

Reaching Various Audiences and PR Law

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Senior Citizens

- ⚡ Demand value
- ⚡ Not trendy or into fads
- ⚡ Vote
- ⚡ Read newspapers and magazines
- ⚡ Watch TV news
- ⚡ Volunteer
- ⚡ Health conscious
- ⚡ Fixed incomes

Ethnic Groups

- ⚡ Research - media?
- ⚡ Research - key audiences?
- ⚡ Research - opinion leaders?
- ⚡ Translate releases and other communication to native language

Today's Audiences

- ⚡ Increasingly visually oriented
- ⚡ Emphasis on personality and credibility
- ⚡ Strong distrust of authority
- ⚡ International audiences expanded
- ⚡ Technology savvy

Matching Audience with Media

- ⚡ Print Media
- ⚡ Television
- ⚡ Radio
- ⚡ Online
- ⚡ Newspapers
- ⚡ Magazines

Newspapers

Purpose is to make money...

Newspapers

- ⚡ 80% advertising revenue
- ⚡ 20% subscriptions
- ⚡ Layout - 60% ads, 40% news
- ⚡ Guiding forces - libel, invasion of privacy and interest to readers

PR with Newspapers

- ⚡ News releases
- ⚡ Editorials
- ⚡ Op-Eds
- ⚡ Letters to the Editor
- ⚡ Advertising
- ⚡ Editorial Board meetings
- ⚡ Pitch stories
- ⚡ News conferences

Magazines

- ⚡ General interest
- ⚡ News
- ⚡ Women's Interest
- ⚡ Men's Interest
- ⚡ Seniors
- ⚡ Special Audiences
- ⚡ Trade Journals
- ⚡ Internal/External Company Publications

PR with Magazines

- ✦ Story Ideas
- ✦ Publishable Articles
- ✦ News Releases
- ✦ Advertising

PR with radio

- ✦ Newscasts
- ✦ Community Calendars
- ✦ Actualities
- ✦ Talk shows
- ✦ Editorials
- ✦ Disc Jockey Shows
- ✦ Community Events
- ✦ PSAs

PR and the Law

- ✦ PR pros should have a general understanding of communication law
- ✦ There is no such thing as “conduit defense”

Federal Agencies

- ⚡ Federal Trade Commission
- ⚡ Securities and Exchange Commission
- ⚡ Federal Communications Commission
- ⚡ Food and Drug Administration

PR Law Specifics

- ⚡ Libel
- ⚡ Slander
- ⚡ Malice

To prove malice...

- ⚡ False statement communicated through print, broadcast, electronic media
- ⚡ Person identified or identifiable
- ⚡ money, reputation loss/mental suffering
- ⚡ person making statement did so purposely

Other Laws to Know

- Public vs. Private figures
- Invasion of Privacy
- Copyright law
- Trademark law

Any Questions?
