

The New Rules of PR and Marketing: A Teaching Unit for College Public Relations Programs

Candice Mauldin

A Project Submitted in Partial Fulfillment for the Degree of Master of Arts, Communication and  
Leadership Park University

October 4, 2011

The author may be contacted at [clmauldin@gmail.com](mailto:clmauldin@gmail.com)

Lesson: The New Rules of PR and Marketing: Web-Based Communication

2 Hour Lesson Plan

Scott Text: Chapter 4, 5 & 7

Scott, D.M. (2010). *The new rules of marketing and pr: How to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly.* (2<sup>nd</sup> ed.). Hoboken, NJ: John Wiley & Sons, Inc.

**ICE BREAKER:** Getting to know you.

**Pre-assessment Test:** What do you already know about PR and marketing?

Quoted from or closely adapted from David Meerman Scott's *The New Rules of Marketing and PR.*

Review: Old Rules vs. New Rules

#### OLD

- Advertising was key. Advertise a lot and everywhere. “Non-targeted advertising via newspapers, magazines, radio, television, and direct mail were the only ways to go” (p.6)
- Advertising had to appeal to the masses
- Advertising relied on interrupting people to make them pay attention
- Advertising was one way: company-to-consumer
- Advertising was exclusively about selling products
- Advertising was based on campaigns that had limited life.
- Creativity was most important in advertising
- Advertising awards were more important than winning new clients
- Advertising and PR were separate
- The only way to get ink air time was through the media

- Companies communicated to journalist via press releases.
- Only reporters and editors saw press release
- Must have significant news to write a press release
- Jargon was okay
- Press releases were supposed to have quotes from third parties
- Buyers only heard about the press release content if the media published it or decided to write about it.
- Measured press releases was a “clip book”
- PR and marketing were separate

## NEW

- Target advertisers at the precise time. “Web marketing is about delivering useful content at just the precise moment that a buyer needs it” (p.7)
- Marketing is more than just advertising
- PR is for more than just mainstream media audience
- You are what you publish
- People want authenticity, not spin
- People want participation, not propaganda
- Marketers must change their thinking from mainstream to underserved audiences via web
- PR is not about your boss seeing your company on TV. It’s about your buyers seeing your company on the web
- It’s not about winning awards, it’s about winning business.
- Internet has made PR public again

- Drive people to purchasing with great online content
- Blogs, online video, e-books, news releases, and other forms of online content let organizations communicate directly to buyers in a form they appreciate
- On the web, the lines between PR and marketing have blurred.

## **Chapter 4 & 5: Social Media and Blogs**

Social Networking sites: Facebook, Twitter, LinkedIn, and MySpace

Blogs: Personal websites written by an individual with passion about a topic with the purpose of bringing others together for the same topic

Video and Photo sharing: YouTube, Flickr, and Vimeo simplify the process of sharing

Chat rooms/ message boards: online meeting place where people meet and discuss topics.

Listserves: similar to chat rooms, sending messages out by email.

Wikis: websites that can be edited by anyone

Social networking is a subset of social media. Social media is a free way to reach a broad audience or a targeted audience. It has not only opened up a way to target buyers in particular places at the right time, but it also has become a form of job search. Social media allows you to interact with buyers so it is important to be involved online. Also it is a good way to show authenticity.

Social media not only allows you to interact, but opens communication to introduce products, services, or a business.

Listserves allow you to do direct mail via email. Wikis allow users to update and change content.

Make sure to check these sites for accuracy when it comes to your organization.

“To be successful at blogging, you need to have something to say. You need to have some communications skills to be successful. Over on the wiki side, you need to be an expert in something to get it populated to begin with, and then you need the resources to keep it.”

## **BLOGS**

A blog is a website. It is a website created by someone who is passionate about something in their area of expertise. Although blogs are effective ways to do PR and marketing, they should not be confused with regular news releases or newspaper.

Four uses of blogs for PR and marketing:

1. Easily monitor what millions of people are saying about you, the market you sell into, your organization, and its products
2. Participate in those conversations by commenting on other people's blogs
3. To work with bloggers who write about your industry, company, or products.
4. To begin to shape those conversations by creating and writing your own blog.

Jump in and start reading the most popular blogs about your interest. Remember there are unwritten blogging rules. The best way to understand them is to read other blogs.

To start all PR people need to go to blog search engines and run a query on their organization's name, the names of their products and services, and other important words and phrases.

See information about what's under discussion on blogs: [Technorati](#)

Leaving comments on other blogs is one of the best ways to participate in a conversation. Make sure your content is relevant and point back to your blog or website.

## 15 minute break

### Chapter 9: The New Rules of News Releases

In most markets, mainstream media and the trade press remain vital.

Everything is content driven in public relations.

Write about pretty much anything that your organization is doing in a press release:

- Have a new take on an old problem? Write a release.
- Surf a unique market place? Write a release.
- Have interesting information to share? Write a release.
- CEO speaking at a conference? Write a release.
- Win an award? Write a release.
- Add a product feature? Write a release.
- When a new customer? Write a release.
- Published a white paper? Write a release.

Here are some of the larger US news release distribution services:

- Business wire.
- Market wire.
- Prime newswire.
- PR newswire.
- PR Web.

In order to get your news releases to appear on the online news services, including Google news, you just have to purchase a basic news release coverage area offered by a news release distribution service.

Many news release distribution services also offer syndication feeds of their news releases, which they make available to other sites, blogs, journalists, and individuals. Each time you publish a news release with the service, the news release is seen by thousands of people who have subscribed to the really simple syndication content feeds in your market category.

Creating links from your news releases to content on your website is very important. These links, which might point to a specific offer or to a landing page with more information, allow your publics to move from the news release to specific content on your website that will then drive them into the sales process,.

Each time your news release is posted on another site, such as an online news site, the inbound link from the online news site to your website helps to increase the search engine rankings of your site, because the search engines use inbound links as one of the important criteria for their page ranking algorithms.

Understand the audience first and then set about to satisfy their informational needs. A great way to start thinking like a publisher and to create news releases that drive action is to focus on your customer's problems and then create and deliver news releases accordingly.

#### **Include appropriate social media.**

Many news release distribution services provide a way to include social media tags to make the news releases easy to find and services. Use them.

Shift communications has a social media news release template. All news release content will ultimately wind up on the web. So why not put it out in such a way that makes it accessible to

anybody who can use that comment? Both traditional and news media journalists are used to working in a hyperlinked environment and are used to people providing context to social bookmarking sites such as delicious and buttons to add to Digg.

Consider rewriting your news releases in an easy to read a paragraph or two and make it a section of your e-mail newsletter clients and prospects.

### The New Rules of News Releases

- Don't just do press releases when there is big news, find a reason to send them all the time.
- Instead of targeting a few journalist, create releases that appeal directly to the buyer
- Write press release full of keyword-rich language used by your buyers
- Include offers that compel consumers to respond to your release in some way.
- Place links in releases to deliver potential customers to landing pages on your web site
- Optimize news release delivery for searching and browsing
- Add social media tags for Technorati, DIGG, and del.icio.us so so that your release can be found
- Drive people into the sales process

There is a widely held view about the purity of the press release as a tool for the press. PR professionals do not want to know that tens of millions people have the power to read releases directly. It is easier to imagine a close audience of eight dozen reporters.

What you write needs to be factual information, which matters to people. Your press release needs to contain newsworthy content free of sales pitches and opinions.

People are saying that press releases are dead. But that's not true, especially for direct to consumers news releases. Scott learned the very structured AP style guide way, but in fact, it has changed as key words and phrases have suddenly become important. He and the scale and reach of the Internet has have opened up end users as a channel. Try to be very aware of key words and phrases and to insert key phrases, especially, into releases whenever possible.

*Class practice assignment.* Write a news release based on the flyer and information given in packet. Discuss how to use the web to best promote this event.

Questions and Discussion

#### ASSIGNMENTS

- Start a blog about your organization, area of expertise, or passion.
- If you have not already, start a Facebook and a Twitter. Link the accounts.
- Write a press release specifically for Internet and send it out.

## **Bibliography**

Scott, D.M. (2010). *The new rules of marketing & PR: How to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly*. New Jersey: Hoboken.

The book discusses the old rules of PR and marketing that have driven business in the past decades. It highlights the old rules and how they have been used to target buyers and bring in business. The book introduces the new rules and shows how reaching a target audience has changed with the introduction of the Internet. The new rules and how to use them are discussed in detail. New rules include: social media, blogs, and websites. The book teaches how to bring the new rules and old rules together to create an effective PR and marketing plan.

Newsom, D., & Haynes, J. (2005). *Public relations writing: Form and style*. (7th ed.).

Belmont, CA: Wadsworth.

This text focuses on the basics of public relations writing. It gives examples and direction on how to write effectively for different types of media. The text covers specific writing errors and directs the reader on how to form a press release and other public relations writings. The book talks about the role of public relations writing, the preparation for writing, and the principles for writing.

Padgett, R. (2006). Better Public Relations on Websites. *Education Digest*, 71(5), 54-55.

The article reports that a school website can serve as a great tool for public relations. Parents, the community and the media can stay informed on what's going on at the school, just by visiting the site. In starting a site one should first decide its audience. Parents can access password-protected reports about their child. Community members can check the site for latest

school events. And reporters writing school articles will access the site for background information. Basic information always to be included is the school address and phone number. If possible, a school photograph and directions to get there from major highways or well-traveled roads should be informed. The school's mission statement should also be posted on the site, along with name and contact information for staff. Sites that are slow loading because of lots of 'frills' are not very effective. Hence, one should find out what the audience needs and wants to know and should make it a point to include that. One should make sure that the links are working.

White, C. & Park, J. (2010) Public perception of public relations. *Public Relations Review*, 36(4), 319-324

**Public relations** has been portrayed in the media in a consistently negative manner over several decades, providing images that may become part of **public** perceptions. Perceptions about **public relations** affect the perceived credibility of the profession and influence whether people see **public relations** as valuable to society. Second-level agenda setting and cultivation theories purport that mass media contribute to beliefs about social reality by creating a cumulative, general consciousness upon which assumptions and judgments are based, suggesting that **public** perceptions about **public relations** would match media portrayal. Results of a telephone survey found **public relations** is perceived more positively than media portrayal would suggest.

Respondents viewed **public relations** as an important activity that benefits society by providing information and disagree that it is damage control, an attempt to hide or disguise something, or a non-substantive activity. However, **public relations** is associated with publicity, media **relations**, and the attempt of an organization to advance its own agenda.

Lamme, M.O. & Russell, K.M. (2010). Removing the spin: Toward a new theory of public relations history. *Journalism & Communication Monographs*, 11(4), 281-362.

The article presents a history of public relations. It focuses on the development of public relations functions prior to the 20th century in diverse fields such as politics, religion and business. A critique is offered of the standard historical narrative, which is said to overemphasize the 20th century and present public relations as progressively evolving in an increasingly ethical direction. Public relations is distinguished from journalism, and its relevance to scholarly research on mass communication and social history is noted.

## Needs Analysis

**Describe:** My curriculum will serve as teaching material for a Public Relations class on the college level. The function of this organization is to educate students in preparation for continued education or a specialized job course. This education is directed and coupled in a way to allow a student to learn the information and skills relevant to the direction they hope to take upon graduation. Students are encouraged to choose a degree program in order to help focus education goals. The goals of a college are to have students complete their selected program, graduate, and enter the job force or higher education prepared for success.

The specific students for my curriculum will be focused in the communication, public relations, marketing, and/or telecommunications degree. In order to move into the working public relations field, students will need to know the basic skills of public relations. These basic skills include: press writing, recognition of media outlets, event planning, and marketing. Each skill is important for public relations, but also allows students to specialize in their main interest.

The group I plan to teach will be students age 18 and above. The students will range with experience in education and work force. With such a variety of experience levels, priority will lie with identifying the levels of knowledge before beginning teaching direction.

**Design:** Before beginning any curriculum a test will be given to gain information of prior public relations knowledge. The test is for the instructor's purposes only.

1. What is your definition of public relations?
2. Name a certain way you believe public relations is used?
3. Why are you interested in public relations?
4. List a few media outlets that are important for public relations?

5. What do you already know about public relations?

6. What do you want to learn in this class?

**Results:** Since the test is just to give the teacher an idea of the existing knowledge of public relations, the results will be used to identify teaching emphasizes. A student answers number three with, “I am interested in public relations because I am a people person.” This helps the instructor know that networking is a topic that needs to be covered to help maintain this student’s interest. Number six will help the teacher know what the students hope to learn and be able to place emphasizes on those things. Number five will help the teacher know what students don’t know or lack and spend time on those things.

### **Behavioral Objectives**

1. Write a press release for Internet
2. Start a blog focused on a particular topic
3. Identify new public relations outlets
4. Define public relations

### **Learning Activities**

1. Provide a handout with writing principles. Give hypothetical situations when a press release would be appropriate and have students write. Remember to write press release specifically to send out via the Internet. Evaluate each press release and return to student with the correct direction. At least four press releases trials will be given before final exam.
2. Have guest speakers from the different media outlets come and tell students what they are looking for when receiving PR. Form hypothetical situations for writing for radio, newspaper, television, and Internet. Have students start their own blog and Twitter accounts and be

involved in social media. Have students do a research project on media outlets and appropriate way to use them.

3. Provide handout, experience, and education in order for students to not only define public relations, but apply it.

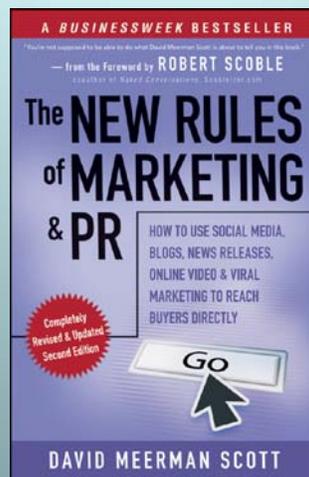
### **Assessment**

**A local hospital named Community Hospital is having a charity golf tournament on September 1 at 10:00. The tournament will be held at Best Golf Course. The funds got to new hospital equipment. Sponsorships are available for \$2,000 to \$200. Sponsorships include advertising. Large sponsors include teams. Prizes will be given, lunch will be served. Players fee is \$175.**

1. The above situation is hypothetical. Write a press release with the above information. Please fill free to use any hypothetical information to fill in the blanks.
2. How else would you promote this event?
3. Please identify as many public relations outlets as you can. Circle which one you feel most comfortable using.
4. From what you have learned in class and your experience, what is your best definition of public relations?
5. How to you plan to use your education to move forward in the public relations field?

# The New Rules of PR & Marketing

What do you know?



## Old Vs. New

### OLD

- Advertise a lot and every where
- Advertising was everything
- Only way to get airtime was through media
- Journalist via press release
- Buyers only heard about press if they decided to publish
- Advertising was one way: company-to-consumer
- Advertising had limited life

### NEW

- Target advertisers at the precise time
- Marketing is more than advertising
- PR is for more than mainstream
- People want authenticity
- People want to participate
- Its about the Web
- Blogs, social media, e-books, news releases

## Social Media



## Social Networking

- Sites that allow you to interact with a large audience.
- Examples: Facebook, Twitter, MySpace, and LinkedIn
- Listservs and Wikis
- Video and Photo Sharing

How do you think you can use social networking for your company or cause?



## News Releases

- Press releases remain vital
- Write about anything
- Web has allowed press to be seen by everyone
- Send your press to distribution sites
- Link press back to you

## Press Sites

- You can submit your press releases to some of these sites
  - Business Wire
  - Market Wire
  - Prime Newswire
  - PR Newswire
  - PR Web



## New Rules of Releases

- Write about everything
- Target buyers not journalist
- Write keyword-rich releases
- Include special offers to have consumers respond
- Place links in releases
- Optimize for searching
- Add social media tags
- Drive people to the sales process

## Class Assignment:

Write a press release based on the information given in packet.

## Discussion and questions

# **ICEBREAKER**

## **The Interview Game**

•Break the group into two person teams (have them pick a partner that they know the least about). Have them interview each other for about ten minutes (You can also prepare questions ahead of time or provide general guidelines for the interview). They need to learn about what each other likes about their job, past jobs, family life, hobbies, favorite sport, etc. After the interviews, reassemble the group and have each team introduce their team member to the group. This exercise helps them to learn about each other.

## **Purpose**

PR professionals should feel comfortable interviewing and presenting. This is a great way to show communication and presentation skills while also getting to know everyone.

## **Pre-test**

1. What is your definition of public relations?
2. Name a certain way you believe public relations is used?
3. Why are you interested in public relations?
4. List a few media outlets that are important for public relations?
5. Are you familiar with social media and blogging?
6. What do you already know about public relations?
7. What do you want to learn in this class?

## CLASS ASSIGNMENT

We are pleased to announce the 17<sup>th</sup> Annual Community Hospital Foundation Golf Tournament, which will be held at Top Four Golf Course in Partee, golfland on September 13, 2011. As a community member or past sponsor, you are aware that there is no more valuable asset to the citizens of this area than Community Hospital. We trust you will continue to support our hospital.

Last year, with the generous support of our sponsors, we raised \$50,000 which was applied to the purchase of new IV infusion pumps. These pumps are used to administer medicine, fluid and blood to patients. This year's fundraising efforts will go towards the purchase of cardiac rehab equipment. We hope for another fundraising success so that we can help support the hospital in this venture and further Putnam General's mission of top quality healthcare for our community.

Enclosed is an application for sponsorship showing the various levels available. Last year, many of our sponsors signed on as a Gold sponsor. The Gold Sponsorship of \$1,200 will include a golf team in the tournament (a \$700 value), recognition space on the tournament sign, sign placement on the practice putting ground, sign placement at lunch, and featured space in public announcements and ads. If you are unable to be a Gold Sponsor, there are several other sponsorship levels available. You may also sign up to play for \$175 or sponsor a team for \$700.

We ask that you continue to be as generous as possible with your tax-deductible contribution. We would also appreciate the inclusion of the attached form, completed and forwarded, along with your contribution to the address shown. We hope that most sponsorship applications will be received before our committee members begin their personal follow-up contacts starting in late July.

Thank you for your consideration and help. If you have any questions, please call Golf Chair at 888-555-4444

Sincerely,

Golf Tournament Chair

Annual Gifts Committee Chair

Presenting Sponsor

**The Community Bank  
BANK**

# Sponsorship Opportunities 17<sup>th</sup> Annual Golf Tournament

Tuesday, September 13, 2011 – Top Four Golf Course

## **Platinum Sponsor \$2,500**

- Free entry for 1 team of 4 golfers
- Major Tournament Sign Listing
- Special Recognition During Tournament
- Featured Space in Public Announcements
- 18”x 24” sign at the tee

## **Gold Sponsor \$1,200**

- Free entry for 1 team of 4 golfers
- Tournament Sign Listing
- Featured Space in Public Announcements
- 18”x24” sign at the tee

## **Silver Sponsor \$800**

- Tournament Sign Listing
- Featured Space in Public Announcements
- 18”x24” sign at the tee
- Opportunity to put items in golfer bags

## **Hole Sponsor \$200**

- 18”x 24” sign at the tee

## **Half Hole Sponsor \$100**

- 12”x 18” sign at the hole

Business Name:

Contact:

Address:

Phone #: Fax #:

Sponsor Level

**Platinum Sponsor \$2,500**

**Gold Sponsor \$1,200**

**Silver Sponsor \$800**

**Hole Sponsor \$200**

**Half Hole Sponsor \$100**

\*All Sponsor Business Names listed in Full Page “Thank You” advertisement in newspapers.\*

All donations to Community Hospital Foundation, a non-profit 501(c)(3) organization, qualify for tax deductions.

**For additional information, please contact golf chair  
at 888-555-4444**

**[golfchair@communityhospital.com](mailto:golfchair@communityhospital.com)**

Please make checks payable to Community Hospital Foundation.

Credit Card payments accepted via phone.