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**Becoming A Sought-After Media Expert:
Leverage the Power of Public Relations**

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Part 1

**The Challenge of Getting PR:
The Journalist Perspective**

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Your Three PR Challenges

- Accepting the Power of the Press
- Understanding the Game
- Realistic Expectations

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Why Public Relations?

- The Power of the Press
- Third Party Endorsement
- No Cost
- Huge Audience

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Your Competition

- Registered Reps: 677,000
- Insurance Agents: 400,000
- Accountants: 200,000
- RIAs: 20,000
- Mutual Funds: 10,000 +
- Investment Bankers
- Analysts
- Journalists/other experts

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The PR Landscape

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Realistic Expectations

- **“The Holy Grail” (aka A Miracle)**
 - Today Show
 - Cover Story
 - Column
- **“Fantastic”**
 - Profile
 - TV Interview
 - Story about
 - Expert in major story
- **“Great”**
 - Quoted
 - Mentioned
 - Interviewed
 - Introduced

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The Journalist/Editor/ Producer Perspective

Who I Am:

- Training: *Poor*
- Experience: *Spotty*
- Expertise: *Almost never*
- Job: *Overwhelming*

What I Need:

- Good stories
- To cut through the noise
- Experts

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The Role of PR Professionals From Most Journalists’ Perspective

- “Mostly” bad
- Relationships
- Understand:
 - My job
 - My publication/show
 - My section
 - Their clients
 - A good story

Part 2

The Public Relations Solution

The Challenge of Public Relations

- You have more competition now than ever before
- You must distinguish yourself from your competition
- Effectively communicate how you're different and why you're valuable to your clients/customers/prospects, etc.
- Retain control of your brand

The PR Formula

Strong Media Relationships
Media Trust
Network of Experts
Interactive Media Relations
+ Quality Media Placements
Stronger Brand Awareness
Expanded Market Reach
New Investors and Clients

The Strategy

- **Defining the RIGHT message:**
 - So that it's consistent, meaningful and targeted
 - To properly position what you want to project in the marketplace
- **Delivering the message to the RIGHT people:**
 - To target audience and influencers
 - Provide media with constant flow of helpful, timely and on-point information
 - You will become a resource to turn to for key influencers
- **Build on YOUR momentum:**
 - Bylined feature articles
 - A regular bylined column
 - Published research reports or white papers on top-of-mind topics
 - Books
 - Newsletters
 - Speeches
 - Focused website content

Defining YOUR Message

- Who are you?
- What differentiates you?
- Who do you serve?

The Process

- **Market Research:**
 - Targeted Media - An essential component of any PR plan
 - Surveys the business and social landscape to determine the most effective positioning for your firm in the current environment
- **Your PR Plan**
 - Define goals
 - Identify, segment and prioritize key constituents
 - Set measurable objectives with business outcomes
 - Map out strategies to reach those objectives
 - Assign appropriate channels to assist with those strategies
- **Implementation of the campaign**
- **Evaluation and ROI**

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An Effective PR Campaign

- Expert Branding
- Consistent Published Articles
- Targeted Media
- Consistent Coverage
- “Buzz”
- A Focused Message
- Reputation as an Authority and Expert
- Thought Leadership

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CNBC

Bloomberg

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Questions?

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