



Bulk Customer's Guide to Public Relations

How can Public Relations benefit my business?

The goal of Public Relations (PR) is earned awareness (non-paid) for your business. Practicing PR creates buzz about your business through the development of relationships with local news media and placement of news stories.

How can I get media coverage for my business?

Step 1:

Select either the Media Release or Media Advisory Template and type in your information.

Media Release vs. Media Advisory? Which template to use & when:

Media Release: Use the media release template to announce something newsworthy to the news media, e.g. announcement of a new program, season's opening, etc. A media release provides the media with information to develop a news story.

Media Advisory: Use the media advisory template to invite the media to attend a time-sensitive event at your business is hosting or is involved with, e.g. Grand Opening, Classic Car Night, etc. A media advisory provides the media with your event's "who, what, where, when & why".

Step 2:

Proofread your release or advisory for grammar errors.

Step 3:

Distribute the release or advisory via e-mail or reporters' preferred method to your local media contacts. If you need assistance with contact information for your local media, please get in touch with the Marketing Department at Perry's Ice Cream. Contact information is on page 2. When e-mailing releases/advisories to multiple reporters put the addresses in the "Bcc" – do not put addresses in the "To" field.

- Call or e-mail media contacts to follow up on the e-mail and pitch your story.
- If a reporter contacts you, respond as quickly as possible, no later than end of day.

If you receive a media inquiry for an interview:

- Respond to the request within 24 hours
- Ask the reporter their deadline and details on the subject matter they are inquiring about?
- Ask if the reporter has questions prepared to e-mail you?
- Determine WHO the subject matter expert within your business is to best answer the reporter's questions (most likely the business owner)
- Schedule your interview
- Make notes of your key talking points you'd like to get across prior to interview
- Ask the reporter when the story will print/air?
- Obtain a copy (electronic or hard) of the coverage for your records
- **Remember:** the news typically quotes in :30 sound bites, give concise statements and stick to your key talking points

Step 4:

Collect Your Business's News Clippings through Free Google News Alerts www.google.com/alerts

- **Example Search terms – “Perry’s Ice Cream” + “Your Business Name”**
- **Type – News**
- **How often – As it happens**
- **Enter email address**
- **Click “create alert” button**
- **You’ll receive an email from Google – click on the link to activate the alert**

Step 5:

Share your news coverage with your customers via your Facebook page, website, posting at your business, etc.

Questions or Need Assistance?

Please contact Marissa Wilson, Perry’s Marketing Department at 716-562-0274 or Marissa.Wilson@perrysicecream.com.