

Chapter 5 Outline

Publicity's Value
Creating a Plan
 Database Maintenance
 Measurement
 Target Publications and Geographic Penetration
Media Relations
News Releases and Press Kits
 News Release Mechanics
 Publicity Photos
 Preparing a Press Kit
Other Media Communications
 Broadcast Copy
 Electronic Communications
Press Trips
 Group Trips
 Individual Trips
Going to the Media
 Individual Meetings
 Media Events
 Satellite Media Tours and Video News Releases
Issues Management and Crisis Communications
Media Interviews
 General Tips for Interviewing
 Television Interviews
 Radio Interviews
 Telephone Interviews
 Print Interviews
 Online Interviews
Tips for Handling Media Questions
Nonmedia Communications
 Member Communications
 Internal Communications
 Stakeholder Communications
Appendix: Case Study in Crisis Management—Management Lessons Learned from 9/11 and Its Aftermath

Competencies

1. Describe the elements of a typical communications plan. (pp. 78–80)
2. Describe the features of a good news release, and explain the steps involved in writing one. (pp. 81–82)
3. Describe the ways in which electronic communications with media outlets are different from more traditional forms of communication. (pp. 83–84)
4. Compare and contrast the elements and planning procedures of individual and group press trips. (pp. 84–88)
5. Describe the ways in which CVBs can physically take their message to the media. (pp. 88–89)
6. Explain why it is important for a CVB to have a crisis communications plan, and describe the steps to implement such a plan. (pp. 89–90)
7. Describe the tactics a CVB should use when dealing with media interviews. (pp. 90–95)
8. Describe communication methods CVBs can use with members, employees, and stakeholders. (pp. 95–98)