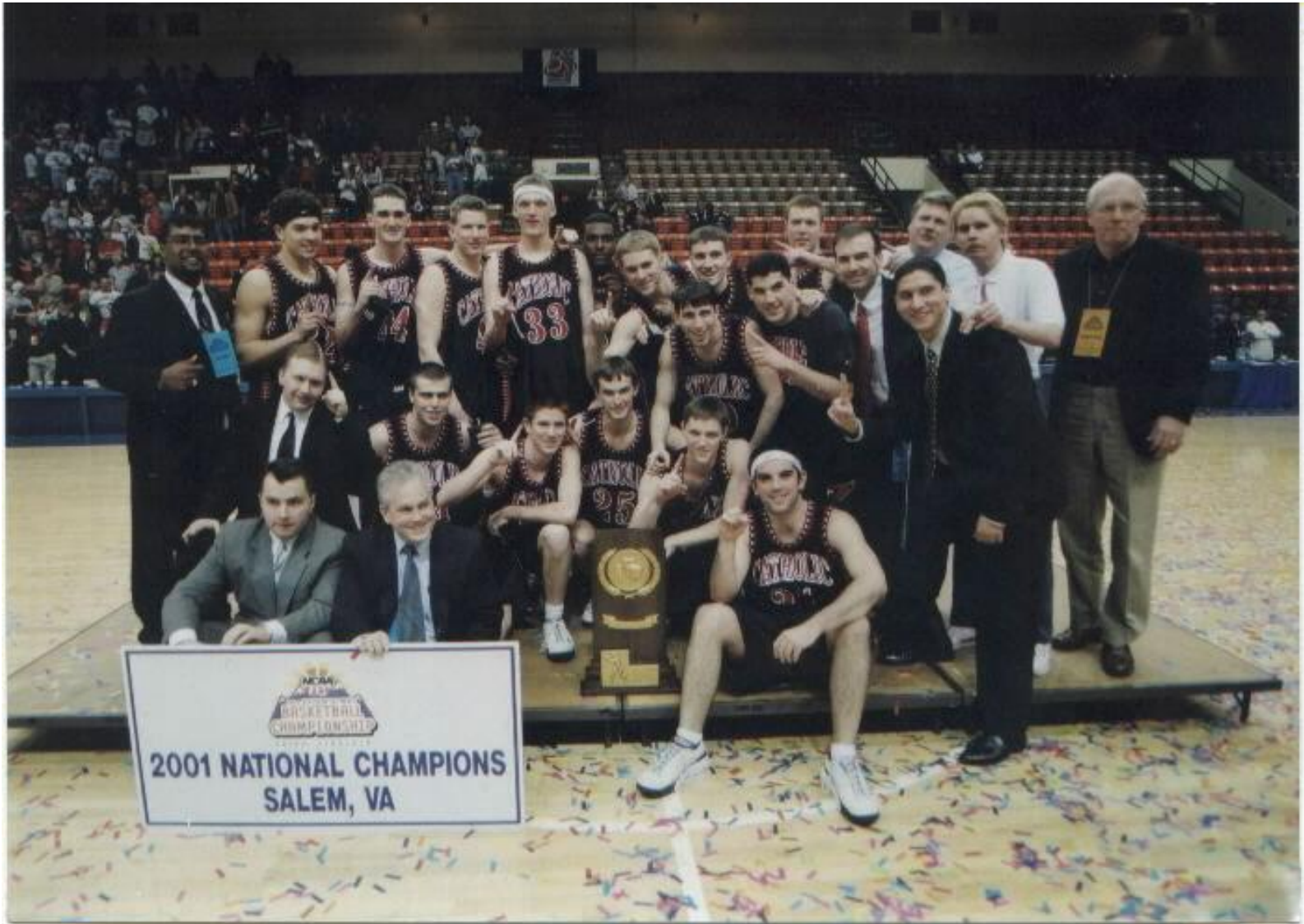


How to Interact with the Media

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What is Public Relations?

- **Communication between an organization & its publics that fosters a favorable view of your organization**
- **Influences public opinion positively**
- **Enhances an organization's reputation**

Media Relations



2007 IEEE-USA President John Meredith

- **“Engineers have a responsibility to communicate with the public, and one of the best ways is through the media.**
- **“So we have an obligation to improve our communication skills.**
- **“We ought to have more engineers on Capitol Hill communicating with lawmakers.” (June 27, 2007)**

Media Relations Key to Public Relations

- **“Relationships with media are the heart of most public relations programs.” – Barbara Hyde, ASM director of communications**
- **Goal: positive coverage in print, online, broadcast, mobile media**
- **Provide members of the press access to information and spokespeople**

Benefits of Media Relations

- **Allows you to communicate with colleagues & the public**
- **Helps you to influence decision makers and policymakers**
- **Enhances the image of engineers & engineering**
- **Increases public support for engineering projects & legislation**

How You Can Receive Coverage

- **Use whatever public relations resources are available**
- **Contact local media outlets to find out best person to contact**
- **Public service announcements**
- **Business Calendars**
- **Most reporters prefer e-mail**
- **Voice contact is best**

News Release

- **Used to announce news**
- **Get it to the right person**
- **Put it online**
- **Have interview subject available**

Media Advisory

- **Announces an event that might interest the media**
- **Easy to read**
- **Answers What, Who, When, Where, Why you should attend & the people speaking**

Press Kit

- **Collection of materials about your company or client**
- **Usually in a folder**
- **Available at an event**
- **Can be online**

Become a Media Resource

- **Helps media understand a subject to explain to their audience**
- **“Hi, I’m a high-tech professional and member of IEEE Section XYZ”**
- **IEEE’s Technical Experts Guide**
- **Make clear who you represent**
- **Live contact first**

Benefits of Being a Media Resource

- **Builds relationships with reporters, who can portray your company (& IEEE) positively or negatively**
- **Helps reporters explain often complex principles in layman's terms so the public understands**
- **Boosts your career (& possibly self-esteem)**

Social Media

- **Mainstream media no longer only gatekeepers of information**
- **Blogs, wikis, RSS, Digg**
- **Facebook, MySpace, Twitter**
- **Like mainstream media, social media gives you the capacity to communicate information**

Multimedia Applications

- **Video Sharing – YouTube**
- **Photo Sharing – Flickr, Zoomr, Photobucket**
- **Livecasting – Ustream.tv, Justin.tv**

Benefits of Social Media

- **Can create your own social media page**
- **Relatively inexpensive**
- **Provides you another way to reach your target audience**
- **Perhaps best way to communicate with people under 30**

Drawbacks of Social Media

- **To some people, not considered as influential or prestigious**
- **Ethical and writing standards not as high**
- **Can be associated with politically extreme site**
- **Ranting, vile language, shallow commentary**

Recommendations

- **Start a public relations committee**
- **Brainstorm on ways to get publicity**
- **Appoint a Section PR director**
- **Incorporate media relations into Section activities**
- **Get savvy members to help with social media**
- **Use IEEE-USA as a resource**

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