

NHPCO Management and Leadership Conference 2014
Hungry for Good PR? Your Recipe for a Successful PR and Media Program
Friday, March 28, 2014

RESOURCES FOR A SUCCESSFUL PR AND MEDIA PROGRAM

Greg Jena's Favs:

30 Reasons to Write a Press Release

<http://www.entrepreneur.com/article/46476>

A handy guide to increasing visibility via creative PR techniques – some so obvious that we don't always think of them.

Tips to Improve Your Media Relations Skills

<http://aboutpublicrelations.net/ucgranat2a.htm>

This article outlines the importance of doing your homework before engaging the media; a little research goes a long way!

Top 10 Tips for Local Media Relations

<http://nonprofit.about.com/od/nonprofitpromotion/tp/localmedia.htm>

These tips may not make you a reporter's BFF, but they will guide you in establishing ways to build your own credibility and get reporters to listen to your message.

Guide to Managing Media and Public Relations

<http://www.tldp.org/LDP/Linux-Media-Guide/html/index.html>

Step-by-step guide to media relations, containing a lot of details and covering many useful, specific topics.

Family Hospice and Palliative Care In the News page

<http://www.familyhospice.com/media-center/family-hospice-in-the-news>

Yearly listings of Family Hospice's local, regional and national news coverage.

Amy Tribbett's Favs:

White Papers from Vocus, a PR software company

<http://www.vocus.com/resources/the-guides/>

Sometimes you just need some help finding the path to marketing success. Vocus guides provide experience-based insights into the day-to-day management of marketing, social media and PR campaigns. Free but must set up an account to access.

Brainy Quote

http://www.brainyquote.com/quotes/keywords/public_relations.html

For a chuckle, check out these public relations quotes...and remind me why I LOVE public relations!

Food for thought: Howard Stern reported that somebody once told him that any TV anchor will read whatever is on the Teleprompter no matter what it is and without batting an eye read their own obituary and never know the difference.

Beverly Crowl's Favs:

7 Tips for Writing Headlines that Pop in a Journalists Inbox.

<http://www.prnewsonline.com/featured/2012/03/13/7-tips-for-writing-headlines-that-pop-in-a-journalists-inbox/>

PR News for Smart Communicators. Hinde, A. (March 13, 2012) Journalists today must sift through hundreds of emails. Andrew Hinde provides tips on how to make yours stand out.

Beyond Grammar - 7 Essential Elements of Effective PR Writing.

<http://www.prnewsonline.com/featured/2012/09/13/beyond-grammar-7-essential-elements-of-effective-pr-writing-3/>

PR News for Smart Communicators. Hinde, A. (September 13, 2012). Beyond writing correctly, with good grammar and punctuation, Hinde reminds us to write effectively.

Avoid Jargon and Clichés in Your PR Writing

<http://www.prnewsonline.com/water-cooler/2014/02/04/avoid-jargon-and-cliches-in-your-pr-writing/>

Brownell, R. (February 4, 2014) This brief article reminds corporate communicators that language matters. Technical jargon may sound impressive in-house, but will turn away journalists and customers.

2014 Online Newsroom Survey Report

<http://www.tekgroup.com/marketing/online-newsroom-survey-report>

This report covers how editors, reporters, producers, correspondents and bloggers work with online newsrooms, digital audio and video, press release distribution services and PR professionals in general. It also includes data on what journalists expect in an online newsroom. Free but must set up an account to access.

Why Multimedia is No Longer Optional in Today's Press Release

<http://www.commpo.biz/public-relations/multimedia-longer-optional-todays-press-release/>

Ehrlich, S. (January 23, 2014). This article emphasizes the importance and impact of including visuals and video in your press releases.

Tasha Beauchamp's Fav

How to Leverage Social Media for Public Relations Success.

http://cdn2.hubspot.net/hub/53/docs/hubspot_social_media_pr_ebook.pdf

Published by Hubspot, the folks that brought us the term "inbound-marketing," this succinct e-book covers everything from using social networking to engage the media, to handling a PR crisis and measuring your PR return on investment.