. Elevate your profile through consistently useful public relations.

Things New Zealand editors love

- Exclusives**
Create a bidding war by offering your story as an exclusive to the highest rating shows or publications.
- Good talkers**
Get your spokespeople some proper ongoing media training.
- Agenda setting stories**
Something brand new that moves the dial politically, socially or locally.
- Stories with legs**
Makes such an impact the story stays in the news cycle for several days, weeks or even months.
- Kiwis done well yarns**
Chucking a mirror up on general public success stories does wonders for morale.
- Quality audio and video plus reliably sourced quotes**
Have video shot, interviews done, key messages put into quotes, help the journalist as much as you can to help guide the narrative.

Kiwi journo and comms lingo explained!

- I'll get back to you**
They can't give you a decision or accurate answer right now but will go do some work and respond later, be patient.
- We've stood your talent down**
Your spokesperson has been dropped from his or her slot on the show, bumped for something bigger, better luck next time.
- Embargoed press release**
A written statement, video or audio shared with media in advance of a set agreed time when the story can be published.
- Earned media**
When a media outlet writes about you or covers your story without you paying. The main goal of PR.
- The story went gangbusters**
It went well, things are great, lots of media coverage.

- Thought leadership**
When one of your team is put up as an expert in his or her field. Grows credibility.
- Pitching**
Your approach to getting your story told in the media, likely to involve soft skills like making phone calls and respectful engagement with reporters.
- A great yarn**
Your story is good and will likely be picked up by the media if pitched correctly.
- Yearly planner**
A 12-month calendar with milestones for your public relations clearly pinpointed including owned channel content and earned media.

Do's

- Build strong relationships with the media**
Personalised interactions go a long way in New Zealand media circles.
- Be trusted and reliable**
Journalists should know they can contact you for trustworthy information and you have talent who can perform in an interview.
- Pitch in person**
Send a text to a journalist or a short email with the topline for your story and ask to arrange a phone call or meeting to discuss if they want the exclusive.
- Be transparent and own mistakes**
Always be straight up with a journalist. If your organisation is unable to comment then so be it. If you have screwed up, apologise, tell the truth and explain plans to avoid mistakes in the future.

Dont's

- Bore people with screeds of copy full of jargon**
Your job is not to sound like the smartest guy in the room, instead you're trying to distill complex concepts into language the general public can understand.
- No spamming**
Don't just use the media as a place to scattergun press releases to. Spamming journalists with rubbish is counterproductive. You need them on your side.
- Cover up mistakes by hiding the truth**
The New Zealand public is a forgiving beast. Own the error, learn, grow and show your audience that you have done so.
- Have no crisis communication plan**
Don't wait until the building catches fire. Predict potential scenarios and plan accordingly. Trust your comms team, they should always lead on this.

Media training tips

- Anticipate and rehearse potential questions**
Fail to plan, you plan to fail right? You'll be more relaxed if you feel ready.
- Keep it very simple**
Answer in plain conversational language and avoid jargon and acronyms at all costs.
- Listen intently**
You need to respond directly to each question so you should listen hard.
- Be you**
Authenticity trumps pretty much everything in your audience's eyes, be you, know your stuff and be honest.
- It's written all over your face**
Practice giving an interview in the mirror, record yourself on your phone. Know how to make your body do what you want it to. Be confident and open.

Good ways to get your story in the media

- Watch the news cycle like a hawk**
Take advantage of current events or news stories, elevate your brand by adding a new angle for hungry journalists which will reference your company, organisation or product.
- Create urgency and perceived value in your story**
Contact a trusted journalist and offer a first to publish deal. They get to run the first story in more depth and detail with an advantageous lead in time.
- Share new data or results**
Think about what affects your audience most and what people would want to know and go with that issue or topic as your story.
- Stage a PR stunt**
Don't forget earned media should be newsworthy so let's create some!
- Accept all invites to speak at conferences and enter awards**
Increase awareness of who you are and what you do. Builds credibility within your circles and further afield if reported on.

Press Release Tips

- Build relationships before hitting send.
- Write a catchy intriguing headline.
- Match the news agenda and add value to stories already in the news.
- Put what's new and why this is important in the first paragraph.
- Send a press release after 1.30pm but before 5pm to catch the set up shift.
- Follow up with journalists over the phone.