

GORDON – Pod Cast Outline #2

PTC 642

Professor Elliot

April 29, 2007

Specific Title

Media Relations Today

Podcast Summary

With the newspaper industry in a crisis with decreased readership and advertising revenue, the turn of local news toward harder news stories, and the explosion of new media sources (including the internet and the 24-hour news channels), individuals are capturing news from multiple sources. How does a media relations professional develop and pitch a story to a reporter through these tougher media channels? This pod cast will outline that changes in the news industry and offer media relations professionals some tips as to how to think and react differently in this new arena.

Learning Objectives:

Following this pod cast, the student should be able to:

- Balance the realities of the new media environment with their publicity expectations based on comments from Paul Argenti's book, *Corporate Communications*
- Develop and pitch a story with greater effectiveness based on insight from Report Scott Sayres and public relations professionals Mark Hazlin and Kathy Lovin.

Reference

Applegate, Edd, "Mistakes made in Company's Press Releases" Public Relations Quarterly 50.4 (2005) 25-30.

Argenti, Paul. Corporate Communication. New York: McGraw Hill. 2007

Hazlin, Mark, and Kathy Lovin, "Learn the Fine Art of Feature Story Pitching." Workshop notes from presentation at the 2007 Salvation Army National Advisory Organizations Committee meeting in Dallas, April 27, 2007

Sayres, Scott. "A broadcast reporter reviews how to win (or lose his trust)." Public Relations Tactics, Volume 13/Issue 12, (December 2006): page 12