

# PR 101

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## TIPS & TRICKS





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## WHAT IS PUBLIC RELATIONS?

Public relations (PR) is managing how others see, feel and interact with your brand, or company.

- PR is about increasing brand awareness through editorial media placements, storytelling, influencer marketing, collaborations, and events.
- It is used to protect, enhance, or build brand reputations of brands and individuals through storytelling and third-party channels.
- PR is about persuading and enticing external (or sometimes internal!) audiences to perceive your brand the way you want it portrayed .

## TYPES OF PR



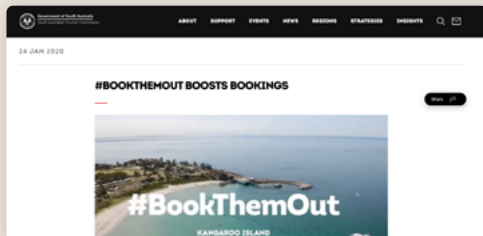
### Media Relations

Nurturing good relationships with the media to push key messages (e.g. famils, pitching, press office, inviting media to launch events)



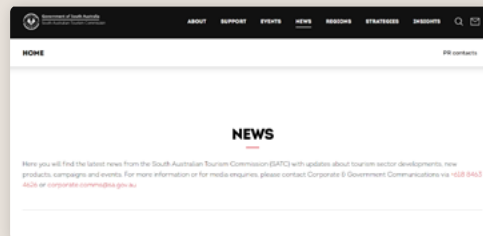
### Community Communication

Direct engagement with your audience through owned channels (e.g. blog content, social media, EDMs, surveys)



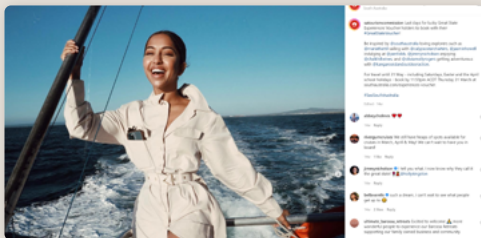
### Crisis Management

Managing your organisations reputation when a crisis occurs by communication with your customers promptly (e.g. cancelations due to the pandemic, closures, unexpected events)



### Corporate Communication

Those who work in public affairs develop and manage relationships with politicians and government. (e.g. SATC works closely with the Minister of Tourism)



### Social Media

Your brand must be visible and consistent online to stand out from your competitors (e.g. influencer marketing, social media collaborations, website content up to date and consistent with social media posts)



### Internal Communication

Vital for keeping staff updated, informed and motivated (e.g. a weekly/monthly newsletter to staff recounting the positive work they've done)

## THE DIFFERENCE BETWEEN ADVERTISING AND PR

PR secures third-party endorsement that gives your business credibility and builds trust with consumers and customers through media coverage. PR professionals manage an organisation's public image and reputation but unlike advertising, PR is not a paid exercise – instead, good PR uses strong storytelling to earn media coverage.

| ADVERTISING               | PUBLIC RELATIONS                   |
|---------------------------|------------------------------------|
| Paid media                | Earned media                       |
| Builds exposure           | Builds trust and credibility       |
| Audience is sceptical     | Media gives third-party validation |
| Guaranteed placement      | No guarantee, must persuade media  |
| Complete creative control | Media controls final version       |
| Ads are mostly visual     | PR uses language                   |

Testimonials are a great example of PR. Customers are a third-party referral and someone who has experienced your product. People are always more likely to visit a restaurant or buy a product that has been recommended to them by a trustworthy source.

NB: You may have also heard of 'Advertorial' placements which is a paid ad that looks and feels like earned editorial.

## WHAT MAKES A GOOD STORY?

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In PR and journalism, there are news values that dictate whether a story is considered newsworthy. To make a good story, you must have at least one or more of the below values



### **Timeliness**

Your story must be current because the news cycle is 24/7



### **Human interest**

Stories that pull on the heart strings



### **Novelty**

A unique/interesting angle



### **Prominence**

Stories about 'known' people



### **Proximity**

Stories about the local community



### **Impact**

How many people will be affected by this news



### **Conflict**

Drama or scandal

## BRAND POSITIONING AND KEY MESSAGES

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To ensure consistency in your brand and control over how the public perceives your product/experience, develop key messages that align to your brand positioning. These messages will allow journalists to clearly understand the story of the brand and the values of the business.

### **Here are some thought starters:**

What is your unique selling point?

- Are you organic?
- Are you committed to supporting local?
- Do you have an exclusive offering/ product?

### **What matters to your business?**

- Are you sustainable?
- Are you family owned and operated?
- Are you customer focused or value focused?



#### REACHING YOUR AUDIENCE (THROUGH MEDIA)

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It is vital to understand how your target audience consumes their news. Engage with publications, online websites, blogs or social media apps that resonate with your target audience (keep in mind people consume news from multiple avenues) to ensure that they are seeing your brand.

If you are looking to target 18-38-year-old females, engaging with publications that have a female skewed audience and utilising social platforms like Instagram and TikTok would be a great way to reach your audience. Alternatively, if you want to get the attention of males and females aged 60+, you may want to explore traditional channels such as print, radio or radio.

## REACHING THE MEDIA

You can secure earned media through the follow avenues:

### Media releases

Write and develop a media release that has newsworthy elements to tell your brand story. You can distribute it by working with a PR firm to create a media list or use your own contacts to create one. Your media list should be detailed and updated regularly to keep across any industry news or relevant PR opportunities. When putting your list together, consider how relevant the journalists' publication is to your product, whether they are local or interstate, and whether you have worked with them in the past.



### Famils

A great way to appeal to journalists is to offer product and experience famils. It is important to remember that just because a journalist accepts a famil, they are not necessarily obligated to write about it, and there is always the risk that the journalist will write a negative review, so always put your best foot forward.



### Host media and reinforce key messages

Hosting media is all about telling your story and showcasing the very best of your product. The journalist will have questions, so make sure that they are hosted by someone with the knowledge to speak about the product or experience. Ensuring that the journalist has a positive experience is paramount to receiving positive press.



## CONTACT US

### ATDW & DIGITAL MARKETING TEAM

[onlineservices@sa.gov.au](mailto:onlineservices@sa.gov.au)

### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au](http://tourism.sa.gov.au)

