

Chapter 1 : What's in Your New PR Toolkit? " Deirdre Breakenridge

"The New PR Toolkit" delivers proven strategies and tactics for using today's most powerful new online communications tools to strengthen any brand and every stakeholder relationship.

Online Vets Do More. Knowing What Your Public Wants. Ongoing Research Is Critical. Knowing What the News Media Want. What the Reporters Say. The Need for Continuous Research. Building Your Online Newsroom. A Good Online Pressroom. Professor Dianne Lynch of St. How to Use E-Mail Effectively. Know the Preference of Your Recipients. Rick Walsh of Darden Restaurants. Joe Rosenbloom of Inc. Bill Steele of Cornell News Service. Anne Coyle of Weber Shandwick. Mike Cohn of Internet World. Bob Turner of Video Systems Magazine. Michelle Savage of PR Newswire. Mark DeLaurentis of MultiVu. Pat Meier of Pat Meier Associates. Reporters Are Already There. What to Do With the Information. New Tools for Crisis Management. Planning a Crisis Site. Joe Perone of The Star Ledger. Integrating Your Pr Strategies. The Changing Role of the Communicator. The New PR Glossary. Tom Nolan of Publicis Dialog. Ed Emerman of Eagle Public Relations. A Tool Is a Tool. Deirdre speaks both nationally and internationally on the topics of PR, social media and marketing. She is a recognized PR blogger at PR 2. He is a former Executive Editor of Internet World magazine, where he had a front-row seat for the dot-com craze.

Chapter 2 : New PR Toolkit, The: Strategies for Successful Media Relations | InformIT

Purchase New PR ToolKit at Barnes & Noble. PR professionals are well aware that a host of new tools have been created to transform their profession, presenting new opportunities and challenges for anyone using PR to strengthen brands and stakeholder relationships.

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want to admit it or not, are partners in bringing information to readers and viewers. Our intent with this book is to point out successful strategies and tactics as seen through the eyes of the PR people who orchestrated them and the journalists who responded to them and gave the stories ink, airtime, or online play. The first part of *The New PR Toolkit* helps you to lay the groundwork for your online PR efforts, explaining the importance of identifying your target audience and understanding its needs and wants. The short lives of several dot-coms help us point up the dangers of overlooking the importance of such research. Research results, we argue, must not be derived from secondary sources, but should come from primary, qualitative, and quantitative studies focused on the perceptions and well-being of a brand. The middle part of *The New PR Toolkit* is devoted to explaining how the news media have evolved in the Internet era and the tools that can be used to reach them. Journalists of the 21st Century are more deadline conscious than ever, as weekly publications produce nightly electronic newsletters, and daily newspapers publish twice-daily Web updates. The historically hard-charging wire services now get their stories to the online public within minutes of their writing. The demands on their time and the power of the Internet means that many journalists consider faxes and overnight mail to be akin to the Pony Express. They want to know in a timely fashion about big-money deals and industry-altering product announcements. They still love colorful personalities, preferably in conflict with equally colorful rivals. Getting personal access to such bigwigs is still tremendously important to most journalists and a task still best handled by PR professionals in the flesh, rather than their Internet-based tools. We offer specific advice and case studies to illustrate exactly how to construct effective pitches in e-mail, complete with compelling subject lines. We discuss the use of permission-based e-mail that can keep reporters updated on your company while protecting you from being branded with the odious and possibly debilitating label of spammer. We discuss the essential elements of an online newsroom and offer our advice on how to produce an effective and accessible Webcast to get your executives out in front of the worldwide press. In the final part of *The New PR Toolkit*, we focus on the pieces of a solid online public relations strategy that extend beyond day-to-day interactions with reporters or the public. We note, for example, the incredible speed of Internet communications and the importance of protecting your company from the damaging effects of message boards and rogue Web sites that spread less-than-pleasant words about your brand. As dissatisfied online users bad-mouth brands you know the rule: Another important element of an online strategy must be a crisis management capability that lets a company get information out quickly on any number of newsmaking events from plane crashes to oil spills to product recalls. Another important facet of an online PR strategy, we note, is the need for integration with offline strategies. Implementing a public relations program or communication without integrating the online forum is a disservice to the brand. Offline PR programs that increase awareness need to appear in the online forum as well. Even though brands find that they might reach different demographics online, the overall brand message needs to be consistent. Audiences who encounter offline PR receive a reinforced message when the Web site focuses on similar information. This crossover is being facilitated by the spread of high-speed Internet access, which will bring a convergence with TV and the ability to strengthen brand identity by using the same video on TV and on the Internet. Finally, no aspect of Internet business can be discussed without proper attention to customer privacy. No one, from the technical personnel tracking site statistics to the marketing professionals eager to create customized features to the PR people responding to e-mailed queries, should overlook the tremendous importance that many people place on their personal privacy. A law governing information gathering from children is already on the books in the United States and more laws could be on the way. The European Community, meanwhile, has promulgated tough privacy regulations that affect U. Even more important, however, PR catastrophes can be averted if PR people assure that privacy policies are posted online and are being followed by employees and contractors. As we bring *The New PR Toolkit* to a close, we reflect on the tremendous change the Internet has made in the abilities of PR professionals to serve their constituents at any time, day or night. Some resistance to change is natural, but the new toolkit must be embraced as a means to move forward aggressively, thereby redefining the P in PR to mean "proactive. Index Download the Index file related to this title.

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Strong public relations was an element to that story, but The New PR Toolkit focuses intently on public relations to offer solid advice to practitioners. Despite this focus, we believe that marketing professionals, senior level decision makers, and entrepreneurs are sure to find value in the tips and case studies presented here.

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Chapter 4 : BookMarketingBuzzBlog: Book PR & Marketing Toolkit

The New PR Toolkit is a well-planned resource for anyone who wants to know how to use the Internet to build a brand or spread a marketing message. Filled with straightforward principles about.

Chapter 5 : Breakenridge & DeLoughry, New PR Toolkit, The: Strategies for Successful Media Relations |

The New PR Toolkit delivers proven strategies and tactics for using today's most powerful new online communications tools to strengthen any brand and every stakeholder relationship. Drawing on detailed case studies, the authors offer no-holds-barred assessments and practical guidelines for using e.

Chapter 6 : The New PR Toolkit : Thomas J. Deloughry :

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Chapter 7 : The New PR Toolkit: Strategies for Successful Media Relations – Deirdre Breakenridge

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In , my book "The New PR Toolkit" was published by Prentice Hall. I co-authored this manuscript with a very talented journalist, Thomas DeLoughry, who at the time was the editor of Internet Week.

Chapter 9 : Public Relations Toolkit | The American Legion

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