



FOUR TIPS FOR MORE EFFECTIVE MEDIA RELATIONS

JOHN TOON

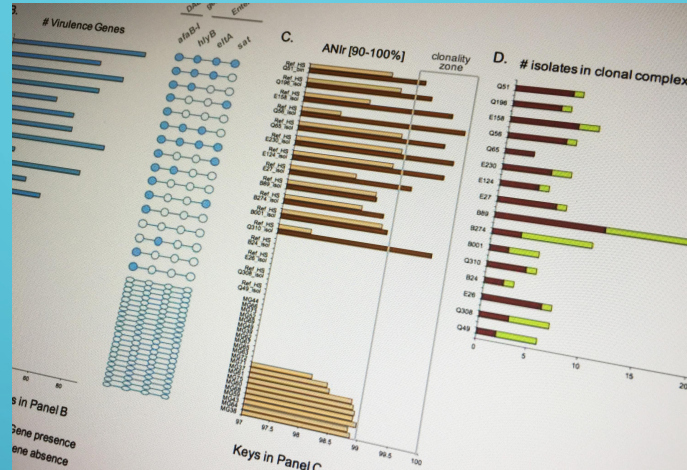
AVP RESEARCH COMMUNICATIONS (RET), GEORGIA TECH

URMA ANNUAL CONFERENCE

CREATE YOUR OWN STOCK ART

Media outlets need art, but there aren't always campus photo opportunities

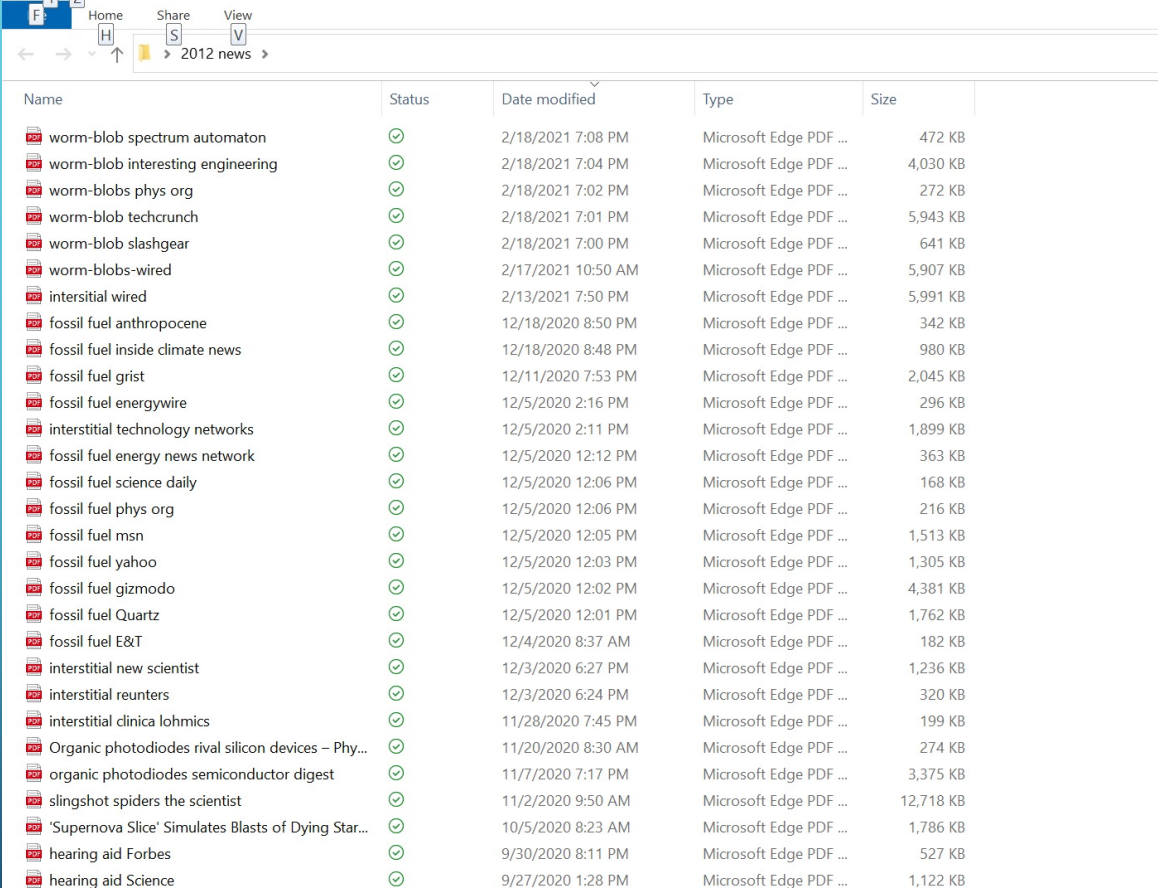
- Photograph charts from papers
- Grab generic photos
- Use your phone as a stock account



STORE YOUR CLIPS IN PDF

Most of us have PDF creation software, MS Edge will create PDFs from webpages

- Give each clip resulting from a media relations project a consistent name
- Sort by name or date
- Use for reporting results, maintaining lists of media contacts and identifying types of images used

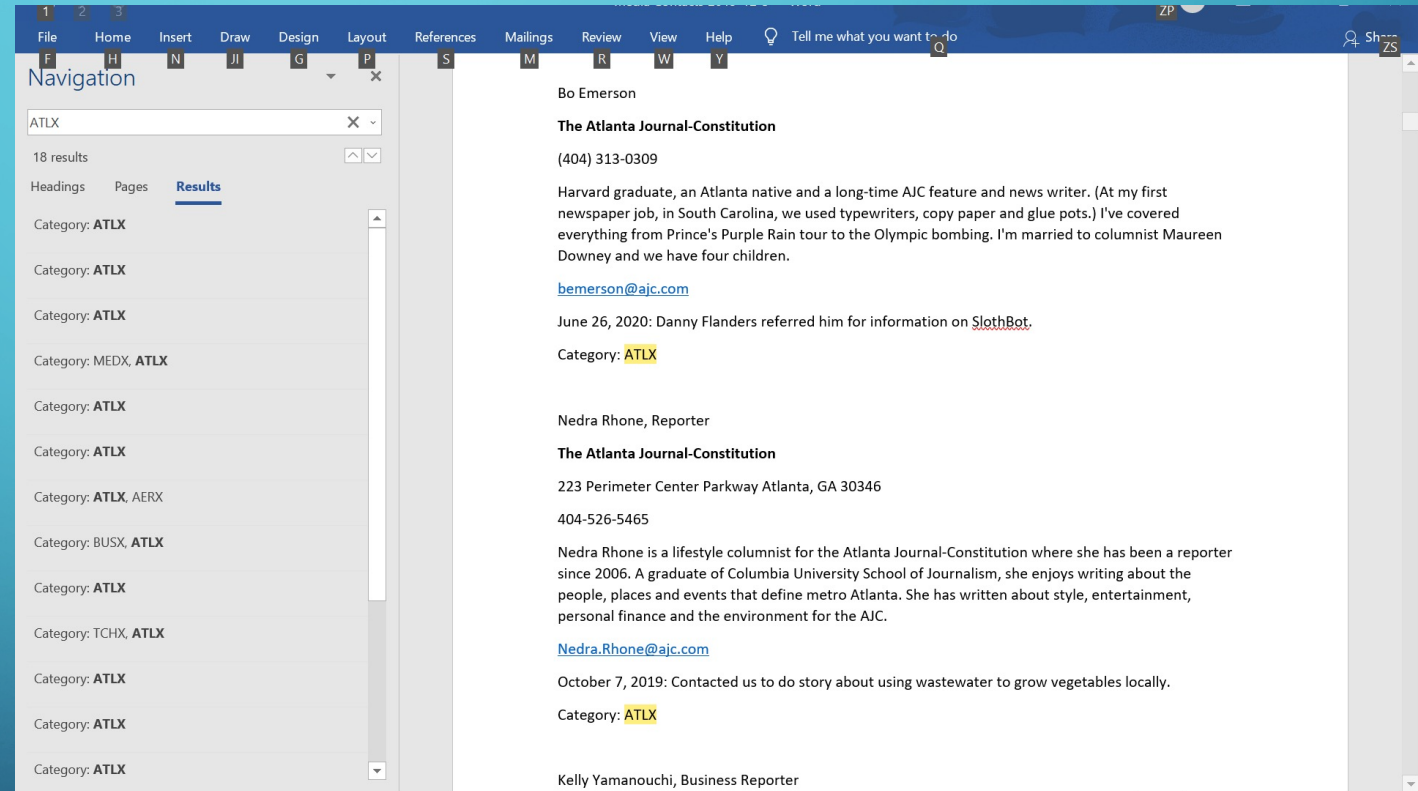


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worm-blob interesting engineering	✓	2/18/2021 7:04 PM	Microsoft Edge PDF ...	4,030 KB
worm-blobs phys org	✓	2/18/2021 7:02 PM	Microsoft Edge PDF ...	272 KB
worm-blob techcrunch	✓	2/18/2021 7:01 PM	Microsoft Edge PDF ...	5,943 KB
worm-blob slashgear	✓	2/18/2021 7:00 PM	Microsoft Edge PDF ...	641 KB
worm-blobs-wired	✓	2/17/2021 10:50 AM	Microsoft Edge PDF ...	5,907 KB
interstitial wired	✓	2/13/2021 7:50 PM	Microsoft Edge PDF ...	5,991 KB
fossil fuel anthropocene	✓	12/18/2020 8:50 PM	Microsoft Edge PDF ...	342 KB
fossil fuel inside climate news	✓	12/18/2020 8:48 PM	Microsoft Edge PDF ...	980 KB
fossil fuel grist	✓	12/11/2020 7:53 PM	Microsoft Edge PDF ...	2,045 KB
fossil fuel energywire	✓	12/5/2020 2:16 PM	Microsoft Edge PDF ...	296 KB
interstitial technology networks	✓	12/5/2020 2:11 PM	Microsoft Edge PDF ...	1,899 KB
fossil fuel energy news network	✓	12/5/2020 12:12 PM	Microsoft Edge PDF ...	363 KB
fossil fuel science daily	✓	12/5/2020 12:06 PM	Microsoft Edge PDF ...	168 KB
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fossil fuel msn	✓	12/5/2020 12:05 PM	Microsoft Edge PDF ...	1,513 KB
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fossil fuel gizmodo	✓	12/5/2020 12:02 PM	Microsoft Edge PDF ...	4,381 KB
fossil fuel Quartz	✓	12/5/2020 12:01 PM	Microsoft Edge PDF ...	1,762 KB
fossil fuel E&T	✓	12/4/2020 8:37 AM	Microsoft Edge PDF ...	182 KB
interstitial new scientist	✓	12/3/2020 6:27 PM	Microsoft Edge PDF ...	1,236 KB
interstitial reuters	✓	12/3/2020 6:24 PM	Microsoft Edge PDF ...	320 KB
interstitial clinica lohmic	✓	11/28/2020 7:45 PM	Microsoft Edge PDF ...	199 KB
Organic photodiodes rival silicon devices – Phy...	✓	11/20/2020 8:30 AM	Microsoft Edge PDF ...	274 KB
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'Supernova Slice' Simulates Blasts of Dying Star...	✓	10/5/2020 8:23 AM	Microsoft Edge PDF ...	1,786 KB
hearing aid Forbes	✓	9/30/2020 8:11 PM	Microsoft Edge PDF ...	527 KB
hearing aid Science	✓	9/27/2020 1:28 PM	Microsoft Edge PDF ...	1,122 KB

USE MS-WORD 'FIND' COMMAND

MS-Word can be a handy to maintain contact information if you don't have a database

- Structure useful information
- Categorize each entry
- Use "Find" to search
- Copy from the main document



CHECK OUT MICROSOFT'S SEARCH ENGINE

Microsoft's search engine Bing doesn't get much respect, but it should.

- Bing uses an algorithm that's different from Google, so you get different results.
- This can be useful for finding media hits and identifying writers and editors.

