

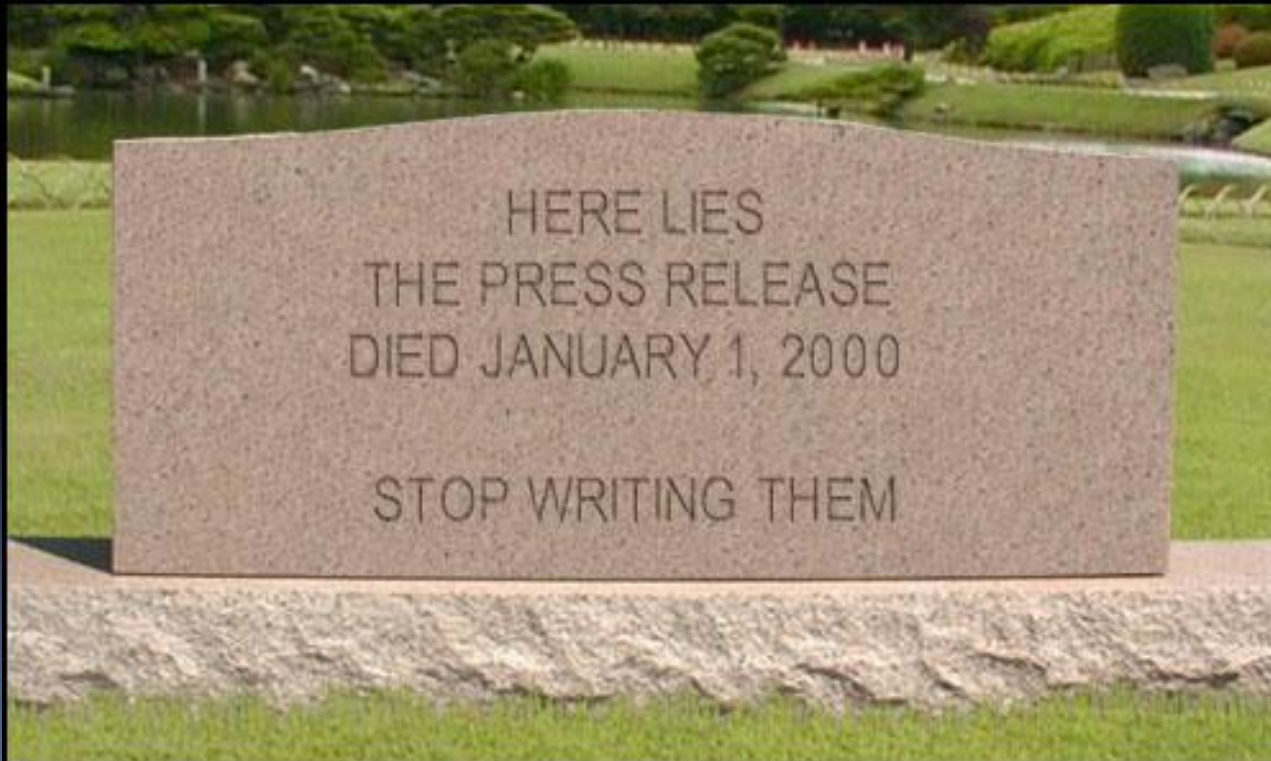
Media Relations; Lessons Learned

Kevin Mercuri
President, Propheta Communications



Kevin in Thirty Seconds or Less

The Press Release is Dead And it Isn't Coming Back



Director of Marketing Responsibilities Include:

Public Relations

Events

Signage

VIP Visits

Brochures

Web Site

Advertising

Office Politics

Promotions

What Is Public Relations These Days??

1. Positive , Constructive Coverage in Your Brand's Applicable News Media

Positive: Affirmative Stories that Instill Trust, Credibility & Admiration

Constructive: Builds and maintains the brand identity; Attract Customers

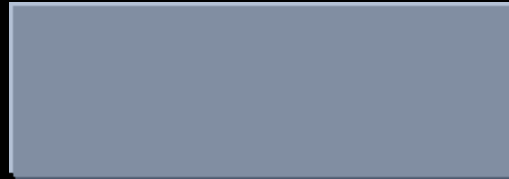
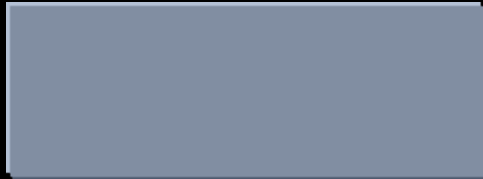
2. The Engineering of Social Media in a Manner that Supports the Above

All PR Isn't Good PR



"I Was Wrong" P.T. Barnum

Social Media



= Bush League

Video

Downloadable Widgets

Smart Phone Applications

Micro Sites

Online Games

Tumblr Blogs by CEO or Celebrity on Retainer

Internet Forums, User Generated Content

Personal Music

= Major League

What Happens When your Public Relations is Successful?



New Clients
Reinforce Existing Clients
Brand Equity
Awareness of Promotions
Client Loyalty
Industry Acknowledgement
Demand for Services
Competitive Advantage
Control over your Image & Brand
More Economical than Advertising
Third Party Validation
Differentiation from Competition

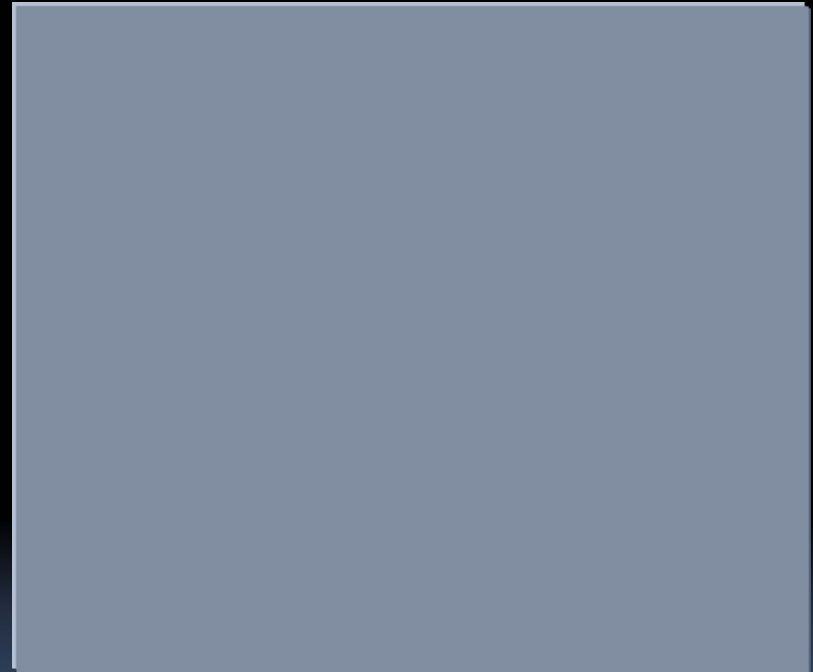
What Happens When a Public Relations Crisis Comes About?

Loss of Confidence in your Brand

Loss of Admiration Toward Company

Bad Videos Stay on YouTube Forever

Negative News Stories Archived Online



What NOT To Do

Panic – The Play Book's Written, Follow It

Ignore the Crisis in the hope that it Goes Away

Provide Too Much Information to the Media

Lie

Issue a Vague Statement Regretting the Issue

“Starbucks takes our commitment to safeguarding the personal information and security of our partners very seriously and we regret the inconvenience that this incident may cause.”



Call Your Attorney

Call Your PR Folks

Assess The Situation

Determine Long & Short Term Damage

Determine Initial response

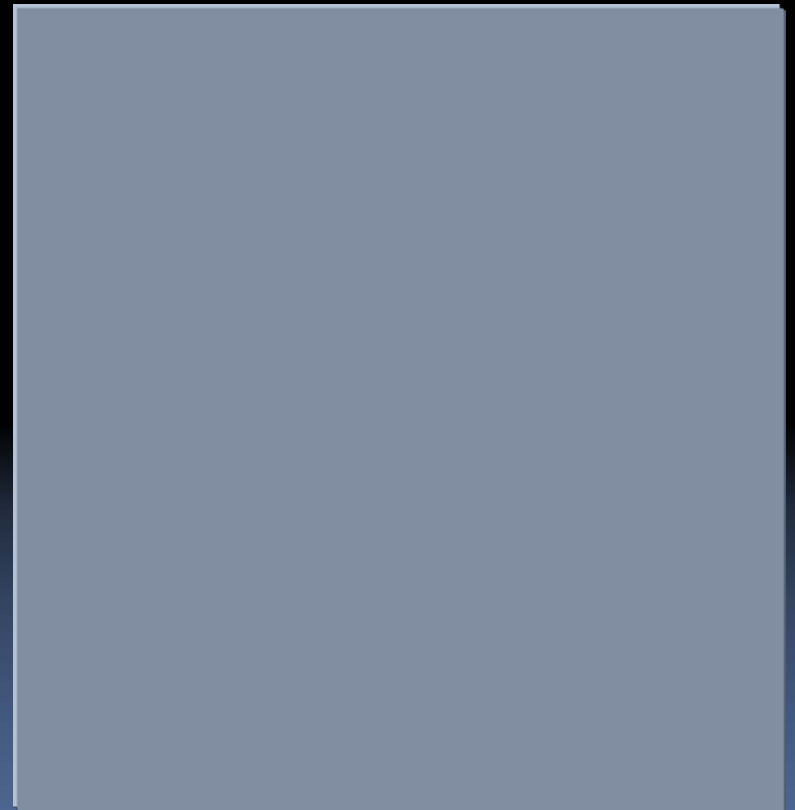
Determine Crisis Strategy

Act, then Act Some More

Don't Do It Yourself

Can Your In-House PR person Handle it?

Can Your PR Agency Handle it?



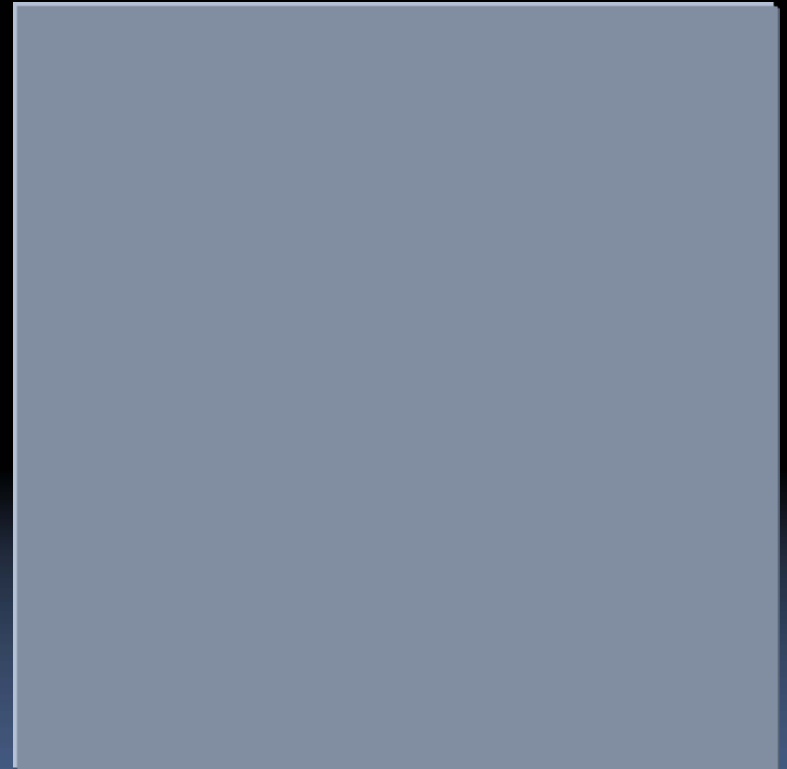
Managing the Crisis

Release Bad News

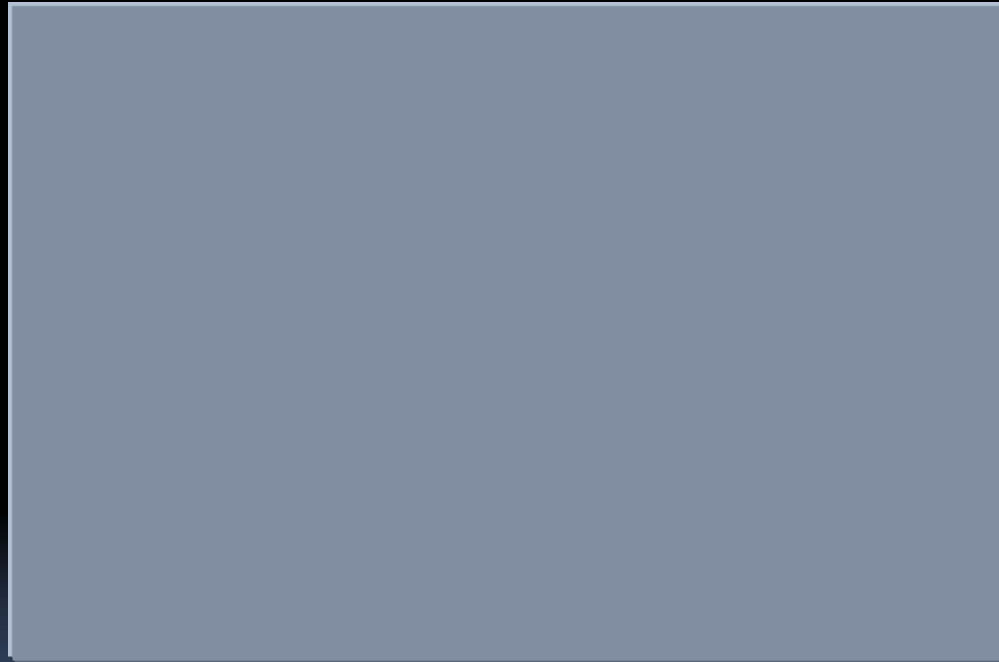
Stick to Your Crisis Messaging

Open Communications with Key Reporters

Minimize Hostile Reporters



After the Crisis



Monitor
Maintain
Resume

Thank You

Kevin A. Mercuri
President & Founder
Propheta Communications
70 East 10th Street Suite 6P
New York, NY 10003

www.ProphetaComm.com