

PR HOT SPOT January 2010

PR HOT TIP: 5 PR Trends to watch in 2010

By Kimberly Miles, Public Relations Manager

The rapid pace of new technologies has dramatically changed the way each of us communicates to spread the news about products or brands. Since public relations and communications go hand in hand, it's essential businesses are aware and keep track of the changing landscape of public relations and media relations. To keep you in the know, here's a list of top trends we can expect in public relations in the coming year.

The 24 second news cycle

In this age of always-on "gimme more" communication, the 24-hour news cycle has given way to the 24-second tweet cycle. News organizations are breaking stories faster than ever to compete for ratings and readers, often times without the complete story or multiple sources (case in point, TMZ.com breaking the story of Michael Jackson's death and not the Associated Press). Businesses more than ever need to be accessible and monitor their brand to catch the PR crisis before it's too late in this fast paced media environment.

Are press releases ancient history?

No, the press release is not ready for the Smithsonian Museum just yet. However, it shouldn't be your only means to communicate with media. Particularly with print media, newsrooms are understaffed and stretched for time. Send your press release, but don't forget the basics making a phone call and/or engaging via social media tools that are a little less formal and more personal. Also, bring your press release to the next level by optimizing for web search as well as adding any digital content such as videos and photos.

Pitch your fans your stories

Your primary audience to distribute your story to is not just a handful of journalists anymore. Your audience is millions of people with an internet connection and access to a search engine and RSS readers. Not to mention the millions more engaging every day on social media endorsing or not endorsing brands. Empower and trust your fans to do the work for you through word of mouth by providing them with content they can use and share with others.

Online, online, online!

Online publicity about your business is even more valuable than print. Not only does online last forever, it can also be shared worldwide faster and easier than print. Keep abreast of print publications that also have an online component and that's double publicity for you.

Down economy = greater creativity

Across the board budget cuts due to the economic downturn are forcing more businesses to do more for less. Creative and inexpensive public relations tactics are becoming even more important as we begin 2010. Keep in mind; it doesn't take a staff of 100 and millions of dollars to create a positive or negative buzz around a business. For good, search 'Free Hugs Campaign' on You Tube. For bad, search 'Dominoes pizza workers.'

Print and Online Publicity Values

November 2009

Newspaper Articles 17

Nondaily Newspaper Articles 5

Consumer Magazine Articles 9

Trade Magazines 9

Web Articles 117

Total Circulation 100,519,681

Publicity Value \$1,323,565

Year to Date Ad Value for Myrtle Beach Travel News:

\$21,287,415

What would you like to learn or see in a future PR Hot Spot? Want to be involved in this areas PR efforts? Have a PR related question? You can reach Kimberly Miles at 843-916-7218 or Kimberly.Miles@VisitMyrtleBeach.com. Follow Kimberly's tweet from the Myrtle Beach Area CVB at <http://twitter.com/MyMyrtleBeach>