

MEDIA PRESENTATION

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22 November 2012

What is media relations

Media relations involves working with various media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.

The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising

Five 'Ws' and that's it!

- **Who:** *The subject of the story. The subject - your organization, a coalition, a person, an event or activity*
- **What:** *The news that the media must know about.*
- **Where:** *Be specific about the location*
- **When:** *The date, day of the week, and specific time must be clear*
- **Why:** *Why this story or event is significant. The reason for your press release should be compelling.*

Press Conferences

Press conferences should be organized for two reasons and two reasons only:

- information you want to communicate is so complex that a dialogue is required to clarify it;
- and you intentionally want to dramatize your news announcement

SUMMARY OF MEDIA COVERAGE (July – Sept 2012)

Summary	Print		Broadcast		Online
	Articles (No)	Adspend (R)	Inserts (No)	Adspend (R)	Inserts (No)
Analysis	7	34 595	13	385 452	1
Forecast	46	188 714	63	3 253 958	110
Human Resources	-	-	-	-	2
Legislation	5	32 719	-	-	6
Mention	5	18 944	-	-	36
Phenomena	74	1 770 214	32	1 236 538	53
Profile	-	-	1	168 000	-
Research	1	1 620	1	-	-
Social responsibility	-	-	1	43 800	-
Warning	10	117 082	23	459 426	52
Grand Total	148	2 163 888	134	5 547 174	260



Social Media



The best way I can define social media is to break it down. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Best example of social media is Twitter



- **Social Bookmarking.** ([Del.icio.us](#), [Blinklist](#), [Simple](#)) Interact by tagging websites and searching through websites bookmarked by other people.
- **Social News.** ([Digg](#), [Propeller](#), [Reddit](#)) Interact by voting for articles and commenting on them.
- **Social Networking.** ([Facebook](#), [Hi5](#), [Last.FM](#)) *Interact by adding friends, commenting on profiles, joining groups and having discussions.*
- **Social Photo and Video Sharing.** ([YouTube](#), [Flickr](#)) Interact by sharing photos or videos and commenting on user submissions.
- **Wikis.** ([Wikipedia](#), [Wikia](#)) Interact by adding articles and editing existing articles.



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4,256 TWEETS

102 FOLLOWING


5,391 FOLLOWERS


Tweets

 **SA Weather Service** @SAWeatherServic 9m
 AD WRNG 1 FACT valid (21 Nov 2012): Surface wind speed exceeding 25kt at times from 1200Z to 1800Z
 Expand

 **SA Weather Service** @SAWeatherServic 10m
 WARNING: Severe thunderstorm with possible hail and strong damaging wind obs around Lochiel, moving E towards Mbabane (Swaziland).
 Expand

 **SA Weather Service** @SAWeatherServic 33m
 FAJS AD WRNG 1 211200/211500 - EXPECT THUNDERSTORMS WITH RAIN MOVING FROM WESTERN VICINITY EASTWARDS
 Expand

 **SA Weather Service** @SAWeatherServic 42m
 WARNING: VERY ROUGH SEAS - wave heights exceeding 4m expected between Columbine and Plettenberg Bay today, subsiding tomorrow afternoon.
 Expand

 **SA Weather Service** @SAWeatherServic 53m
 Warning: Severe TS with possibility of hail and damaging winds

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Be so interesting that people believe they can't do without you



Media can make or break you!

- No-one was born with media skills
- Don't treat media like your everyday job
- Never underestimate the journalist
- Never show the journalist you are intimidated
- Its ok not to know!
- Never lie!
- Be available all the time!

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