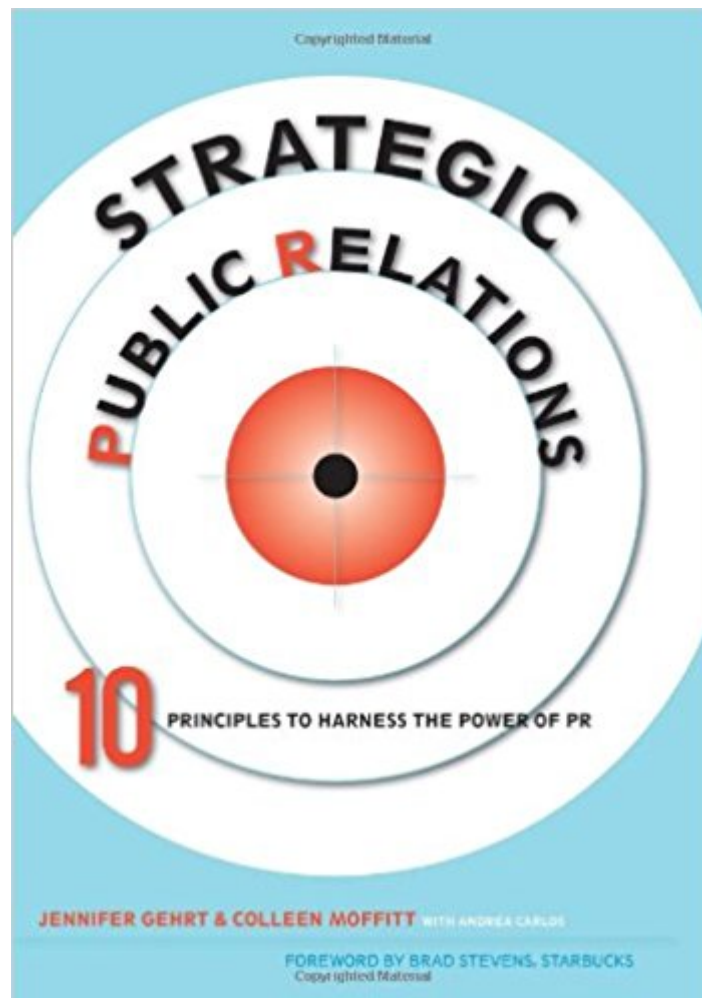




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Strategic Public Relations: 10 Principles To Harness The Power Of PR



Synopsis

Strategic Public Relations is a modern blueprint to build truly effective PR communications. It's A Fact: PR helps build successful businesses. Yet, with 24/7 news channels and an ever-increasing blur of Internet activity, the public relations landscape is radically changing. Strategic Public Relations offers practical principles as well as precise, useful pointers to help readers understand the morphing landscape and leverage contemporary PR to achieve maximum benefit.

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Customer Reviews

"This quick read is definitely one to add to your bookcase. With its anecdotes and examples throughout, it provides not only an entertaining, but also an educated look at strategic PR." Excerpt from PRWeek - Guest review by Jeffrey Ory, Vice President, Deveney Communication (September 2009) --PRWeek "The book is full of compelling examples and practical advice for any company looking to improve its standing with its community and customer base." - The Costco Connection (August 2009) --The Costco Connection

Jennifer Gehrt and Colleen Moffitt, successful PR professionals in the Pacific Northwest's vibrant high-tech sector, have developed a deeply insightful, effective and cost-efficient methodology to help everyone from buddy PR practitioners to seasoned business leaders. Combining their own tested and perfected best practices with savvy expertise from some of the most seasoned PR pros in the profession, Gehrt and Moffitt offer new insight into public relations and how to use this growing medium to your company's best advantage.

In this brief and useful book, two successful public relations professionals set forth the lessons they have learned in leading the PR charge for major clients such as Microsoft, AOL, and Seattle Children's Hospital. Their advice is clear and well-stated, and it's backed up with dozens of examples of PR campaigns that worked and those that failed. The chapter on building and nurturing relationships with reporters, for example, contains a great many useful nuggets and goes well beyond the cliché. The authors suggest that PR people read what reporters have written on various topics unrelated to their own clients' work and might occasionally drop the reporter a line to show they are interested in his or her work. They give very good advice on when and how to seek a correction of an inaccurate story. They correctly point out that while some corporate leaders do extraordinarily well in a media interview, others are not good spokespeople, and they give advice for dealing with both types. Gehrt and Moffitt's chapter on measuring the return on investment from PR is the clearest such discussion that I have ever read. They don't just enumerate the various ways of measuring ROI; they also provide candid discussions of the strengths and weaknesses of each one. That's important because in my experience, each of the well-known methods has significant drawbacks, and the authors don't hesitate to explain what they are. The authors also give a cool-headed assessment of the old question of when to bring PR in-house and when to rely on outside consultants. Again, this is one of the best and most straightforward discussions of this issue that I have read. They note that in-house PR people are far less expensive - a point that I think has not been emphasized enough by other writers - and that they can forge close working relationships with company executives. On the other hand, an outside agency can deploy a team with varied experience, as well as having available "tens or even hundreds of colleagues at the agency ...for advice when a difficult issue arises." The chapters on blogging and social networking sites seem a bit perfunctory and lack the pizzazz of many of the other discussions. But that may simply reflect the fact that we are all suffering media overload when it comes to talk about Twitter, Facebook, and the like. Gehrt and Moffitt have written a book that I would place on the recommended reading list for anyone who wants to understand PR in a sophisticated manner.

Moffitt and Gehrt provide a solid set of PR principles for any executive or business manager to follow, in any size of business or industry. PR is so much more than simply releasing massive amounts of press releases to the wire. The Dot-Not days of releasing meaningless PR with empty promises are over. Analysts, editors, employees and most importantly customers are looking for trustworthy and compelling stories that will help them make decisions on how to engage with an organization. The authors explain the strategic value of PR, planning, and current publishing

channels, including social media. One of the most important areas Moffit and Gehrt present are how effective PR impacts search engine results and how to focus on the right social media channels to engage customers and communities in meaningful conversations. This is a well written and practical approach for any organization to follow when developing and implementing a PR strategy. -

B.Hansford [...]

Bought this book for a class of mine. Ended up ordering it on iBooks since I needed it fast. Material kinda regurgitates often, so if you're ok with that then you'll like it! Easy to follow for those interested in PR.

A great tactical guide for basic PR principles. The book was especially helpful as a how-to for writing out a communications plan.

Had to have this book for a college class. Has some valid points in it and is easy to read.

i may have simply picked the wrong PR book for me.i was looking for a PR book that really gave some creative real-world examples of how a company used PR. this book seemed to focus on 2 main sections1) making sure your company's vision is embodied in the PR efforts and everyone in the company is on the same page2) giving advice on when you meet with reporter, how to be prepared, etc etcalso, this book makes many references to a company called Sweat365.com or something which is great PR for that company, but i didn't find what i was really looking for. i probably should have looked at the TOC closer perhaps.if anyone has any recommendations on a PR book with clever, creative, innovative PR approaches, i'd love to hear about that kind of book.

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This is a fabulous book for those already in the Public Relations business as well as students and others thinking about entering the profession. It's smart, sensible and well-written. Highly recommended.

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