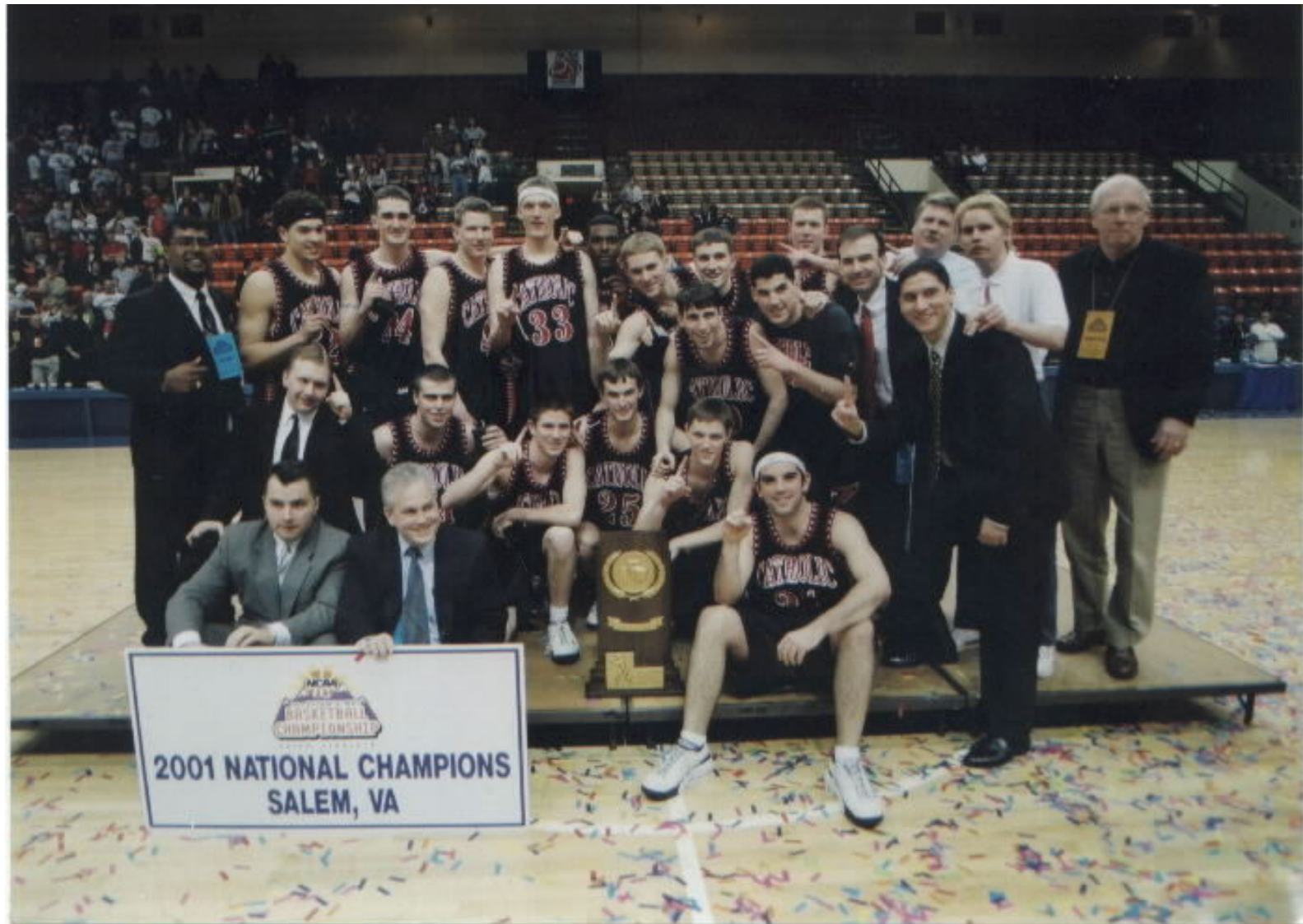


How to Interact with the Media

Chris McManes, IEEE-USA
Public Relations Manager

IEEE Region 3 Meeting
March 21, 2010 – Concord, N.C.

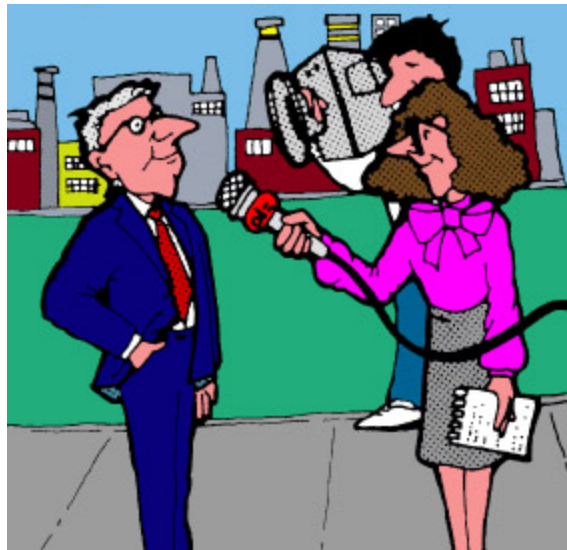




What is Public Relations?

- **Communication between an organization & its publics that fosters a favorable view of your organization**
- **Influences public opinion positively**
- **Enhances an organization's reputation**

Media Relations



2007 IEEE-USA President John Meredith

- “Engineers have a responsibility to communicate with the public, and one of the best ways is through the media.
- “So we have an obligation to improve our communication skills.
- “We ought to have more engineers on Capitol Hill communicating with lawmakers.” (June 27, 2007)

Media Relations Key to Public Relations

- **“Relationships with media are the heart of most public relations programs.” – Barbara Hyde, ASM director of communications**
- **Goal: positive coverage in print, online, broadcast, mobile media**
- **Provide members of the press access to information and spokespeople**

Benefits of Media Relations

- **Allows you to communicate with colleagues & the public**
- **Helps you to influence decision makers and policymakers**
- **Enhances the image of engineers & engineering**
- **Increases public support for engineering projects & legislation**

How You Can Receive Coverage

- Use whatever public relations resources are available
- Contact local media outlets to find out best person to contact
- Public service announcements
- Business Calendars / Daybooks
- Most reporters prefer e-mail, some use social media
- Voice contact is best

Become a Media Resource

- **Helps media understand a subject to explain to their audience**
- **“Hi, I’m a high-tech professional and member of IEEE Section XYZ”**
- **IEEE’s Technical Experts Guide**
- **Make clear who you represent**
- **Live contact first**

Benefits of Being a Media Resource

- Builds relationships with reporters, who can portray your company (& IEEE) positively or negatively
- Helps reporters explain often complex principles in layman's terms so the public understands
- Boosts your career (& possibly self-esteem)

Social Media

- **Traditional media no longer only gatekeepers of information**
- **Blogs, wikis, RSS, Digg**
- **Facebook, MySpace, Twitter**
- **Like mainstream media, social media gives you the capacity to communicate information**

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Recommendations

- **Start a public relations committee**
- **Brainstorm on ways to get publicity**
- **Appoint a Section PR director**
- **Incorporate media relations into Section activities**
- **Get savvy members to help with social media**
- **Use IEEE-USA as a resource**

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