

Unit 6

Traditional Media VS New
Media



มหาวิทยาลัยราชภัฏนครปฐม
Nakhon Pathom Rajabhat University



มหาวิทยาลัยราชภัฏนครปฐม

Traditional Media VS New Media





Contents



Media and other platform of public relations



**Writing new release and
How to write script for broadcasting**



Dealing with press release



Learning Outcome

After studying this unit you will be able to...

1

identify the concept of media and other PR terminology correctly.

2

explain the process for choosing media to launch the project systematically.

3

having some criteria in choosing language for writing news release appropriately.

Media and other platform of public relations





“ Nobody cares about your products and services. They care about themselves and solving problems. Your online content needs to be less egotistical and more helpful.

David Meerman Scott, author of The New Rules of Marketing and PR.

**BENEFITS**

Free
Trusted by Readers
SEO
Branding

Earned Media

Earned media is media exposure that comes without payment. This is the traditional media exposure earned through media outreach. It also includes customer reviews, content shares, and social media interactions.



**News
Mentions**



**Customer
Reviews**



**Content
Shares**



**Social Media
Interactions**

The five Ws and H:



Who: Who is the story about?



What: What happened?



When: When did it happen?



Where: Where did it happen?



Why: Why did it happen?



How: How something came about?



“ As more people use the Internet to search for information, a user's first impression of a website can determine whether that user forms a favorable or unfavorable view of that organization.



“ We use tools based on their strengths, and each of the entries in the social media space offers its own strengths and weaknesses, possibilities and limitations.

Shel Holtz, social media guru
at an IABC workshop

02

How to write script for broadcasting



ONLINE MARKETING



SCRIPT FOR RADIO BROADCASTING



ANCHOR: 101.9 (Echo)

ALL: WRITE...SPEAKS...CLEAR....AND LISTENS...

ANCHOR: This is 101.9

ALL: DXTalk-Talk

ALL: Fair news... Fair views...

ANCHOR: Now signing on...

Reporter 1: Philippines standard time it's, _____ in the evening.

Station ID: The DXTalk-Talk is tuning on your radio

Obsession from our station is a normal thing.

Oh listeners, listeners be aware

Of the hottest news sit back relax 5, 6, 7, 8...

ANCHOR: Good evening Bukidnon, Good evening Quezon. Broadcasting live here at Quezon Institute of Technology, Quezon, Bukidnon.

ANCHOR: I am DJ Gladys, and DJ Nemwel Capol, bringing to you the hottest news for this evening.

ANCHOR: for the headlines of the news...

MAS-AMICUS and BEED 3A students conduct the outreach program at Sitio Sto. Domingo.

For national news: Obama said "US, not China, should set rules in Asia-Pacific region.

BSB-22_101.9_DXTalk-Talk



THE LAST MARIGOLD
As-Broadcast (Script Format) – Sample

01:00:00

INT. OFFICE – DAY

KATRINA sits at her desk working on her computer. Her cell phone rings and she answers the call.

KATRINA
 (into phone) Hello?

TOM (VO)
 (through phone) We're on for eleven,
 right?

KATRINA
 (into phone) (laughs) Yep. I'll see you
 then.

MARY stands in the doorway. She's sweating.

MARY
 (pants)

KATRINA
 Did you run all the way here?

Mary nods her head.

KATRINA (CONT'D)
 What were you thinking?

Mary shrugs. She sits on the floor and unties her shoes. She wipes the sweat from her forehead.

MARY
 (sighs) What? It's my new thing. It
 calms me down.

01:01:00

Katrina walks over to the filing cabinet. Cindy enters the office holding two cups of coffee.



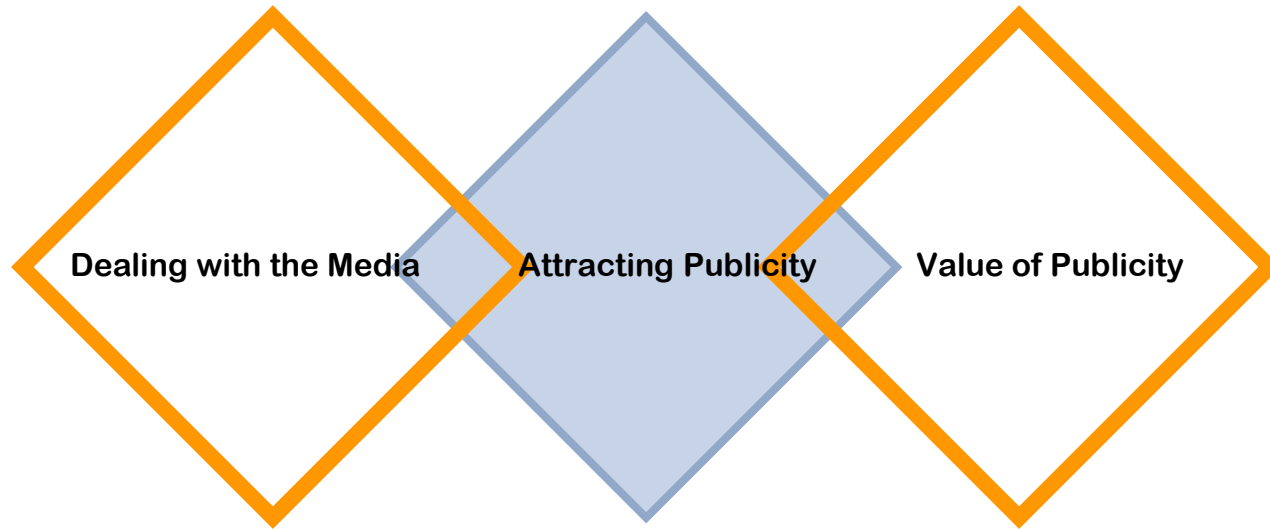
03

Dealing with Media toolkit





Public relations and the media



one

**Prepare**

two

**Know your main points**

three

**Relax**

four

**Speak in personal terms**

five

**Welcome the naive question**

six

**Answer questions briefly and directly**

**Important in
media
interviews**

Pitching Publicity

one

**Be time sensitive**

two

**Generally write first, then call**

three

**Direct the release to an editor**

four

**Determine how to contact reporter**

five

**Don't badger**

six

**Use exclusive but be careful**

Entertainment Non Profit

one



the language public relations specialists use to explain corporate social responsibility

two



the stakeholder perspective corporate social responsibility

three



public relations specialists tend to play a key role for social responsibility


four




this is where a company meets the public outside of the usual roles of producers and customers

Consumer relations


Keeping old customers. Most sales are made to established customers. Consumer relations efforts should be made to keep these customers happy.



Attracting new customers. Every business must work constantly to develop new customers. In many industries, the prices and quality of competing products are similar. In choosing among brands, customers may base decisions on how they have been treated.




Marketing new items or services. Customer relations techniques can influence the sale of new products, Building such company and product loyalty lies at the heart of a solid consumer relations effort.



Consumer relations

Expediting complaint handling. Few companies are free of complaints. Customers protest when appliances don't work, errors are made in billing, or deliveries aren't made on time. Many large firms have established response procedures, often outsourcing call centers to places



Reducing costs. For three decades, indeed, to most companies, an educated consumer is, indeed, the best consumer.

The focus is on tactical activities, publicity, media relations and media effects. According to the second paradigm, the role of public relations executives is to participate in strategic decision-making to help manage the behavior of the organization.

Politics and Government & Reputation

The first key concept is the concept of image, that is, how a person or an organization is perceived by people (stakeholders).

Lobbying is the attempt to influence the decisions of public authorities. Firstly, by building relationships with, and influence on, local, national or international politicians or administrators (L'Etang 2008: 113). Secondly, lobbyists seek, by the framing of messages in media and society, behind the scenes, to benefit PR practitioners or their clients

**Politics and
Government
&
Reputation**



Tactics and Cooperation: What Do Lobbyists Do?

first

Fact-finding.

second

Interpretation of
government actions.

next

Interpretation of
company actions

then

Advocacy of a
position.

Support of company
sales.

Unit Summary



Unit Summary: Media Relations and PR

Media relations is one of the most important responsibilities of public relations practitioners and it is one of the key areas in which they will be judged.

first

You plan your strategy in advance. Do not wait for a crisis

second

Choose competent spokespersons and train them well

next

Set up a press office to deal with the media



Unit Summary: Media Relations and PR

Media relations is one of the most important responsibilities of public relations practitioners and it is one of the key areas in which they will be judged.

then

Use social media tools effectively.

after that

Be honest and helpful.
Establish good working relationships

Finally

it is a mutual relationship, which is dependent on both sides understanding one another's needs and responding accordingly.

Exercise



Release 1



3 Match the words or phrases (1-6) with the definitions (A-F).

1 CD

2 media kit

3 e-release

4 media alert

5 professional

6 print release

A) a collection of materials that is sent out to reporters

B) an item of news prepared and distributed on paper

C) a digital disc that is used to store information and is read by computers

D) an item of news that is distributed online

E) an invitation for reporters to attend a news conference or other notable event

F) related to a particular career, usually requiring advanced skills or education



Release 1



Listen to a conversation between a client and a publicist. Mark the following statements as true (T) or false (F).

.....1 The woman recently sent out the e-release.

.....2 According to the woman, a publicity photo is necessary.

.....3 The speakers plan to work on the fact sheet next.



Publicist: It's going well. I created an 1)..... that we can send out soon.

Client: Why don't we just send it out now? I want to get as much 2)..... as possible.

Publicist: Actually, I'm not so sure that's a good idea. We really need a 3)..... of you and your business partner.

Client: Couldn't we just send out 4)..... release once we get the photo?

Publicist: I 5)..... we should do that. It's important to make a good first impression. The picture is part of that.

Client: Well, my partner won't be back until next week. That's okay. We'll take the 6)..... then.

01

www.npru.ac.th/logo

02

www.npru.ac.th/gallery.php

03

<https://www.freepik.com>

04

<https://www.flaticon.com>

Credit website



01

Seitel, F. (2017) The Practice of Public Relations. Harlow: Pearson Education.

02

Theaker, A. (2012) The Public Relations Handbook. New York: Routledge

03

Evan, V. et al. (2015). Career Paths: Public Relation. UK: Express publication

04

Wilcox, D. L. et al. (2002) Public Relations: Strategies and Tactics. New York: Pearson.

Credit Books





มหาวิทยาลัยราชภัฏนครปฐม

Thank you

Any questions?



nareema@webmail.npru.ac.th

Credit: [cic.npru.ac.th/https://online-courses.npru.ac.th/](https://online-courses.npru.ac.th/)

Presentation template by SlidesCarnival

Picture cited: <https://www.npru.ac.th/gallery.php>