

# Media Relations

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# PERBEDAAN FUNGSI DAN TUGAS

## JURNALIS

Berupaya mencari:

1. Issue (rumor)
2. News Value
3. Sensasional
4. Berita Segi Negatif

BERITA

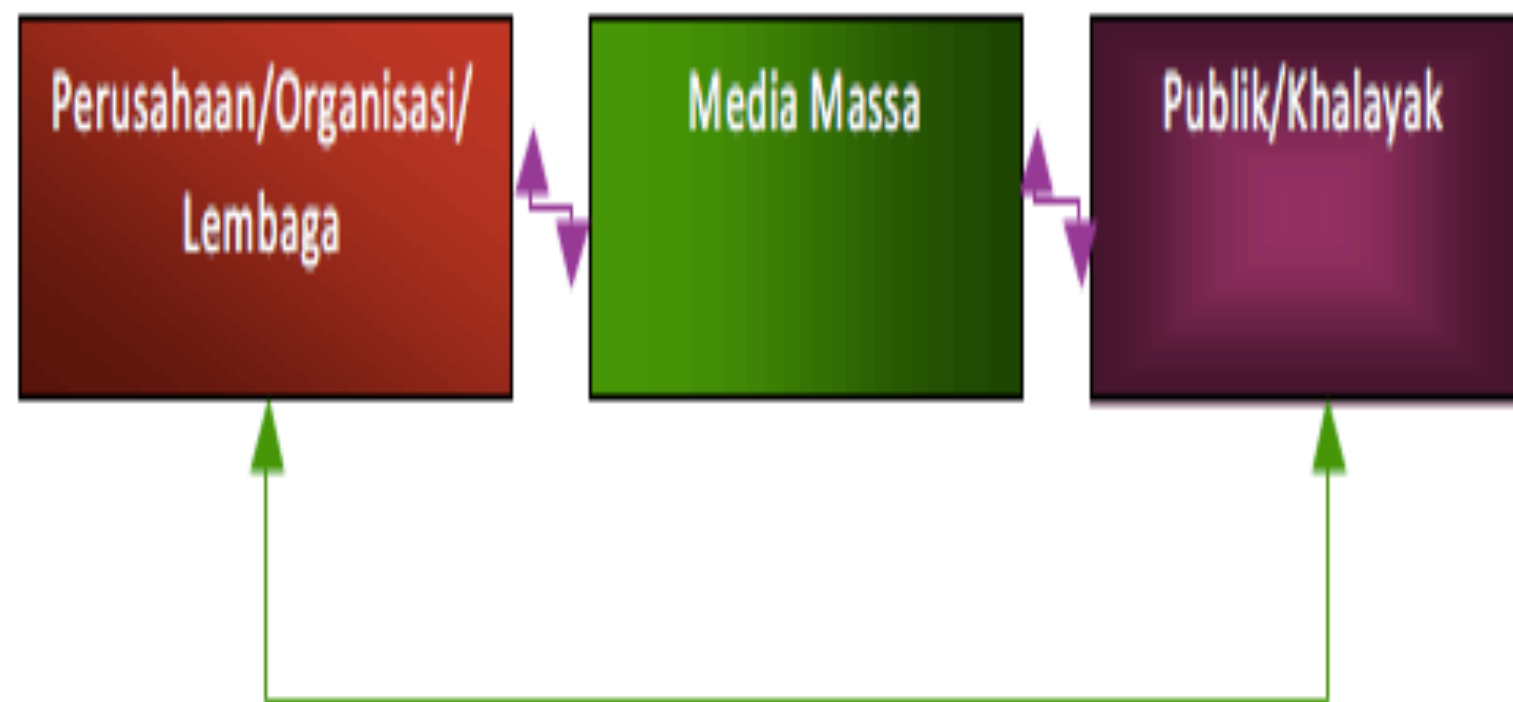
## PUBLIC RELATIONS

Berupaya mencari:

1. Publisitas Positif
2. Puff (Superlatif)
3. Promosi/Pengenalan
4. Berita Segi Positif

CITRA

Jika digambarkan bagan arus komunikasi dalam Media Relations dalam bagan akan menjadi seperti ini:



# Introduction

- Media Relations involves the strategic deployment of the media in telling the organizational story.
- It seeks the dissemination of the organization's objective to an audience outside the organization's immediate reach. And involve the transmitting of messages via the mass media.
- Media relation therefore stands on a tripod: the Organization (Sender), the Media (Transmitter) and the Target Audience (Receiver).



# Media Relations: An Art or a Science?

- There is little doubt that the media is an all-pervasive and key part of modern society and communications.

However, is media relations an art or science? And if it is both, as most practitioners believe, how can we

- achieve desirable results?

Developing and integrating media relations strategies into overall communications plans are important skills for all

- communicators.

Also challenging is the process of actually translating media strategies into reality, of building professional

- relationships with members of the media and, perhaps most important, achieving a recognition of the organization and its media relations officers as credible sources of information.



# Is it an Art?

- Media Relations can be said to be an art because it engages the creativity of the PR practitioner in the work process.
- Creative Media relations, considers the following:
  - What groups of stakeholders do we want to appeal to and how?
  - What impressions do you want each of the stakeholder to have?
  - What media is most practical to use in terms of access and affordability?
  - What messages are most appealing to each stakeholder group?



# The Art of Media Relations

- Media relations is essentially the art of engagement.
- Engagement here operates at two levels:

- Media Operators Engagement

This involves relating with Media Operators via Press Releases, Media Tours and Press Conferences

- End-user or Audience Engagement

This involves answering questions raised on publications about your organization in the media and gauging their reaction against the your objective





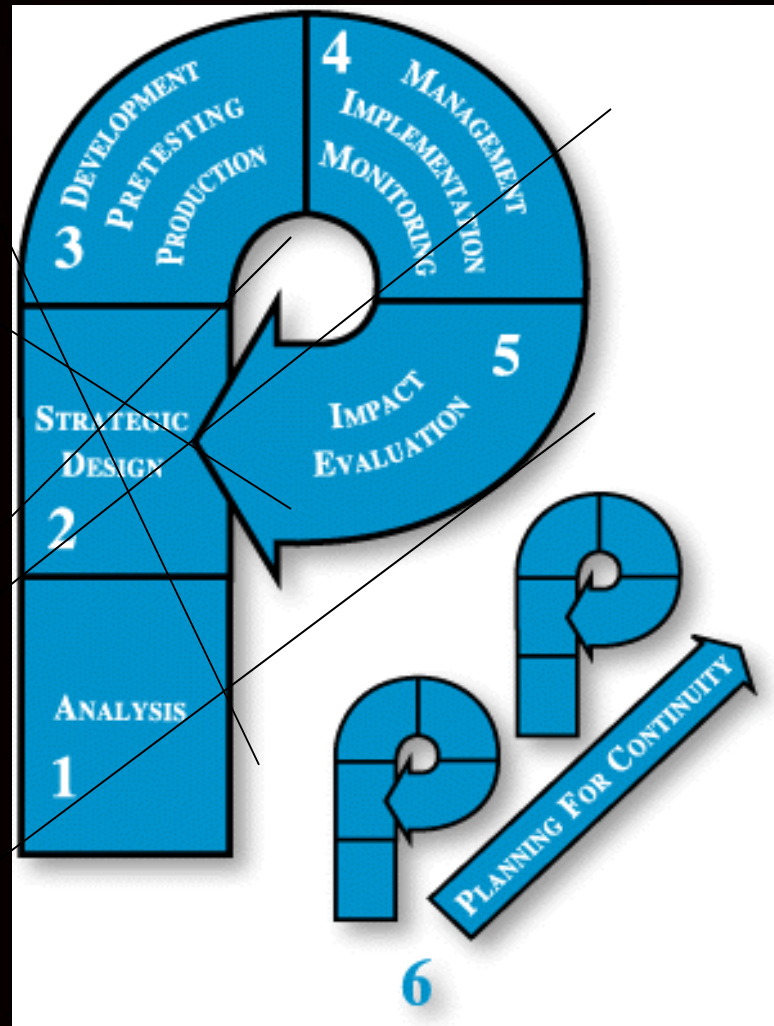
# Is it a Science?

- Media Relations is a science because it involves systemic planning and measurement.
- Effective Media Relations often depends on designing and implementing a well-thought-out plan.
- It involves Audience targeting, media segmentation and media measurement in the attainment of its goals
- The plan often includes description of what you want to convey to whom and how you plan to convey it.
- A media plan for instance specifies what media methods can be used and when.



# The Science of Media Relations

1. understand the target audience and of the media that will capture the audience's interest
2. Consider your objective and strategically design a planning of action
3. Develop a message that aligns with your interest and the issues you desire to project
4. Manage the media to achieve your objective
5. Evaluate the reaction of your target audience



# Roles of Media

The role of media has become one way of trading and marketing of products and prejudices. The media claimed to be governed by righteousness and equity, but greed and self-aggrandizement has poisoned its virtues. Media is in charge of major roles in providing :

1. Information
2. education and advocacy
3. entertainment
4. Advertising
5. correlation of parts of society



# Managing the Media

## The 5 C's of Effective Media Relations

**Credibility** – Ability to deal honestly (Not losing sight of the Truth)

**Candor** – Ability to acknowledge errors

**Clarity** – Ability to keep it simple

**Compassion** – Ability to listen to others, understand their position and be polite in responding

**Commitment** – Ability to keep the issue in focus and avoid distraction



# Choosing a Media team

- Who is the Chief Spokesperson?
- Who makes the Press Calls?
- Who sends the releases?

A good media team must have:

- 1. A COORDINATOR**
- 2. A WRITER**
- 3. A SPOKESPERSON.**



# Why Set an Agenda?

- To influence a thought process
- To shape opinion
- To gain empathy
- To compel action



# Segmenting the Media

- The media operates at varying levels of interests as there are various kinds of individuals, belonging to different professions, sharing different social or religious views and opinions and engaging in different kinds of past times.
- The strategy starts with an understanding of your organization's position in all of the disparate interests that are available within your industry and social setting.



# The How of Segmentation

- Segmentation involves a demographic, professional, ethical and psychographic parameter:

- The Conservative Media

Conservative Political and Economic Inclination, as seen from its editorial stance

- The Liberal Media

Liberal Political and Economic Inclination, as seen from its editorial stance

- The Specialist Media

This targets specific Industries and Professions

- The Lifestyle Media

This engages in lifestyle and popular culture reporting and are usually referred to as tabloids. Traditionally, tabloids are distinguished by sensationalism of approach and content rather than by straightforward reportage of newsworthy events.





# Tools and Tricks

- The Press Kit
- The Media Contact List
- The Press Release
- Media Calls and Tours
- The Press Conference
- Media Monitoring
- The Tear-sheet
- Audience Response Research



# Assignment

- ❑ Analisis penulisan berita dalam yang tertera pada contoh (berurutan slide) penulisan berita dasar, madya, dan lanjutan.
  - Perkembangan ide, informasi, alinea, dan format pada setiap tingkatan.
  - Apa perbedaan signifikan yang dapat dirasakan.
  - Tandai unsur-unsur dan elemen dalam penulisan
  - Berikan contoh dan bukti pada setiap tingkatan
  - Buat ulang konten soalnya (ini capture)
- ❑ Kerjakan dalam kelompok UAS dan sesuaikan dengan jurusan yang dipilih (jurnalis dg jurnalis, marketing dg marketin, PR dg PR).
- ❑ Kumpulkan dalam kreatif PPT.



— Kemarin siang di Jakarta Selatan seorang lelaki gagah menggigit hampir putus kuping kiri seekor anjing Dalmatian. Lelaki itu, yang tidak mau menyebutkan namanya, mengatakan hampir digigit oleh si Dalmatian. Mengaku pernah belajar silat, ia berkelit sekali lalu menerkam leher anjing dengan kedua tangan. Secepat kilat ia menggigit kuping kiri anjing itu sampai hampir putus. Akan tetapi, mendengar lolongan anjing itu yang sangat memilukan, hatinya luluh juga, lantas melepaskan korbannya. Begitu lepas dari maut, Si Dalmatian lari mencawat ekor dengan darah berceceran. Si lelaki gagah masih sibuk menghapus darah di mulutnya ketika wartawan Anda dan orang setempat menanyainya.

Lelaki itu ternyata dikenal bernama Tarzan (29), seorang murid yang dianggap paling berbudi dan berbakat dalam Perkumpulan Silat Cimande Cabang Depok. Menurut Pak Sasmita pelatihnya, jarang ada orang sesabar dan selembut Tarzan. Jauh sebelum belajar silat, Tarzan diketahui sering dipalak oleh teman-temannya satu sekolah. Karena tampak agak lugu, orang suka juga menjahilinya. Sadar bahwa badannya besar dan kuat, Tarzan sering tergoda untuk membalas. Berkali-kali godaan itu terasa tak tertahankan, sehingga Tarzan memutuskan untuk berlatih silat untuk dapat mengendalikan diri dengan lebih baik lagi.

Siang itu Tarzan kebetulan lewat di depan rumah Dullah, bekas teman sekolahnya. Dullah tidak hanya sukses sebagai pemborong, tetapi juga sebagai pemilik seekor anjing mahal ras Dalmatian. Mereka berdua sudah lama sekali tidak pernah ketemu.

Dullah kebetulan sedang menuntun anjingnya jalan-jalan ketika berpapasan dengan Tarzan. Mereka saling menegur. Ketika

itu Dullah teringat kejahilannya dulu di sekolah terhadap Tarzan. Dullah berseloroh bahwa anjingnya bisa menjahili Tarzan sehebat dirinya dulu di sekolah.

"Ah masa?" Jawab Tarzan lugu seperti dulu juga. "Bukan anjing, melainkan Dullah yang bisa jahil!"

"Nggak percaya, mari kita coba!"

Segera Dullah memberi tanda kepada anjingnya itu. Si Dalmatian serta merta melompat menerkam Tarzan. Lelaki itu berhasil lepas dengan langkah seribu, tetapi Dalmatian merangsek terus. Konon Tarzan berpikir, di tempat ramai anjing itu mungkin akan berhenti mengejar.

Nyatanya tidak demikian. Di tempat ramai Tarzan malah hampir saja dapat diterkam. Untung dia berkelit dengan gesit lalu mencengkeram leher anjing itu. Konon ia sempat berpikir hendak mencekiknya mati, atau melemparkannya ke aspal jalan. Sebaliknya, jika melepaskan begitu saja, ia khawatir anjing merangsek lagi. Tak ada jalan lain kecuali menggigit sendiri kuping anjing itu.

Banyak di antara saksi peristiwa ini menyesalkan sikap pemilik anjing, Dullah. Mereka mengetahui, pemilik anjing mahal seperti Dullah tidak lagi terbilang seorang dua. Gaya hidup Dullah itu dianggap sudah semakin umum di kalangan orang kaya di kota ini. Persoalan baru pun mereka kemukakan, mengapa orang-orang kaya tersebut cenderung memelihara anjing mahal? Apakah gaya itu sekedar hobi, atau sudah merupakan keperluan akan perlindungan, atau bahkan senjata meneror orang lain?

Menurut BPS (Biro Pusat Statistik), terdapat tidak kurang dari 10.000 orang pemilik anjing ras di Jakarta. Dari setiap 10 orang pemilik yang dihubungi, tujuh orang

mengaku memelihara anjing itu bukan karena hobi, bukan pula karena perlu perlindungan, juga bukan untuk dijadikan senjata teror. Tiga orang lagi mengaku tidak tahu kenapa.

Ketujuh orang pemilik mengaku, memelihara anjing itu terasa lebih menegaskan status mereka, itu saja. Itulah sebabnya jarang ada pemilik yang memberi makan atau membawa sendiri anjingnya jalan-jalan. Tugas itu dibebankan kepada seorang pembantu khusus.

Jika benar demikian, kemungkinan besar Dullah merupakan kekecualian di kalangan pemilik anjing mahal. Tampaknya belum banyak yang seperti dia, menakuti orang dengan anjing.



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