

The right formula

Taking driving into the classroom

BMW Education

www.bmw
education.co.uk



The Ultimate
Driving Machine

Communications – Theme 12: Public relations

| Factsheet 12a |

Media communications

To get the most out of the media, you need to decide in advance which is the best way to approach them. Below is a brief description of different methods used to communicate with the media.

A) Proactive communications

Press releases

Used mainly for stories that would be suitable as news items. Press releases need to be short and to the point, and suitable for wide distribution.

Feature placements

If a story is not really 'news' but would make interesting reading for some people, you can try to have it published as a feature in selected media.

Photo stories

An alternative to a feature placement, a photo story is a good quality photograph accompanied by a caption. It is usually easier to have a photo story published than a full feature.

Media briefings

These are organised gatherings of small groups of interested journalists. You need to prepare and rehearse before hand before presenting the 'facts' to the journalists.

News conferences

News conferences are large scale events where you present your facts and then ask for questions from the invited journalists. They are suitable for really important events or announcements and you need to have prepared 'press packs' for journalists to take away. The packs usually include a summary of your key points, photographs, background information and contact details.

Press launches

These are mainly used to publicise new products, services or programmes. They can be linked to public launches (open to a wider audience) or be organised just for the press. You need to display information or the actual 'new' product and supply attending journalists with press packs (see news conferences).

The right formula

Taking driving into the classroom

BMW Education

www.bmw
education.co.uk



The Ultimate
Driving Machine

| Factsheet 12a |

B) Reactive communications

Responses to media enquiries

Journalists or media researchers often approach organisations with an enquiry about a specific topic they are working on. They may need background information or a quote, and the response can be given verbally or in writing.

Media interviews

These are usually invited by the media – sometimes after sending them a press release or when something unexpected has happened involving an individual, group or organisation.

Press statements

Press statements avoid face to face interaction with the journalists and awkward questions and allows time to study the facts. Press statements are usually read out by a 'spokesperson' representing the individual, group or organisation.

A definition of public relations

Public relations is the strategic management of relations between an organisation and its audience for the purpose of achieving specific objectives.

Public relations consist of all communications, with all people, with whom an organisation has contact.