

## **Blogs, Magazine Articles, Books, Newspaper Op-Ed Articles**

### *Public Relations and Reputation Building*

#### **MEDIA RELATIONS**

- Media relations, a sub-set of public relations, is the discipline of getting people quoted in the news.
- The magic of media relations is: Third Party endorsement through the media. You are seen as an expert in the field of mediation.
- Public Relations is a reputation-building tool: People have heard of you even before they know they need a mediator.

#### **WHAT IS NEEDED**

- Find a good public relations professional.
- Get some media training: How do journalists think? How does a newsroom operate? What kinds of stories resonate with producers, editors, and reporters?
- What matters in media relations in 2018: What is THE story and how will it benefit the publication's/program's readers or viewers? (In the old days, you could get chummy with reporters; now, they don't have the time.)
- All public relations professionals can do publicity; but not all publicists can do public relations.

#### **BOOKS**

- In Canada, books are "lost leaders," meaning they are a good way to get publicity for your practice and to become better known. Books won't make you any money.
- Fascinating Fact: A "best-seller" in Canada is 5,000 copies in a country of 33M inhabitants.
- Know this: a book is thousands of hours of work. A book worth writing is a 2 to 4 year project.
- Legal publishers: LexisNexis, Thomson Reuters (formerly Carswell), Emond Publishing.

#### **BONUS**

- Writing for publications also helps your SEO. When a newspaper or magazine gives you a backlink to your own website, that's Google gold.
- It boosts your own website when you are published on sites other than your own.