

2- Building Relationships with the media : in this part the P.R. department has the major role ,P.R. could present the organization to the media by:

- a- Send our news release in advance by different channels ,P.R. knows —How to Reach the Media?
- b- Submit exciting posters and photos. —Actionll shots are most likely to be used. Pictures that show hands-on service, guests or an event in progress will have more success.
- c- Follow up with the journalist to make sure he/she received your release and to determine their interest in using the material.
- d- Due to space limitations, it is common for only a small portion of your story to be used – that is why it is crucial to include the most important information in your story up-front, because the rest may be cut.
- e- However you choose to communicate your news, be sure that you inform all news media concerned. Don't play favorites, especially if your story really has news value. The role of public relations chairman
is to serve all media so that you can get maximum exposure for the story.
- f- Start with your main point, not background information. g- State your message first, and then give your reasons.
- h- Make it newsworthy. Focus on why the newspaper's or broadcaster's audience will care.
- i- Use surveys, trends, consumer benefits, even controversy to prove that your story is newsworthy.
- j- . Speak with care. Assume anything you say can and will be used in the story.

