

MAKE
SURE YOUR
INTERVIEW
STORY IS IN
LEARN@UW

@prowag is a news wizard

Wauwatosa native killed in Las Vegas mass shooting

Recommend 0 [social icons]

By Amber Noggle CONNECT

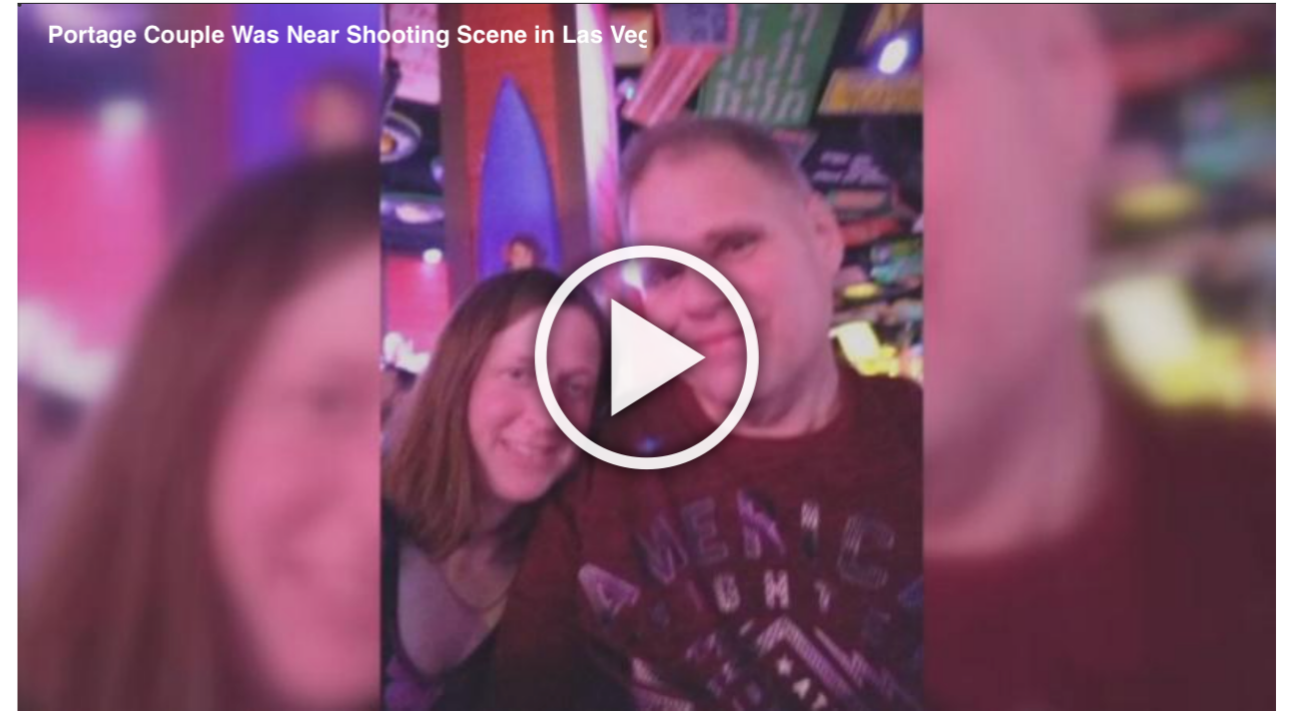
Wauwatosa native killed in Las Vegas mass shooting



Portage couple in Las Vegas during mass shooting

Recommend 0 [social icons]

Portage Couple Was Near Shooting Scene in Las Veg



Wisconsin Democrat cites Las Vegas shooting in fundraising

First flight from Las Vegas since shooting arrives in Madison

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NEWS COMMUNITIES SPORTS BUSINESS OPINION OBITUARIES 56° USA TODAY SUBSCRIBE MORE



Las Vegas gunman's father born in Sheboygan, on FBI Most Wanted list in '60s

UW-Eau Claire graduate critically wounded in Las Vegas shooting

Philip Aurich, a Minnesota native, was among the more than 500 wounded in the attack Sunday night

**CONGRATULATIONS
SCAVENGER HUNT
WINNERS**

Lab 302 (Pelled)

Lab 305 (Hills)

J202 MASS COMMUNICATION PRACTICES

STORYTELLING IN
MARKETING: RESEARCH,
STRATEGY AND FORMS

THIS WEEK IN LAB

PRACTICE STORYTELLING IN MARKETING FORMS

Think about messaging strategy

Write press releases

Create audio slideshows

to get viewers to take action

**WHAT HAVE YOU LEARNED IN J202
SO FAR THAT WILL COME INTO PLAY
WHEN TALKING ABOUT PERSUASIVE
COMMUNICATION?**

THE PROCESS

Idea

Gather facts

Order and Narrow

Draft

Revise

YOU'VE ALREADY
BEEN DOING THIS!

**USE THE SAME
COMMUNICATION
VALUES AS A
GUIDE, TOO**

Timeliness

Proximity

Prominence

Impact

Conflict

Novelty

Human interest

Humor

Suspense

WHO?

Who do you need to influence?

WHAT?

What do you need them to do?

WHEN?

WHERE?

WHY?

(This is the "So what?")

HOW?

Give them a way to take action

THE SAME GOES FOR STRUCTURE

Use inverted
pyramid for most
press releases,
exec summaries,
strategies,
newsletters

Some can get
feature treatment

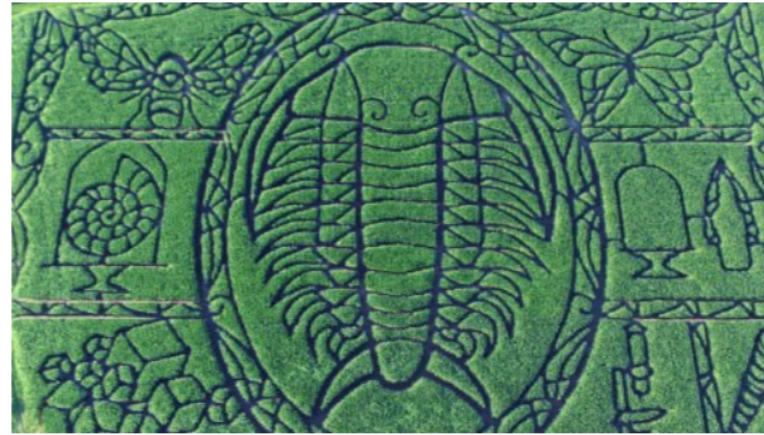


ENGINEERING

Major NSF-sponsored materials research collaboration receives \$15.6M grant

October 5, 2017

The grant provides six years of funding for the Materials Research Science and Engineering Center, where researchers investigate fundamental, large-scale and complex questions in materials science.



GEOLOGY

Wisconsin corn maze features 480-foot trilobite

October 4, 2017

Wiped out more than 250 million years ago, a trilobite today is the Wisconsin state fossil. It is also the defining feature of this year's award-winning Treinen Farm Corn Maze in Lodi.



EDUCATION

Collaborative at UW, American Family Children's Hospital a 'huge blessing' for school nurses

October 5, 2017

The Healthy Learner Cooperative's goal is to promote collaboration among school nurses, educators, students, families and health care providers, including pediatric clinic nurses.

RECENT SIGHTINGS



FEATURED EXPERT

Stephanie Tai: Gerrymandering case

Stephanie Tai, an expert on administrative law and judicial systems, can comment on the Gill v. Whitford, a political gerrymandering...



Junior Bridgeman Hero

LEADING WITH HEART, HEAD & HUMANITY

Meet Junior Bridgeman,
President and CEO
Of Heartland Coca-Cola



SUBMIT NOW!

What makes an everyday moment a 'Coca-Cola Moment'? Submit your best pics and show us!

In April 2016, Heartland Coca-Cola became just the third new, independent bottler to join the Coca-Cola family in recent decades. Heartland's operations span most of Kansas, a significant

TRENDING

- 1 What's the Difference Between...
- 2 Is **Your Name** On a Coke...
- 3 **Coca-Cola USA**: A Total...



BRANDS

Fanta Unveils Ghoulish Packaging for Halloween

#cokestyle

PINKO AND COCA-COLA TEAM UP FOR CAPSULE COLLECTION



Riedel toasts Coca-Cola with custom glass

[READ MORE](#)



DRx and Coca-Cola unveil capsule collection

[READ MORE](#)



Trending

MOST READ



Staying Cool, Looking Hot

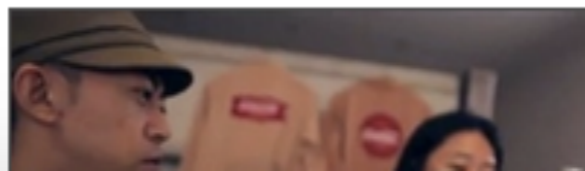
adidas and Coca-Cola unveil ClimaCool shoe collaboration

MOST SHARED



Rocking the Red Carpet

The sparkle behind Kathrine Baumann's Coca-Cola 100 Bottle Collection

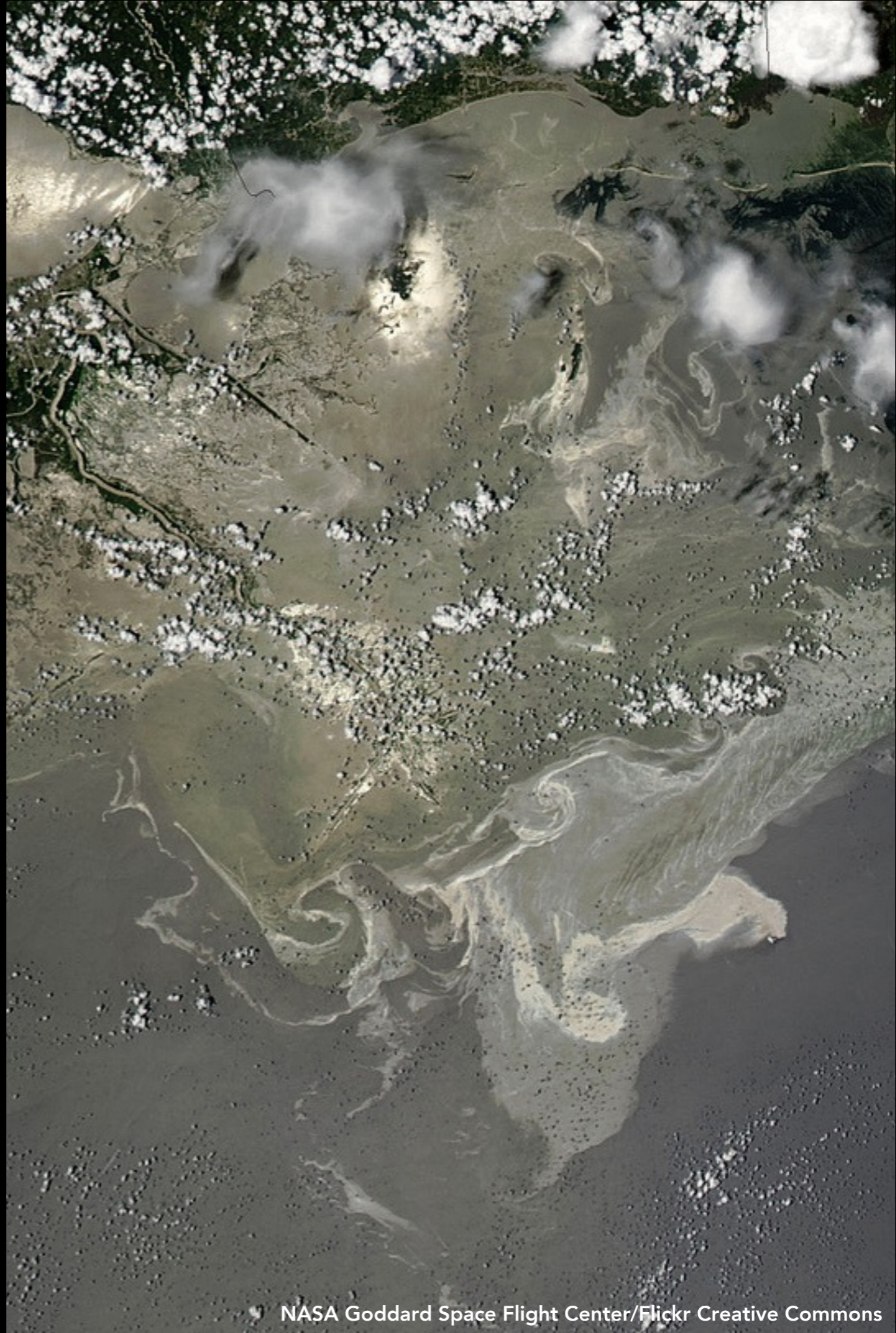


YOU'RE STILL TELLING A STORY



THE REALITY WAS PRETTY BAD

- People didn't think much of BP
- The spill had damaged its reputation
- "Synonymous with corporate incompetence"
- BP had negative brand equity



BP IS SPENDING
BILLIONS ON
ECONOMIC
DEVELOPMENT, THE
ENVIRONMENT AND
SCIENTIFIC RESEARCH
IN THE GULF

TO NE

LIGHT

LIVELY



Andrea Westmoreland/Flickr Creative Commons



Susan DeMark/Flickr Creative Commons

**PUBLIC
RELATIONS AND
STRATEGIC
COMMUNICATION
IS ABOUT
SHOWING
YOUR BEST FACE**



“Public relations specialists make flower arrangements of the facts, placing them so the wilted, less attractive petals are hidden by the sturdy blooms.”

— ALAN HARRINGTON, FORBES




IT'S NOT JUST ABOUT
THE INFORMATION.
YOU ARE
COMMUNICATING IDEAS
WITH AN ELEMENT OF
IMAGE BEHIND THEM

WHAT IMAGE
WAS BP
PROJECTING
IN ITS ADS?

NOV Skandi Neptune
E: 1702507.57 N: 10432312.9
Di 4757.8 Alt: 4.7
Here 14: Plume Monitoring

Sub: **THINK
PROGRESS**
04:30:51
Hdg: 97.51

OIL SPILL DISASTER
BP TO TRY NEW CONTAINMENT PLAN

 **TODAY** TODAYSHOW.COM

HOW COULD YOU
CONVINCE ME TO
PLAN A FAMILY
VACATION TO THE
GULF COAST?

(Go back to the tips from the reading)

CREATING A STRATEGY
MIRRORS OTHER
WRITING WE'VE DONE

IMC

Integrated marketing
communication:

All elements work
together to support same
goals and objectives

HOW DO YOU MAKE THAT HAPPEN?

THE MARKETING PROCESS

- **Situation analysis**
- **Objectives**
- **Strategies**
- **Budget**
- **Tactics**
- **Evaluation**

RESEARCH METHODS

- **Primary**
 - surveys
 - focus groups
 - experiments
 - consumer data (often purchased)
- **Secondary**

HOW DO YOU MAKE THAT HAPPEN?

THE MARKETING PROCESS

SWOT

Strengths

Weaknesses

Opportunities

Threats

INTERNAL

EXTERNAL

RESEARCH LEADS TO

POSITIONING

How you want your target audience to see you relative to your competitors

BRANDING

How the market perceives you
and your position

HOW DO YOU MAKE THAT HAPPEN?

THE MARKETING PROCESS

- **Situation analysis**
- **Objectives**
- **Strategies**
- **Budget**
- **Tactics**
- **Evaluation**

WHAT'S
GEICO'S
POSITION?

WHO?

People who are buying insurance

WHAT?

Get them to change to Geico

WHEN?

WHERE?

WHY?

To save 15 percent or more

HOW?

By switching to Geico

PRINT

YOUR #1 DRAFT PICK FOR SAVINGS.

GEICO

75 YEARS
OF HELPING PEOPLE
SAVE MONEY.



15 MINUTES
COULD
SAVE YOU
15
PERCENT
OR MORE
ON CAR
INSURANCE.®

geico.com | 1-800-947-AUTO (2886) | local office

You've spent months decorating your home.



Fortunately, it only takes 15 minutes to see how much you could
SAVE WITH GEICO.

You've looked through every magazine. Decorators seek you out at dinner parties. You're on a first name basis with the staff of every furnishing place in town. It took forever, but you got everything you needed to make your home right for you. Fortunately, it only takes 15 minutes to get your insurance right with GEICO.

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Some discounts, coverages, payment plans and features are not available in all states or all GEICO companies. Motorcycle coverage is underwritten by GEICO Indemnity Company. Homeowners, renters, boat and PWC coverages are written through non-affiliated insurance companies and are secured through the GEICO Insurance Agency, Inc. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko Image © 1999-2012.

RADIO

Swedish Techno

ONLINE



SOCIAL



TWEETS 6,474 FOLLOWING 1,857 FOLLOWERS 56.1K LIKES 2,164 LISTS 2

Follow

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@GEICO

Come for the commercials and savings, stay for so much more! Get a free quote at on.gei.co/quote. For service, tweet to @geico_service.

Chevy Chase, MD

geico.com

Joined February 2009

Tweet to GEICO

1 Follower you know



Tweets Tweets & replies Media

GEICO @GEICO · Feb 14
These smart spending cuts could not only save you thousands a year but also deliver greater health & happiness. on.gei.co/2kjB6hl



1 2 2

GEICO @GEICO · Feb 14
Calling all #smallbusiness owners! GEICO will be attending @TheBizExpo on February

Who to follow · Refresh · View all

- Calgary Flames** @NHLFI... Follow
- Chicago Blackhawks** @... Follow
- DiMAP** @DiMAP_UW Followed by Meredith Metzler and others Follow

Find friends

Trends · Change

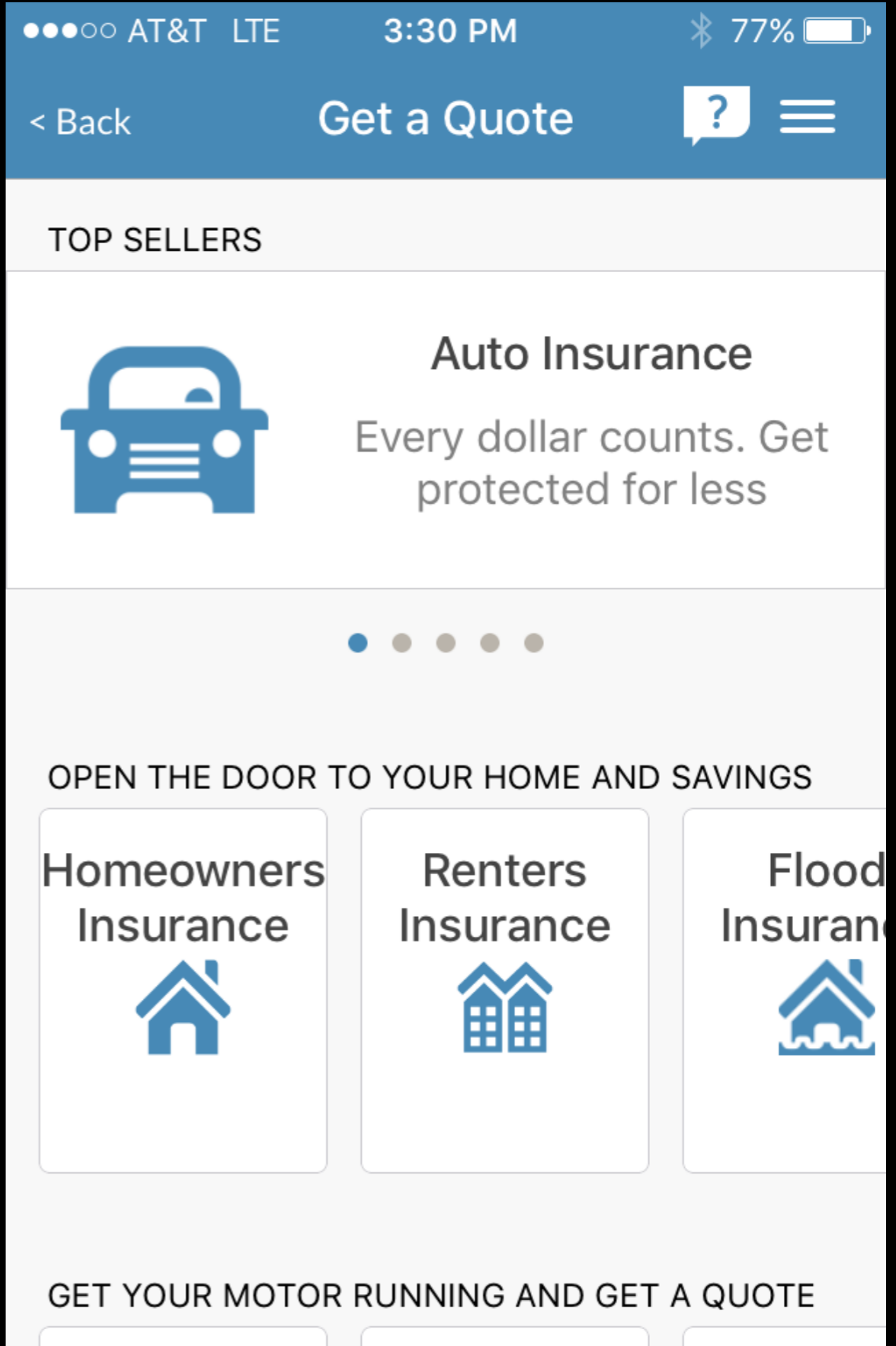
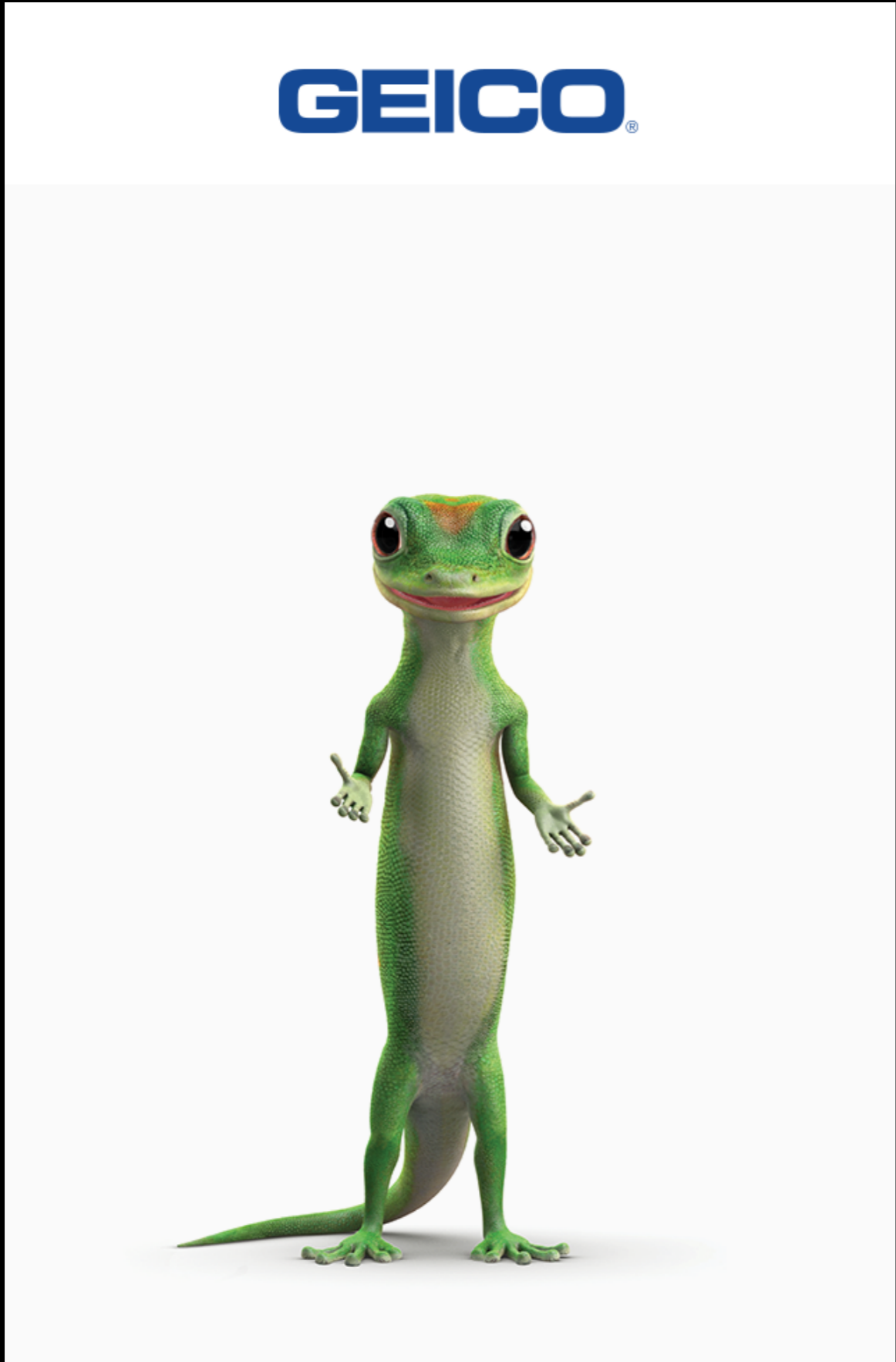
#VZUnlimited ✓
Unlimited data gets the network it deserves.
Promoted by Verizon

Syria
63K Tweets

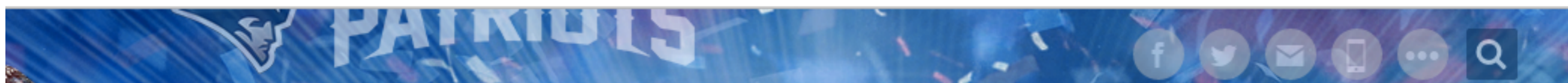
Andrew Puzder
29.4K Tweets

#wednesdaywisdom

MOBILE



SPONSORED CONTENT



NEWS VIDEO PHOTOS SCHEDULE TEAM CHEERLEADERS TICKETS PROSHOP MORE+

SB Champs Gear | 2017 Opponents | FA Forecast | Home Opener Sweeps | **REPLAY** PATRIOTS REPLAY WED., FEB. 15, 2017 2:00 PM TO 11:59 PM EST

VIDEOS

100% 4G LTE means less L-A-G. **verizon**


Patriots All Access presented by GEICO 2/10: Super Bowl LI Recap

In this edition of Patriots All Access presented by GEICO, we take a look back at the Patriots amazing comeback against the Falcons in Super Bowl LI. Plus, we bring you onto the field during the game and get the players reactions to their historic victory. All that and more on Patriots All Access.

DOWNLOAD AUDIO

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LATEST



- All Access
- NOW PLAYING** Patriots All Access Presented By GEICO 2/10: Super Bowl LI Recap
- Patriots All Access Presented By GEICO 2/4: Live From The Kirby Ice House In Houston
- Patriots All Access Presented By GEICO 2/2: Welcome To Houston
- Patriots All Access Presented By GEICO 1/27: Alan Branch In Studio A5C

MEDIA PLANNING

- **Reach** — how much of your target audience will see it?
- **Frequency** — how often does the target need to see it?
- **Timing**
- **Earned Media**

PUBLIC RELATIONS

Connecting your organization with the people who have a stake in it

It's an ongoing, constant process of managing relationships, creating goodwill



- » Media Plans
- Writing for a Public Audience
- Editing Your Own Work
- Leads
- Breaking News
- Interviewing
- Feature Stories
- Blog Posts
- Opinion Pieces
- Q&As
- Listicles
- Visual Composition
- Video News Stories
- Coding with HTML and CSS
- News Releases
- Corporate

Media Plans

One of the goals of public relations is to earn free media — that is, media you don't pay for, but which you gain through coverage by news outlets. Getting this kind of exposure is key, not only because it only costs you the effort of maintaining relationships with reporters and editors, but also because consumers find news coverage more credible than advertising.

A public relations officer should have a PR media plan in place to assess the current position of a product, organization or person — whatever you're representing — and set goals for how you want that to be positioned. Such a plan should identify opportunities for communicating directly to a range of stakeholder groups — people who have an interest in the product or organization.

WARNING: Not for use in a crisis

This kind of PR media plan is a long-term exercise and is different from the kind of communication plan that would come into play in a crisis situation. Crisis communication plans are aimed at only addressing immediate concerns related to an unexpected situation although such plans should take into account long-term implications for the product or organization in crisis.

How a PR plan looks varies depending on the goals and the product, service or organization being represented, but there are some common elements. These elements should be addressed in a straightforward and informational memo that

Latest Style Tips from AP

Tweets by @APStylebook

AP AP Stylebook  

@APStylebook

The all-new apstylebook.com launched Friday night. Join us for a webinar for a tour and Q&A. apne.ws/2l4ITn8

  18 Feb

AP AP Stylebook  

@APStylebook

The federal government hasn't adopted the term Presidents Day for the Washington's Birthday holiday. But it's often used by other agencies.

  17 Feb

AP AP Stylebook  

@APStylebook

CRAFTING A PR STRATEGY

- Stakeholders
- Current media landscape
- Current positioning
- Desired positioning
- Strengths/weaknesses
- Threats to positioning
- Communication opportunities
- Target audiences
- Communication vehicles

STAKEHOLDERS

WHO HAS A STAKE IN BP'S EFFORTS?

- Shareholders
- Gulf Coast residents
- Oil rig workers
- American taxpayers
- U.S. government
- Environmental groups
- Animal protection groups
- Scientists
- Media

THE SWOT ANALYSIS IN PUBLIC RELATIONS

SWOT

Strengths

Weaknesses

Opportunities

Threats

WHAT DO WE HAVE
GOING FOR US?

WHAT PRESENTS
PROBLEMS FOR US?

WRITING A PRESS RELEASE



STERLING · COOPER
AND PARTNERS

Contact: Peggy Olson
Chief Copywriter, SC&P
(212) KL 5-0112

FOR IMMEDIATE RELEASE

STERLING COOPER & PARTNERS FORMALIZE MERGER
WITH NEW LOGO, AGENCY BRAND

NEW YORK, N. Y. (October 27, 1968) - Sterling Cooper & Partners today formalized the recent merger of Sterling Cooper Draper Pryce and Cutler Gleason Chaough with the release of a new logo and agency brand.

WHY ISSUE A PRESS RELEASE?

- Promote events
- Introduce
- Inform
- Announce
- Publicize
- Present
- Alert
- Update

PRESS RELEASES

- Releases are an easy, inexpensive, direct way to reach media
- It's free media
- People generally trust news more than advertising

Major NSF-sponsored materials research collaboration receives \$15.6M grant

The University of Wisconsin–Madison center for research on materials like semiconductors, glass and liquid crystals will continue its work with \$15.6 million in support from the National Science Foundation (NSF).

The grant provides six years of funding for the [Materials Research Science and Engineering Center](#), based in UW–Madison’s College of Engineering and including 30 affiliated faculty from nine departments across the university.

Researchers at MRSEC, which was established in 1996, investigate fundamental, large-scale and complex questions in materials science.

“These questions require large groups comprised of researchers with skills in synthesis and characterization of materials, materials processing and in theory and computation,” says [Nick Abbott](#), director of MRSEC and professor of chemical and biological engineering.

“Only with these interdisciplinary groups can we go after problems that are really difficult and that involve fundamental questions in materials-related areas. If we can address them, they will lead to breakthroughs that will transform our understanding of materials and lead to a new slate of technologies. It’s high-risk, high-reward research.”



Nick Abbott

**MANY, MANY
PRESS RELEASES
ARE DREADFUL**

**DON'T LET THIS HAPPEN
TO YOU!**

Elite Pressure Washing and Painting, Inc., the leading Window Cleaning contractor of The Woodlands, Texas, sharpens up it's town with Interior Window Cleaning and Exterior Window Cleaning Services.

Elite Pressure Washing and Painting is a full service residential and commercial property maintenance firm that is based out of The Woodlands, TX. Known for quality work, Elite Pressure Washing and Painting offers businesses and industries throughout The Woodlands, TX area the highest quality services. Through out the period of time both your interior and exterior windows need to be cleaned. We at Elite Pressure Washing & Painting, Inc offer Interior window cleaning services and exterior window cleaning services. As the Woodlands, TX premier window cleaning contractor, Elite Pressure Washing and Painting specializes in the interior window cleaning and exterior window cleaning trade. Elite Pressure Washing and Painting offers contract and maintenance services to fine residential homes and commercial properties in The Woodlands, TX. The professional staff of Elite Pressure Washing and Painting uses only the finest cleaning solutions available in todays market. We use all bio degradable eco frinedly cleaning detergants; this ensures that customers get the best quality work while being eco frinedly at competitive prices from the entire Elite Pressure Washing and Painting team. At Elite Pressure Washing and Painting, we stand behind our window cleaning services 100%. All interior window cleaning and exterior window cleaning jobs are supervised throughout the duration of the job and cleaned up upon leaving each

January 24, 2012

romenesko

Comments

WHY MADISON HAS BECOME THE WEIRD NEWS CAPITAL OF THE MIDWEST

Madison (Wis.) Police Department public information officer and former TV reporter Joel DeSpain knew his Denny's story was a winner when the national media — including **NPR** and the **Huffington Post** — started calling him about it.

The man who posed as a Denny's manager and cooked his own meal

"That was the first time I'd seen that happen," he says of the national media's inquiries.

DeSpain's post about the well-dressed 52-year-old man who walked into Denny's, claimed he was the new general manager, then started cooking his own meal became an instant online hit.

"It's just one of those water-cooler talkers," he says.

The former WISC-TV reporter joined the Madison Police Department in 2007, after deciding to spend more time with his family. ("Now I'm out of here at 4 o'clock, and off coaching for my kids' teams.") He handles the police PR job much like a cops reporter at a newspaper or TV station: "I monitor the police radio, I go through the 911 call log on a daily basis, and I also go

CONTACT

* Email news tips and memos to Romenesko

* Contact Tom Kwas for Sponsored Post or display advertising information

SHARE



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SEARCH

Looking for Something?

THINK LIKE A JOURNALIST

Make sure your release has a nut graf

Figure out the WWWWH

Determine your audience and goal

Answer the "So what?" question

Give reporters a news hook

AT THE SAME TIME...

Think about the perfect story
— with the right tone,
content and spin — that
you'd want a reporter to write

ELEMENTS OF A PRESS RELEASE

Summary lead — make sure to cover the
why and how

Support with quotes — have one high up

Use inverted pyramid structure

Make sure there's an action statement at end

Include graphics and photos

Make sure it's formatted correctly

OTHER RULES TO FOLLOW

Make the headline compelling

Avoid jargon

Write and edit like a news story

Check it for grammar and style

Get it to the right reporters

at the right time