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;;; LEARNING TIMES 131112
>> IF ANYONE HAS A TECHNICAL
ISSUE DURING THE MEETING OR THE
WEBINAR PLEASE FEEL FREE TO
SUBMIT YOUR QUESTION IN THE CHAT
WINDOW.
WE WILL RESPOND AS QUICKLY AS WE
CAN.
WITHOUT FURTHER DELAY I WOULD
LIKE TO INVITE OUR HOST FROM
HERITAGE PRESERVATIONS.
PLEASE BEGIN WHEN YOU'RE READY.
>> IT'S GREAT TO SEE WHERE
YOU'RE ALL COMING FROM.
>> -- SINCE WE LAUNCHED THE
SERIES IN JANUARY WE HAVE
COMPLETED SIXTH COURSES WITH A
SEFPGT ON THE WAY.
IF YOU HAVE MISSED ANY OF THE
COURSES OR YOU'RE INTERESTED IN
GOING BACK THROUGH THE MATERIAL.
WEBINAR RECORDINGS AND RESOURCES
SOURCES ARE ARCHIVED ON THE ON-LINE
COMMUNITY.
TODAY'S COURSE AND THE ENTIRE
SERIES HAS BEEN MADE POSSIBLE
THROUGH A 21st CENTURY MUSEUM
GRANT.
WE'RE FORTUNATE TO HAVE LEARNING
TIMES ONBOARD WITH US TO HELP
WITH WEBSITE AND WEBINAR
SUPPORT.
OUR SPEAKER TODAY HAS A LOT OF
GREAT INFORMATION FOR YOU.
I WILL MAKE MY INTRO REALLY
QUICK.
YOU KNOW TODAY IS OUR THIRD
WEBINAR.
WE WILL MEET ONE FINAL TIME THIS
THURSDAY.
WILL YOU LOG IN AS YOU HAVE DONE
TODAY.

AS YOU KNOW WE ASK THAT YOU REGISTER, WATCH EACH WEBINAR AND COMPLETE ALL HOMEWORK ASSIGNMENTS IF YOU'RE INTERESTED IN OFFICIALLY COMPLETING THE COURSE.

IT'S ALL DUE NO LATER THAN NURSE NOVEMBER 21st.

WILL YOU CONTINUE TO FIND EVERYTHING YOU NEED FOR THE COURSE ON THE COURSE WEBPAGE. INCLUDING TRANSCRIPTION, HOMEWORK, PDF SKP +*Z RESOURCES OUR SPEAKERS HAVE COMPILED. AS ALWAYS IF YOU HAVE QUESTIONS PLEASE FEEL FREE TO CALL US OR E-MAIL US.

SO, WITHOUT FURTHER DELAY I'M SO PLEASED TO INTRODUCE TO YOU ALL ANNE EDGAR.

ANNE IS HEAD OF HEAD OF A -- EXPANSION AND URBAN PLANNING INITIATIVES.

FOR NEARLY A DECADE SHE HAS TAUGHT PUBLIC RELATIONS FOR THE ARTS AT NEWARK UNIVERSITY. WE ARE IN REALLY GREAT HANDS TO TKA +*EU.

ANNE, I'M GOING TO MOVE THIS OUT OF THE WAY AND HAND THINGS OVER TO YOU.

>> WELL, I AM SO -- YOU KNOW HONORED AND PLEASED TO BE HERE. I HAVE TO TELL YOU THAT WHILE I AM A PRETTY GOOD PUBLICIST I CAN DO CRAZY THAOEUPBGZ WITH TECHNOLOGY.

FOR A MOMENT I GOT OFF SCREEN. NOW I'M COMING BACK.

NOW I'M SEEING EVERYBODY.

SO, ANYWAYS I HAD A MOMENT OF CRISIS THERE.

THERE IS A LOT I WANT TO COVER TODAY.

I WANT TO EXPLAIN HOW I TRIED TO SHAPE THIS INFORMATION.

I -- YOU KNOW I HAVE TALKED AS A

PART OF THE PROGRAM BEFORE.
WHILE IN MY WORK I MAYBE
RETAINED OR HIRED TO OPEN A
MAJOR BUILDING OR SOMETHING LIKE
THAT.

I SEND RELEASES AND MEDIA WORK
OUT AROUND THE WORLD.

I ALSO WORK IN VERY DIFFERENT
WAYS AND WAY THAT'S I THINK MAKE
A LOT OF SENSE IN TERMS OF HOW
YOU GUYS ARE WORKING.

I'M LOOKING AT THE SCREEN HERE.
I SEE THAT INSTITUTIONS ARE
REPRESENTED FROM SEATTLE, LITTLE
ROCK, ITALY, HUDSON VILLE,
MICHIGAN.

SO, TODAY WE'RE GOING TO BE
TALKING ABOUT THE FUNDAMENTALS
OF PUBLIC RELATIONS.

PUBLICITY.

I CAN CALL IT MEDIA RELATIONS.
WE'RE GOING TO TALK ABOUT THE
WAY THE NEWS INDUSTRY WORKS, NOT
COMPLETELY BUT TO A DEGREE.
WE'RE GOING TO WORK AND TALK
ABOUT THE PRINCIPALS AND
STRATEGIES FOR SUCCESSFUL
PUBLICITY.

SO, YOU GUYS WON'T HEAR ME
TALKING A LOT ABOUT THE DIGITAL
AGE.

IT'S NOT THAT I DON'T THINK IT'S
IMPORTANT.

IT'S JUST THAT THESE PRINCIPALS
AND STRATEGIES PRETTY MUCH STAY
THE SAME REGARDLESS OF THE
DELIVERY SYSTEM.

SO, LET'S, YOU KNOW KAOEUPBGD OF
BEGIN.

LET ME SEE IF I CAN GET THIS
SCREEN MOVING.

IS IT MOVING TO PAGE TWO, YOU
GUYS?

>> NO, AN.

THERE YOU.

GO.

>> HERE IT IS.

GOOD, GOOD, GOOD.

OKAY.

NOW MANY OF YOU ARE VERY
EXPERIENCED PUBLICITY OR
EXPERIENCED IN WHAT YOU DO.
DON'T TAKE UMBRIDGE TO THIS
QUESTION.

IT'S A BASIC QUESTION.

HOW IS PRESS COVERAGE DIFFERENT
FROM AN ADVERTISEMENT.

I WONDER IF SOMEONE WANT TO
THROW SOMETHING UP ON THE CHAT
BOARD OR IF THAT'S APPROPRIATE.
LET ME TAKE IT FROM THERE.

HOW IS PRESS DIFFERENT FROM AN
ADVERTISEMENT?

I WILL LOOK FOR PEOPLE TO PUT
SOMETHING IN.

EXACTLY.

YES, JENNIFER FROM FLORIDA.

YOU PAY FOR AN ADVERTISEMENT.

WHAT THE DIFFERENCE IS THAT ONE
CAN TOTALLY SHAPE AN
ADVERTISEMENT.

YOU KNOW.

WE WE CAN DESIGN THE ADD, WRITE
THE ADD.

WE DECIDE THE DAY WE WANT THAT
ADD TO RUN.

WE DECIDE HOW LARGE IT WANTS TO
BE.

THAT SOUND LIKE A GREAT IDEA TO
GET THE WORD OUT ABOUT OUR
INSTITUTIONS AND COLLECTIONS.

THE ONLY TROUBLE IS THAT
ADVERTISEMENTS HAVE ONE
DRAWBACK.

AH-HA.

I SEE SOMETHING FROM CARLA.

SHE SAYS WE GET BETTER RESPONSE
FROM PRESS COVERAGE.

WHY NIGHT THAT BE?

WHY DO YOU THINK AN ORGANIZATION
GETS BETTER RESPONSE FROM PRESS
COVERAGE THAN AN ADVERTISEMENT?

ANYONE HAVE A GUESS ON THAT.

YES, CHRISTINA FROM LONDON,

THANK YOU.

PRESS COVERAGE IS PREMATURE WHEN YOUR LOCAL NEWSPAPER, REGIONAL SLASH NATIONAL MAGAZINE, TELEVISION PROGRAM WHEN ONE OF THOSE ENTITIES DECIDES TO COVER YOUR MUSEUM, YOUR LIBRARY, YOUR ARCHIVE.

IN A WAY IT'S A THIRD PERSON.

A RESPECTED THIRD PERSON SAYING THIS IS A GOOD ORGANIZATION AND WHAT THEY DO MATTERS.

A PAID ADVERTISEMENT WE'RE SAVVY ENOUGH TO KNOW PAID ADVERTISEMENTS DON'T CARRY THAT RECOMMENDATION.

SO, LET ME SEE IF I CAN GET THIS SLIDE TO MOVE ONE THING FURTHER. WE HAVE A POLL QUESTION COMING UP.

I WONDER WHERE THAT IS.

LET'S SEE.

>> YOU SEE THE TWO ARROWS BOTTOM LEFT CORNER OF THE POWERPOINT. CLICK.

THERE WHEN YOU'RE READY FOR THE POLL QUESTION.

I HAVE THEM.

I WILL BRING THEM OUT.

>> OKAY.

I'M SEEING IT.

LET'S SEE.

>> -- THIS IS BEAUTIFUL.

I LOVE THIS CHART.

>> OKAY.

WE'RE COMING IN MAINLY AS ARCHIVISTS, CURATORS, LIBRARIANS.

I'M NOT SEEING A PRESS OFFICER YET, WHICH IS JUST FINE.

I HAVE TRIED TO DESIGN THIS POWERPOINT IN THIS PRESENTATION TODAY TO BE USEFUL FOR SOMEONE WHO IS NOT A PROFESSIONAL PRESS OFFICER.

SO MUCH OF WHAT WE TALK ABOUT IS COMMON SENSE AND USING THE

SKILLS YOU HAVE AS A LIBRARIAN,
CURATOR, ARCHIVIST OR EDUCATOR.
LET'S SEE IF WE CAN GET ANOTHER
SLIDE TO COME ON.

OKAY.

THIS IS SOMETHING I WILL ASK YOU
TO QUICKLY, YOU KNOW PUT INTO
THE CHAT.

TYPE VERY QUICKLY.

WHAT PERCENTAGE OF TIME DO YOU
AS A CURATOR OR WHATEVER SPEND
ON PUBLICITY OUTREACH EACH WEEK?

THANK YOU, PAM.

THIS IS GREAT.

THIS IS GREAT.

YET I SEE MELISSA FROM MICHIGAN
DOING 8-10 HOURS.

LESS THAN 5%.

OKAY.

10.

SOME OF YOU KWOEUS DEVOTE QUITE
A BIT OF TIME.

AND SOME OF YOU QUITE A LITTLE.

WHAT I'M -- DOES DAYDREAMING
COUNT?

YA, IT DOES.

IT COMES IN HANDY.

THIS IS FABULOUS.

25% THAT'S A GOOD AMOUNT OF
TIME.

I THINK I WOULD WISH TO EMPOWER
YOU.

WHERE AT THE END OF THE
PRESENTATION YOU FEEL ABLE TO
SPEND AN INCREASE THE AMOUNT OF
TIME DOING THIS WORK AND THAT
YOU UNDERSTAND HOW IT CAN BE
DONE REALLY NATURALLY AS THE OUT
GROWTH OF YOUR WORK AND PASSION
FOR YOUR SELECTION.

WHERE YOU DON'T HAVE TO TAKE A
COURSE IN PUBLICITY OR LEARN A
NEW FIELD OR NEW SKILL.

I THINK TODAY WILL BE ENOUGH TO
GET YOU GOING.

SO, LET'S SEE WHAT WE HAVE HERE.
AS THE NEXT THING.

OKAY.

FIRST OF ALL THERE IS NO MYSTERY
ABOUT WHAT WE DO AS PUBLICITIES
AND WHAT YOU DO IN YOUR JOB.

IT'S NOT SO DIFFERENT.

THEY'RE KIND OF THE SAME THING.

THE NEWS MEDIA EXISTS TO TELL
STORIES.

OFTEN STORIES OF WAR, POLITICS.

SOMETIMES THERE ARE STORIES OF
BODIES BEING TAKEN OUT OF
BURNING BUILDINGS.

THERE ARE ALSO STORIES ABOUT
CULTURE AND WHY OB KWREBGTS MEAN
SOMETHING TO A WHOLE REGION, TO
A TOWN OR TO A WHOLE COUNTRY.

THAT IS WHAT WE DO AS CULTURAL
PUBLICITIES WE TRY TO AT THE
TIME STORIES THAT MATTER ABOUT
OBJECTS, EXHIBITIONS OR MUSEUM
EXPANSIONS.

>> IS I'M TRYING TO GET THIS TO
MOVE.

OKAY.

WE'RE TALKING A LOT TODAY ABOUT
THE IDEA OF WHAT IS NEWS WORTHY.
THE I'D.

>>> IS MORE THAN WHAT IS JUST
INTERESTING.

I CAN TELL YOU A INTERESTING
STORY ABOUT ME MY JOB, MY FIRM
BEING INTERESTING, WHY I'M A
INTERESTING PUBLICITY, WHY I
CAME FROM TENNESSEE TO NEW YORK.

I THINK IT'S INTERESTING BUT
THERE ARE LOTS OF PEOPLE IN NEW
YORK WITH INTERESTING STORIES
FROM OTHER PLACES.

WE'RE GOING TO SORT OUT TODAY
NOT JUST WHAT IS INTERESTING.
THAT'S A GIVEN.

WE'RE GOING TO TRY TO SORT OUT
WHAT IS NEWS WORTHY.

>> I CAN ADVANCE IT FOR YOU.

>> OKAY.

LET'S, YOU KNOW WE COULD
PROBABLY JUST TEAM IT TOGETHER,

RIGHT.
FEEL FREE AS YOU FEEL ME COMING
TO AN END ADVANCE IT.
I WILL BE GRATEFUL.
IF I DON'T LIKE IT I WILL ASK TO
YOU HOLD IT.
SO, LET ME ASK YOU GUYS.
LET'S START WITH AN EXAMPLE.
IMAGINE THAT THE SENTENCE YOU
SEE HERE IS A HEADLINE IS.
IT NEWS WORTHY?
WHAT DO YOU THINK.
"THE MUSEUM OF MOTORCYCLE
HISTORY RECEIVED IT'S FIRST
BROWN MOTORCYCLE."
>> OH I AGREE.
I AGREE.
THANK YOU, THANK YOU.
THANK YOU.
YOU KNOW WHY IT'S NOT NEWS
WORTHY AND, JENNY, I DON'T KNOW
IF YOU'RE ADVANCING.
IF WILL YOU ADVANCE AND ADVANCE
AGAIN.
IT'S NOT NEWS WORTHY BECAUSE
IT'S SOMETHING I WANT TO BRING
UP.
IT'S SOMETHING WE ARE ALL PRONE
TOO.
WE NEED TO BE ASKING OURSELVES
THE QUESTION.
WE ALL TEND TO INVEST OUR WORK
WITH A SENSE OF IMPORTANCE
BECAUSE WE DEVOTE SO MUCH TO IT.
LIKE IF YOU'RE AN ARCHIVE AND
SAVE A SMALL TOWN.
SAY ATHENS, PENNSYLVANIA.
SAY YOU'RE THE MUSEUM OF
MOTORCYCLE HISTORY IN ATHENS,
PENNSYLVANIA.
YOU HAVE LOOKED FOR 12 YEARS FOR
A BROWN MOTORCYCLE.
YOU FINALLY FOUND ONE.
WELL, THAT MIGHT BE SOMETHING
FOR YOUR LOCAL PAPER.
IT'S NOT REALLY GOING TO BE NEWS
WORTHY MUCH FURTHER.

MAYBE NOT EVEN THERE.
BECAUSE THERE ARE PROBABLY A
WHOLE LOT OF BROWN MOTORCYCLES
IN THE WORLD.
THEY ARE PROBABLY IN A LOT OF
OTHER MUSEUMS.
I SHARE THIS WITH YOU TO ASK YOU
TO ALWAYS ASK YOURSELF IS THIS
JUDGE INTERESTING TO ME BECAUSE
I'M SO INVESTED IN IT OR IS THIS
OF GENUINE PUBLIC INTEREST?
LIKE, YES, I KNOW WE SPENT
2 MILLION ON THIS NEW
INSTALLATION FOR OUR ARCHIVE ON
ABRAHAM LINCOLN.
GIVEN THAT THERE ARE THREE OTHER
SIMILAR INSTALLATIONS IN TOWN IS
THIS REALLY GOING TO MAKE NEWS?
SOMETIMES BEING INSTITUTIONAL
AND NON PROFIT PEOPLE WE CAN
DEVOTE MONEY AND RESOURCES TO
PROJECTS THAT ARE REALLY
VALUABLE.
THEY'RE EXACTLY WHAT WE SHOULD
BE DOING.
THEY'RE NOT NECESSARILY NEWS
WORTHY OR NOT NECESSARILY NEWS
WORTHY OUTSIDE OF A SMALL GROUP
OF PEOPLE, MAYBE LIKE OUR
NEWSLETTER.
IT COULD GO IN A NEWSLETTER FOR
FRIENDS OR PERHAPS THE DAILY
PAPER.
SO, IF WE COULD ADVANCE A SLIDE
AND BEGIN TALKING ABOUT THE
KIND OF THINGS THAT MAKE THINGS
NEWS WORTHY.
JOKE, YES.
MAN BITES DOG, YES.
THAT'S NEWS WORTHY.
IF WE ADVANCE AGAIN MAYBE WE
FIND ANOTHER REASON.
IT'S A FIRST.
IT'S NEW.
WHAT ARE SOME OTHER IDEAS THAT
OR NOTHING YOU HAVE OUT THERE?
WHAT ARE THINGS THAT MAKE, WHAT

MAKES SOMETHING NEWS WORTHY?
IF IT'S A FIRST, NEW, IT TENDS
TO BE NEWS WORTH.

WHAT ELLS MAKES SOMETHING NEWS
WORTHY PARTICULARLY IN THE FIELD
WE'RE TALK ABOUT, ARCHIVES.

>> AN ANNIVERSARY IS A WONDERFUL
REASON TO MAKE SOMETHING NEWS
WORTHY.

WIDEPRAED INTEREST FOR MANY
PEOPLE.

YES, RIGHT.

COMPLETION OF A MANGER
RESTORATION.

YES, THAT CAN BE NEWS WORTHY .
PERTNANCE OF THE READER.

YES YOU HAVE TO LOOK AT WHAT
MATTERS TO PEOPLE.

UNIQUE, RARE NOSTALGIC.

YES UNIQUENESS AGAIN AND AGAIN.
RARE AND UNIQUE.

A DISCOVERY, YES, ALWAYS.

AND JENNY, IF I COULD ASK TO YOU
ADVANCE.

WE HAVE SOME OF THESE ON THE
SLIDES.

MANY OF YOU HAVE SAID THIS BUT
YOU KNOW AN OBJECT THAT'S NEVER
BEEN SEEN BEFORE OR NEVER BEEN
SEEN FOR HUNDREDS OF YEARS.
EXTREMELY NEWS WORTHY.

A RARE OBJECT.

SOMETHING THAT'S UNBELIEVABLY
OLD STRANGELY ENOUGH.

YOU KNOW SOMETHING NEW IT IS
NEWS WORTHY.

IF IT'S UNBELIEVABLY OLD, I
THINK OF THE BODY THAT WAS
UNCOVERED, MAYBE A DECADE AGO.
FROM ICE.

IT WAS THE BODY OF A PERSON WHO
I THINK LIVED IN THE BRONZE AGE.
SO, THAT'S COMPLETELY NEWS
WORTHY.

AGAIN REAR LEAR SOMEONE SAID, I
THINK ABE ERA LAMB SAID,
PERTNANCE TO THE READER.

I KNOW PEOPLE ARE IMPRESSED BY EXPENSIVE THINGS.
MAYBE WE WISH THAT WASN'T TRUE.
IT IS TRUE THOUGH.
WE THINK OF MAYBE OVER A DECADE AGO WHEN THE SMITHSONIAN SENT THEIR COLLECTION, YOU KNOW ON LOAN TRAVELING AROUND THE COUNTRY THEY EMPHASIZED SOME DIAMONDS, THE JEWELRY COLLECTION.
PART OF WHAT MADE THAT NEWS WORTHY IS THEY WERE UNBELIEVABLY RARE AND EXPENSIVE.
SOMETHING A AVERAGE PERSON COULDN'T OWN.
AN ADVANCE, PLEASE.
THANK YOU.
I SEE THAT SOMEONE IS SAYING HIGHLIGHTING A LIFE WHEN A IMPORTANT PERSON DIES.
CAROLINE FROM HOUSTON.
THAT'S TRUE.
SO MUCH OF YOUR POTENTIAL AS STORYTELLERS, CURATORS AND CONSERVEERS TO COMES FROM HUMAN INTEREST.
GWENY, IF YOU WILL ADVANCE A FEW TIMES.
WE WILL GET A LOT OF IT.
A LOT OF THESE ARE HUE IMAGE INTEREST STORIES.
WE CATEGORIZE NEW STORIES.
IF YOU ASK YOURSELF WHAT IS --
WHO OWNED THIS OBJECT?
WHO MADE THIS OBJECT?
WHO FOUND AND SAVED IT.
PERHAPS WHO IS CONSERVING, DOING THE PRESERVATION WORK ON THE OBJECT RIGHT NOW.
AND YES, PHILIP, I DIDN'T HAVE THAT ON NEWS BUT THAT'S FOR MUSEUMS AND ARCHIVES AND COLLECTIONS SOMETHING POWERFUL, PROVENANCE.
IT'S GETTING BACK TO HUMAN INTEREST, WHO OWNS A WORK.

THIS IS PROVENANCE.
TO SAY THIS WAS OWNED BY GEORGE
WASHINGTON OR MADAM POPADOR.
IT'S NEWS WORTHY AND SOMETHING
YOU CAN SPEND A PITCH.
THAT'S A TERM WE USE IN MEDIA
WORK.
IT'S A PITCH.
YOU CAN DEVELOP TO BRING TO A
JOURNALIST.
SO, IF WE CAN ADVANCE A LITTLE
THIS IS COUNTER INTUITIVE KNOW.
I BET YOU UNDERSTAND IT.
CULTURAL NEWS, ART NEWS, HUMAN
INTEREST NEWS LIKE YOU HAVE.
IT'S OFTEN INTERESTING NEWS BUT
TIMES IT'S IGNORED BECAUSE IT
CAN ALMOST TOLD ANYTIME.
I DON'T KNOW HOW MANY OF YOU
HAVE GONE TO COCKTAIL PARTIES
AND TALKED TO A JOURNALIST AND
TALKED TO SOMEONE AND TOLD THEM
ABOUT A OBJECT YOU JUST GOT IN.
IT WAS OWNED BY THE MIDDLE TONS.
NOBODY KNEW OF THE EXISTENCE.
IT SHEDS LIGHT ON THIS AND THAT.
PERHAPS THE JOURNALIST THINKS
THAT FASCINATING.
THEY ASK FOR AN E-MAIL.
YOU SEND THE E-MAIL BUT YOU
NEVER QUITE GET THE STORY
WRITTEN, PUBLISHED OR ON-LINE.
THAT'S BECAUSE YOUR STORY IS
CALLED WHAT IS CALLED AN
"EVERGREEN."
IF COULD YOU ADVANCE THE SLIDE.
AN EVERGREEN IS JUST A KIND OF
SLANG IN THE NEWS INDUSTRY FOR A
STORY THAT CAN BE TOLD ANYTIME.
RATHER THAN MAKING AN EVERGREEN
YOU THINK IT WOULD BE TOLD MORE
EASILY TOLD BECAUSE YOU CAN DO
IT ANYTIME ANY DAY.
A SLOW NEWS DAY AND THEY WILL
TELL IT.
IT DOESN'T WORK THAT WAY,
STRANGELY ENOUGH.

EDITORS AND WRITERS HAVE TO
FIELD SO MUCH NEWS.
SO MUCH IT HAPPENING.
SO MUCH IS COMING IN OVER THE
TRANSOM AND E-MAIL.
THEY SEE SOMETHING THAT NEEDS TO
BE COVERED THAT DAY, THAT WEEK,
OR NEED TO SEND A PHOTOGRAPHER
OUT THAT MINUTE.
EVEN THOUGH THEY'RE INTERESTED
IN YOUR STORY ABOUT THE
MIDDLETON FAMILY IT GETS PUSHED
ASIDE BECAUSE THERE IS SOMETHING
MORE PRESSING.
ONE OF THE THINGS WE'RE TALKING
ABOUT TODAY IS HOW DO YOU TAKE A
STORY FROM YOUR COLLECTION AND
MAKE IT SOMETHING THAT NEEDS TO
BE REPORTED ON THAT DAY THAT
WEEK OR THAT SEASON.
THERE IS ANOTHER INDUSTRY TERM
FOR DOING JUST THAT -- DOING
JUST THAT.
CREATING A REASON FOR YOUR STORY
TO BE TOLD.
RIGHT AWAY OR SOON.
OR RATHER MAKING YOUR STORY NEWS
WORTHY.
TO ADVANCE THE SLIDE WE CALL
THAT A NEWS PICK.
HOW DO YOU CREATE A NEWS PICK
ABOUT A GROUP OF OBJECTS IN YOUR
SELECTION, ABOUT A DONATION.
ADVANCING THE SLIDE.
TIMES YOU CAN CREATE A NEWS PICK
BY THE VERY PROCESS OF WORK
THAT'S IN FRONT OF YOU.
SAY YOU'RE A SMALL MUSEUM IN THE
MIDDLE OF, SAY YOU'RE A MUSEUM
IN COUNCIL PLUSH.
YOU'RE A MUSEUM DEVOTED TO --
EARLY AUTOMOTIVE AND FARM
EQUIPMENT.
YOU KNOW, YOU KNOW THAT ON
THURSDAY TWO VINTAGE 1930th
TRUCKS WILL HAVE TO BE LIFTED
INTO YOUR MUSEUM BY A CRANE.

YOU KNOW YOU MIGHT TENTED TO
THINK THAT'S A REGULAR PROCESS A
WORKDAY AND YOU GO ABOUT YOUR
BUSINESS.

YOU CAN THINK OF THAT AS A PHOTO
OP.

YOU KNOW I HAVE TO TELL YOU
ANYTIME A CRANE LIFTS ANYTHING
INTO A MUSEUM OR PLACE THAT CAN
BE A INTERESTING PICTURE.

YOU DON'T HAVE TO DO ANYTHING
FANCY TO GET WORD TO THE LOCAL
NEWSPAPER ABOUT THAT.

JUST CALL AND SAY HIGH.

I'M ROBERT.

ROBERTA I'M FROM THE COUNCILBLUSHES HISTORY SOCIETY, I JUST
WANTED TO TELL YOU WE MIGHT HAVE
A GOOD PICTURE FOR YOU.

ON THURSDAY WE'RE DOING THIS AND
THAT.

ONE THING I WANT TO EMPHASIZE IN
THE TALK IS LOW TECH.

DON'T FEEL YOU HAVE TO WRITE UP
SOMETHING IN A PARTICULAR WAY OR
BE A PUBLIC RELATIONS EXPERT TO
DO THIS YOU CAN GET ON THE PHONE
AND IDENTIFY YOURSELF.

YOU CAN EVEN SAY I DON'T REALLY
KNOW WHAT I'M DOING.

I'M AN ARCHIVER AND I DON'T
USUALLY DO THIS.

THEY WILL HELP YOU WILL.

>> ONE THING -- ONE WAY WE MAKE
OUR COLLECTIONS RELEVANT IS BY
THINKING, TRYING TO TAP INTO THE
PEOPLE AROUND US, WHAT THE
PHAOUPBT AROUND US IS IS
THINKING ABOUT.

SOMETIMES IT'S THE HEADLINES.

SOMETIMES IT'S SAD LIKE YOU KNOW
SOMETIMES YOU ARE READING ABOUT
A FLOOD.

AN ESTATE, ADJACENT STATE.

MAYBE IT'S A OPPORTUNITY FOR YOU
AS A CONSERVATOR TO CALL AND SAY
I AM CALLING FROM A CONVERSATION
LAB.

WE HAVE CONSTRUCTED.
WE HAVE ALREADY PUT TOGETHER A
TEN POINT GUIDE ON WHAT TO DO
WITH WATER SOGGED OBJECTS.
WE'RE HAPPY TO SHARE THAT WITH
YOUR READERS AND VIEWERS.
SO SOMETIMES IT'S SEEING
YOURSELF AS A RESOURCE DURING
EMERGENCIES.
SOMETIMES IT'S RESPONDING TO
SEASONS.
YOU KNOW.

>> I THINK I NEED TO BACK UP FOR
THE SLIDE.

SOMETIMES WE THINK OF A SEASON
FOR PICNICKING OR GARDENING.
IN LATE MARK IF YOU HAVE A
COLLECTION THAT HAS PERHAPS
VINTAGE, RARE, FARM PHREPLTS
FROM EVEN THE 18th CENTURY
THINK ABOUT THE FACT THAT IT'S
TIME WHEN SOME PEOPLE IN YOUR
FARMING COMMUNITY WILL THINK
ABOUT PLANTING.

IT MIGHT BE A GREAT TIME TO
INVITE A JOURNALIST TO COME INTO
THE ARCHIVE AND SEE THE
IMPLEMENTS.

AN VERSE RAOEZ.

IS IT THE 100th YEAR SINCE THE
FOUNDING OF YOUR LIBRARY?
IS IT THE HUNDREDTH YEAR SINCE
THE TOWN WAS INCORPORATED AND
YOU HAVE THE MATERIALS ON THAT.
SOMETIMES IT'S SOCIAL TRADITIONS
LIKE YOU CAN THINK AHEAD.

MAYBE YOU LIVE IN A TOWN WHERE
EVERYBODY IS CRAZY WITH, YOU
KNOW THE LITTLE LEAGUE AND
BASEBALL AND EVERYONE IS ATUNEED
TO THE RHYTHMS OF THE BASEBALL
SEASON.

YOU KNOW THE BASEBALL SEASON
JUMP STARTS AND LAUNCHS IN
APRIL.

MIGHT BE A GOOD THING TO LOOK
INTO THE COLLECTION.

MAYBE YOU HAVE.
MAYBE YOU HAVE A COLLECTION OF
ANTIQUA GLOVES OR BATS,
ETCETERA, MAYBE BATHE RUTH WAS
BORN IN YOUR TOWN.
LET'S ADVANCE AND GO THROUGH THE
NEXT SLIDE.
WHICH IS PRIMARILY SHOWING WHAT
I HAVE BEEN TALKING ABOUT.
SO GOING TO THE NEXT SLIDE.
I WANT PAUSE HERE FOR A SECOND
TO BUILD ON WHAT I HAVE BEEN
TALKING ABOUT.
BRING IN A KIND OF DIFFERENT
THOUGHT.
SO, SAY YOU HAVE IDENTIFIED PART
OF YOUR SELECTION THAT'S
INTERESTING.
SAY YOU HAVE AN IDEA HOW TO
CONNECT IT TO THE WORLD AROUND
YOU.
YOU MAY DO WELL COULD
COLLABORATE WITH ANOTHER
COLLECTION IN YOUR COMMUNITY OR
FURTHER A FIELD.
SAY IT HAS OCCURRED TO YOU YOU
HAVE A GREAT COLLECTION OF
BASEBALL MATS.
SAY THE HISTORY COLLECTION NEXT
DOOR ALSO DOES.
YOU HAVE A BETTER CHANCE OF
GETTING MORE MEDIA COVERAGE THE
LARGER A STORY IS.
THERE IS A TERM WE USE IN
PUBLICITY CALLED PUND WILLING TO
BUILD A STORY BIGGER.
IF YOU HAVE TIME.
SAY IT'S SEPTEMBER AND YOU CAN
TALK TO ONE OR TWO, THROW OR
FOUR ORGANIZATIONS AND
COLLABORATE A BIGGER STORY
WAFFLE YOUR SELECTIONS AND
PUTTING THEM ON VIEW AT THE SAME
TIME YOU WILL GET A BIGGER
STORY.
YOUR LOCAL PAPER WILL COVER YOU.
THEIR LOCAL PAPER WILL COVER

YOU.

MAYBE A REGIONAL PAPER, THE WASHINGTON POST IF YOU'RE IN THE VIRGINIA AREA.

ANOTHER THOUGHT IS PIGGY BACKING AND KNOWING YOUR SELECTION.

SAY YOU'RE AT A PARTY OR LOOK ON-LINE.

YOU SEE THE PHILADELPHIA MUSEUM MOUNTING A EXHIBITION ON A LOCAL PAINTER.

MAYBE A PEALE OR A NAME I HAVEN'T HEARD OF BUT AN AMERICAN PAINTER WHO WAS BORN AND RAISES IN YOUR TOWN.

MAYBE YOU WORK AT HIT HOUSE WHERE HE WAS BORN AND RAISED.

THIS IS A MOMENT TO PIGGY BACK. IF THE PHILADELPHIA MUSEUM SHOW IS OPENING IN JUNE OF 2016.

CALL THEM AND ASK IF YOU CAN CROSS PROGRAM WITH THEM.

IF THEY CAN PUT INFORMATION ABOUT YOUR HISTORIC HOUSE IN THEIR INFORMATION, AND TIME SOMETHING YOU DO, LIKE AN OPEN HOUSE WITH THEIR SHOW.

WHETHER IT'S A WEEK AFTER IT OPENS OR WHATEVER.

GRAB THEIR FIRE POWER AND LET IT HELP YOU.

BELIEVE ME THESE MAJOR MUSEUMS ARE AWFULLY SMART.

LET THEIR LIGHT SHINE OUPB.

OKAY.

LET'S ADVANCE A SECOND.

NOW ONE THING I WANTED WITH THIS SESSION IS TO CREATE, TO INSTIL REALLY IN YOU A SENSE OF WHAT YOU COULD DO ALMOST BY USING NOTHING BUT E-MAIL AND A TELEPHONE.

SO, I'M NOT GOING TO SAY A LOT ABOUT A PRESS RELEASE HERE.

AT THE END THERE IS A RESOURCE I'M POINTING YOU TO.

IF YOU WOULD LIKE A GOOD

DESCRIPTION OF HOW TO WRITE A
PRESS RELEASE.

BUT I KIND OF WANT TO TELL YOU
SOMETHING I THINK IS FUNNY OR AT
LEAST NOT VERY WELL KNOWN.

FOR ME AS A PUBLICITY I
SOMETIMES DON'T EVEN WORRY ABOUT
WRITING A PRESS RELEASE.

UNTIL I HAVE SPOKE TONE A
JOURNALIST OR TWO.

I THINK SOMETIMES A PRESS
RELEASE IS MORE USEFUL AS
FOLLOWING UP ON PRESS CONTACT.

I TELL YOU WHEN I FIRST BEGAN
THIS WORK, 1986, BEFORE THE
INTERNET.

BEFORE VOICE MAIL.

YOU KNOW THE BEFORES.

WHEN I BEGAN THEN I ARE H. A
DIFFERENT IDEA OF WHAT I DO.

I THOUGHT THAT WHAT I DID AS A
PUBLICITY WAS WRITE A PRESS
RELEASE AND SEND IT OUT IN
ENVELOPES.

WHAT I DID WAS LIKE SPRINKLING
SEEDS.

ONCE I SENT OUT THE PRESS
RELEASE I JUST SET, I SAT BACK
AND WAITED FOR PEOPLE TO CALL
ME.

THAT'S NOT HOW YOU DO IT.

IT'S NOT HOW IT WAS EVER DONE
RIGHT.

IT CERTAINLY IS NOT HOW IT'S
DONE NOW.

SO, RIGHT NOW I WOULD SAY TO
YOU, YES, YOU CAN WRITE A PRESS
RELEASE.

YOU DON'T HAVE TO WORRY ABOUT IT
YOU DON'T HAVE TO WORRY ABOUT IT
BEING PERFECT.

NOW, WHAT YOU DO NEED TO THINK
ABOUT, BECAUSE BASICALLY THE
PRESS RELEASE IS GOING TO
FUNCTION FOR YOU AS A, I THINK
WE CAN GO TO THE NEXT SLIDE.

IT CAN FOLLOW-UP TO A PHONE

CONVERSATION, IT LEGITIMIZES
INFORMATION.
IT CAN PROVIDE EVEN MORE
INFORMATION THAN YOU'RE LIBEL TO
TALK ABOUT IN A PHONE CALL.
WOULD I ALSO SAY A RELEASE CAN
BE USED TO SEND OUT BY E-MAIL.
I'M NOT SAYING YOU SHOULDN'T.
I'M NOT SAYING YOU SHOULDN'T
MAIL IT I'M SAYING THAT IF YOU
WERE AN ARCHIVIST AND YOU DON'T
HAVE TIME TO WRITE PRESS
RELEASES AND SEND THEM OUT AND
THE IDEA SCARES YOU DON'T WORRY
ABOUT IT.
THINK ABOUT THE CONVERSATIONS
YOU'RE HAVING WITH JOURNALISTS.
LET'S GO TO THE NEXT SLIDE.
ONE OF THE FIRST THINGS YOU ASK
YOURSELF, WHO DO I CALL?
IF I HAVE A PRESS RELEASE WHO DO
I SEND IT.
>> Tom: LET ME BE OBVIOUS AND
START WITH THE LOW HANGING
FRUIT.
START WITH THE LOW HANGING
FRUIT.
YOU KNOW THE BEST THING, THE --
THE MOST IMPORTANT THING I CAN
TELL IS YOU TO KNOW WHO TO
CONTACT FOR YOUR ORGANIZATION.
YOU HAVE TO BE AN APHID CONSUMER
OF NEWS OUTLETS.
YOU HAVE TO READ THE LOCAL
PAPER.
YOU HAVE TO READ ALL OF THEM.
EVEN THE MAYBE THE ONES YOU
CONSIDER TACKY FREE GIVEAWAYS AT
A DISCOUNT STORE.
SOMETIMES THEY CAN MATTER TOO.
YOU READ YOUR REGIONAL PAPER,
YOUR WEEKLY.
YOU HAVE TO READ, LISTEN TO
RADIO AND WATCH A TELEVISION.
SO, IF YOU KNOW THAT THERE IS A
STATE MAGAZINE.
IF YOU LIVE IN NEW JERSEY THERE

IS NEW JERSEY MONTHLY.
FOLLOW THE REGULAR COLUMNS.
FOLLOW THE ART AND INFORMATION
GUIDES.
>> IF YOU'RE IN NEW JERSEY AND
YOU KNOW THE NEW YORK TIMES.
THEY DO AN ARTS AND INFORMATION
GUIDE.
FOLLOW IT.
THE NEXT SLIDE, PLEASE.
THIS IS SOMETHING, I WANT TO
SLOW DOWN.
I FEEL THIS IS A LOT.
BESIDES BEING A ACTIVE CONSUMER
OF MEDIA WHERE YOU BEGIN TO KNOW
BY READING BYLINES AND BEING A
READER WHERE YOU'RE CUTTING OUT
CLIPPINGS AND SAVE -GS THEM.
FOR THE NEXT GOOD STORY YOU KNOW
WHERE TO GO TO.
I ALSO URGE YOU TO GIVE A LITTLE
CONSIDERATION TO WHAT KIND OF
STORY YOU HAVE.
AND WHAT THE BEST MEDIUM FOR IT
TO BE IN.
WHAT DO I MEAN BY THAT?
ONE TIME I WAS WORKING ON A BIG
CITY WHITED FESTIVAL IN NEW YORK
TO CELEBRATE THE ANNIVERSARY OF
THE DEATHS OF WALT WHITMAN.
WHITE I WORKED ON THE PROJECT A
SCHOLAR FOUND SOMETHING THAT
NOBODY KNEW EXISTED.
IT WAS AN AUDIO RECORDING OF
WALT WHITMAN READING POETRY.
I THINK IT WAS 193.
1893.IT WAS ONE OF EDISON'S FIRST
RECORDINGS.
I WAS PUBLICIZING HIS FESTIVAL.
THEN I REALIZED I HAD A HUGE
DISCOVERY.
SO, I KNEW I WAS GOING TO TALK
TO THE NEW YORK TIMES ABOUT THE
FESTIVAL.
I WAS, YOU KNOW TOO
INEXPERIENCED TO HAVE UNDERSTOOD
THIS.

I WAS WORKING FOR SHOULD NOT.
SHE SAID TO ME, ANNE, GO TO CBS
SUNDAY MORNING BECAUSE YOU HAVE
CAN PROMISE THEM THAT THEY WILL
BE THE FIRST TO EVER BROADCAST
THE SOUND OF WALT WHITMAN
SPEAKING.

IT GIVES YOU CHILLS EVEN 20
YEARS LATER IT GIVES ME CHILLS
TO THINK ABOUT IT I FOLLOWED
THAT DIRECTION.

I WENT TO CBS SUNDAY MORNING.
OF COURSE I GOT AN AMAZING
PIECE.

HAD TO BE GUIDED TO DO IT, BUT
SO YOU KNOW I KNOW THAT FEW OF
US WILL BE PUBLIC RELATIONS
PROFESSIONALS AT THE END OF THIS
OR IN A YEAR BUT IF YOU GIVE
THIS A LITTLE THOUGHT.

I HOPE YOU KEEP THIS POWERPOINT
AS YOU THINK OF THE STORY YOU
HAVE LOOK AT THIS.

BE GUIDED BY IT.

IF IT'S SPOKEN WORD OR SOMETHING
OF THAT SORT YOU KNOW THINK
ABOUT PAYING SPECIAL ATTENTION
TO RADIO OR TELEVISION.

NOW LET'S ADVANCE A LITTLE BIT
MORE.

NOW I HOME I'M NOT GIVING TOO
MUCH.

LET ME PAUSE FOR A SECOND.
TRYING AGAIN TO KEEP IT YOU KNOW
LIKE YOU'RE THE PERSON.

LET'S GO ON THE BASEBALL THINK.
YOU'RE AN ARCHIVIST NOT A
PUBLICITY.

YOU REALIZE YOU HAVE AN AMAZING
TROVE OF BASEBALL STUFF.
SAY YOU HAVE REALIZED IT.

YOU HAVE KNOWN IT FOR YEARS.

IT'S NOW FALL.

YOU GO TO YOUR PEERS AND SEE YOU
HAVE A GREAT STORY.

IT'S RARE, ANTIQUE, AND NEVER
BEEN SEEN BEFORE.

YOU REMEMBER FROM OTHER
PHRA +*EUSS YOU HAVE BEEN LEARNING
FROM AND THIS PRESENTATION.
YOU KNOW, THE VERY MOMENT WHEN
PEOPLE WILL BE INTERESTED IN
THIS IS WHEN?
IT'S WHEN THE BASEBALL SEASON
OPENED.
WHEN THEY THROW THE FIRST
BASEBALL OPENING DAY.
SO YOU HAVE YOUR DUCKS IN A ROW.
YOU KNOW YOUR STUFF.
YOU ITEM SIZED THINGS.
WHEN DO YOU CONTACT?
I PUT IN THIS POWERPOINT A GRID
TO GIVE YOU A SENSE OF THAT.
THERE IS NO REASON IF YOU'RE NOT
A PUBLICITY TO KEEP THIS IN YOUR
MIND.
I'M DOUBTFUL YOU WOULD.
I WOULDN'T.
USING THE BASEBALL IDEA AS A
EXAMPLE LET'S SAY IF YOU WANT
YOUR STORY TO COME MAYBE MARCH
29th.
YOU KNOW RIGHT BEFORE APRIL.
BECAUSE KWHROSY MAGAZINES LIKE
VOGUE, LIKE, YOU KNOW SPORTS
ILLUSTRATED.
LIKE SMITHSONIAN.
SO MANY OF THESE KWHROSY
MAGAZINES THAT COME OUT EVERY
MONTH.
BELIEVE IT OR NOT THEY MAY HAVE
DEADLINES EVEN AS LONG AS FOUR
MONTHS, CERTAINLY THREE MONTHS.
THAT'S BECAUSE OF HOW LONG IT
TAKES THEM TO PUT TOGETHER A
TKWHROSY ISSUE AND GET IT PRINTD
AND DISTRIBUTED.
IF YOU BELIEVE YOU HAVE A STORY
FOR THE PRINT SMITHSONIAN AND
YOU VERY WELL MIGHT THINK ABOUT
CALLING THEM IN OCTOBER.
SAME WAY IF YOU THINK OF YOUR
LOCAL PAPER.
THINK ABOUT, IF YOU LIVE IN

MEMPHIS AND THINK ABOUT THE
COMMERCIAL APPEAL.
IF YOU'RE THINKING ABOUT THE
ATLANTA CONSTITUTION.
YOU NEED TO THINK ABOUT GIVING
YOUR PAPER ABOUT, I WOULD SAY
ABOUT A MONTH'S NOTICE.
WEEKLY, A WEEKLY NEWS PAPER OR
WEEKLY NEWSPAPER I WOULD GIVE
SIX WEEKS.
I WON'T GO ON AND ON.
AGAIN THERE IS NO WAY WE CAN
MEMORIZE IT HERE.
>> IF WE CAN LET'S ADVANCE TO
THE NEXT SLIDE.
>> I HOPE YOU FEEL FREE TO USE
THIS POWERPOINT AS A RESOURCE.
AND I WOULD REALLY JUST LEAVE IT
WHERE IF YOU ARE EVER IN DOUBT
FEEL FREE TO CALL THAT
PUBLICATION OR THAT TELEVISION
STATION AND SAY THAT YOU'RE
CALLING FROM A NON PROFIT, SMALL
MUSEUM.
YOU THINK YOU HAVE A GOOD STORY.
YOU THINK IT'S GOING TO OPEN OR
SHOULD BE TOLD FIRST OF APRIL.
JUST ASK THEM.
ASK THEM, WHEN SHOULD I CONTACT
YOU.
SHOULD I SEND YOU THE NEWS NOW
OR WAIT UNTIL LATER?
ALWAYS IF YOU'RE IN DOUBT RIGHT
TO BE EARLY.
PLEASE DON'T HESITATE TO ASK FOR
HELP.
OKAY.
LET'S ADVANCE.
NOW, I'M GOING TO TAKE A BREAK
AND LOOK A LITTLE TO SEE IF
THERE ARE ANY COMMENTS I NEED TO
RESPOND TO.
THAT'S GREAT ABOUT THE WEEKLY
ARTIFACT FOR THE -- THAT'S
GREAT.
THAT'S GREAT.
I KNOW FOR A WHILE THE

WALLSTREET JOURNAL PULLED OUT
ARTIFACTS FROM MUSEUMS.
THEY WERE DEVOTED HALF A PAGE TO
THEM AND TALKING NOTHING ABOUT
THAT.

A FACEBOOK PAGE.

THAT'S ANOTHER GREAT IDEA.

LOOKING BACK.

THAT'S GREAT TO BRING UP.

I KNOW THAT A LOT OF LOCAL
PAPERS LOOKS BACK 25 YEARS, 50,
100.

IT'S PERFECT FOR YOU GUYS.

IT'S MEAT AND GRAVY.

SO, I HOPE THAT SOME OF YOU WILL
IN THE QUESTION SESSION OR IF
NOT RIGHT NOW YOU KNOW BRING UP
OTHER IDEAS FOR PLACES YOU USE
TO CONNECT TO YOUR SELECTION.

YA, THAT'S GREAT.

THANK YOU, JENNY FOR TKHAOG FOR
AMY.

NOW, WHAT WE'RE GOING TO TALK
ABOUT FOR A LITTLE NOW IS WHAT I
HOPE WILL EMPOWER YOU MORE THAN
ANYTHING ELSE BECAUSE "HAVE BEEN
A PUBLICITY I GUESS WHAT IS 86
TILL NOW, 27 YEARS OR SOMETHING
LIKE THAT.

BUT I STILL PRIMARILY SCAN
NEWSES, MAGAZINES, WEB MA
MAGAZINES, BLOGS.

EVERYWHERE I GO I LOOK FOR
BYLINES.

WHEN I FIND A STORY THAT IS
ANYWHERE NEAR IN TOPIC OR A
SUBJECT TO THE WORK I DO.

I ALSO USE A COMMERCIAL
DATABASE.

I WILL TALK ABOUT THAT MORE IN A
SECOND.

I WONDER HOW DO -- HOW DO YOU
GUYS FIND NAMES AND CONTACTS?
DO YOU HAVE A UP TO DATE PRESS
LIST THAT YOU ALWAYS ADD TO?
ARE YOU STUCK WITH AN OUT OF
DATE ONE?

IS THERE ANOTHER WAY YOU GO
ABOUT FINDING JOURNALISTS.
IF I COULD HAVE JUST A FEW IDEAS
OR WAYS PEOPLE GO ABOUT IT.
WEB SITES, THANK YOU, TAMMY.
I DO THAT TOO THAT TOO. YOU
COULDN'T DO THAT EVEN EIGHT
YEARS AGO.

NOW IT'S THE MOST VALUABLE WAY.
YES, YES, MELISSA.

E-MAIL THE REPORTER.
COMING FROM WHEATON, ILLINOIS.
OUR COLLEGE HAS A MEDIA
RELATIONS DEPARTMENT ON TOP THAT
HAD.

YOU USE THAT MEDIA RELATIONS
DEPARTMENT AS A RESOURCE BUT YOU
ALSO, IT SOUNDS LIKE YOU'RE FREE
TO GO DIRECTLY TO THE SOURCE
ONCE YOU KEEP YOUR DEPARTMENT IN
THE LOOP.

THAT'S GREAT.

OKAY, AMBER FROM WHEATON.
EXCUSE ME AMBER FROM ATHENS,
ALABAMA.

THAT'S A PROBLEM ISN'T IT WHEN
YOU'RE AT THE MERCY.

SO OFTEN THE PR DEPARTMENT MAY
WANT TO GET TO YOUR STORE TEE
AND THINK IT'S VALUABLE BUT HAS
TOO MUCH ON THEIR PLATE.

I WOULD BE INTERESTED TO KNOW
FROM YOU WHETHER THAT WORKS OR
NOT.

DAVE, I'M GLAD TO SEE YOU UPDATE
THE MASTER LIST.

TAOEPLSZ OUR COMPANY WORKS WITH
GREAT ORGANIZATIONS BUT THE
LISTS ARE NOT THAT USABLE.

GOOD, GOOD, GOOD.

SO, IF I COULD GO TO THE NEXT
SLIDE, PLEASE.

THERE IS ONE BEHIND THAT.

OKAY.

BASICALLY THIS SLIDE REALLY JUST
REPEATS WHAT SO MANY JUST TOLD
ME.

IT'S GREAT.

YOU KNOW RIGHT NOW WITH ALL OF MY EXPERIENCE AND ALL THE WORK I DO I BASICALLY DO EXACTLY THE SAME THING THAT YOU DO.

THAT'S BECAUSE IT'S THE RIGHT WAY TO DO IT, YOU'RE DOING IT RIGHT.

IF I SEE SOMETHING THAT COULD BE RIGHT FOR SMITHSONIAN MAG SAOEB I GO ON-LINE.

I SEARCH THE WEBSITE AND FIND OUT THERE IS THE MUCH THERE. SO I FIND A PHONE NUMBER AND CALL TO ASK.

SOMETIMES GOING DIRECTLY TO THE WEBSITE OF THE NEWS OUTLET IS THE SMARTEST THING YOU CAN DO. I'M REALLY A BELIEVER IN CROWD SOURCING.

I THINK THAT MOST OF US ARE SO GENEROUS WITH EACH OTHER I'M SHAMELESS IN ASKING COLLEAGUES FOR NAMES.

SOMETIMES I WILL EVEN SAY LIKE A FRIEND OF MINE THAT WORKS AS THE PR PERSON AT THE GUGENHEIM.

I WILL SAY, THAT WAS AMAZING. WHAT WAS HE LIKE, WHAT ARE HIS INTERESTS IN.

I'M SO SHAMELESS I SAY CAN YOU SHARE ME, PROGRAMS CAN YOU SHARE HIS E-MAIL WITH ME.

WE, WE KNOW HOW TO DO THAT, RIGHT.

IF YOU DO IT NICELY AND PREFACE IT WITH, I HOME I'M NOT BEING IN INAPPROPRIATE.

PEOPLE WON'T TAKE IT BADLY.

USE THOSE AROUND YOU.

THAT'S A WAY OF MAKING FRIENDS, REALLY.

GOOGLE, I GOOGLE PEOPLE SOMETIMES I FIND OUT HOW TO GET TO THEM AND THEIR INTERESTS USING GOOGLE.

WE ALSO USE IN THE OFFICE --

DIFFERENT DATABASES.

I HAVE TO TELL YOU MY COMPANY
HAS SPENT 4000 =TKRARZ A YEAR ON
THAT DATABASE.

I KNOW SOME OF THE MAJOR MUSEUMS
USE IT IT'S FABULOUS.

IF EVERYONE COULD AFFORD IT I
WOULD SAY USE IT.

IT'S INCREDIBLE.

I TYPE A NAME OR OUTLET IN I GET
ALL OF THE CONTACT AND YOU KNOW
INFORMATION WHEN PEOPLE LIKE TO
BE CALLED, ETCETERA, ETCETERA.

I'M POSITIVE YOU DON'T NEED THAT
TO DO GOOD WORK.

EVEN WITH THE CISION WE HAVE I
OFTEN DO WHAT I TELL YOU.

I SEARCH WEB SITES, GOOGLE AND
ASK PEOPLE.

JUST LETTING YOU KNOW WHAT
EXISTS.

I WOULDN'T LET YOU TO FEEL IT'S
AN ASSET THAT YOU NEED OR THAT
YOU NEED OR YOU'RE OUT OF LUCK.
THAT'S FAR FROM THE CASE.

IF WE CAN GO TO THE NEXT SLIDE.
NOT A NEED TO SPEND A LONG TIME
HERE.

THESE ARE ALL WAYS OF KEEPING UP
WITH JOURNALISTS THAT I USE.

I DON'T USE THEM AS WELL AS I
COULD.

ONE THINGS ABOUT THE WORK I DO,
I SAY TO YOU.

PLEASE DON'T FEEL BAD ABOUT
DOING IT IMPERFECTLY.

IT'S ONLY POSSIBLE TO DO IT
IMPERFECT LY WOULD I LOVE TO
SAO +*EU I'M ALWAYS OUT AND ABOUT
CHECKING, FINDING PEOPLE MORE
AND MORE.

NOT POSSIBLE.

THERE IS TOO MUCH TO DO IN EVERY
WORKDAY OR ANY 24 HOUR PERIOD.

I TRY TO KEEP UP.

I TAYLOR IT TO MY NEEDS.

SO WILL YOU.

YOU WILL FIND THE TWITTERS OF
YOUR LOCAL PEOPLE.
BEST SUBJECTS FOR YOU.
FOLLOW THEM.
DON'T FEEL YOU HAVE TO DO AWFUL
THESE THINGS.
JUST KIND OF, I WOULD HOPE AS A
UPSHOT OF THIS PRESENTATION THAT
IT'S NOT THAT YOU'RE DOING
THINGS PERFECTLY BUT YOU WILL DO
THEM MORE.
YOU WILL DO THEM BETTER.
LET'S MOVE ONTO THE NEXT SLIDE
IF WE CAN.
MAKE YOUR OWN LIST.
MAKE A PRESS LIST.
IT DOES THE HAVE TO HAVE A
CAPITOL P AND CAPITOL L.
AS YOU PUT INFORMATION IN I FIND
IT HELPFUL TO PUT THE DATE THAT
THE NAME AND PUBLICATION WAS
ENTERED.
IF YOU KEEP A LIST ASK KEEP IT
OVER YEARS, I HOPE YOU WILL, YOU
WILL SAY I PUT THAT NAME IN 7
YEARS AGO.
IT'S LIKELY THEY'RE NOT THERE
ANYMORE.
SO, AD TO YOUR LIST.
MAKE A NEW LIST.
JUST DO THE BEST YOU CAN.
LET'S IF TO THE NEXT.
NOW YOU GUYS OF EVERYTHING I
SAID HERE TODAY THE MOST
IMPORTANT THING I HAVE TO SHARE
IS THE BEST WAY TO MAKE A
PLACEMENT, PITCH A JOURNALIST
AND CONTACT A JOURNALIST IS DO
IT ONE BY ONE.
GO DIRECTLY TO THAT JOURNALIST.
IF YOU HAVE A LIST OF TWO
THOUSAND NAMES THAT YOU HAVE
GOTTEN FROM CISION THAT RELATES
TO YOUR BASEBALL SELECTION AND
YOU SEND THAT OUT BY E-MAIL.
YOU SEND A RELEASE THAT EVENS
FAIRLY INTERESTING IT'S ENTIRELY

POSSIBLE YOU COULD COME UP WITH NOTHING.

ZERO, ZILCH, NOTHING.

IT'S ABOUT PUTTING YOURSELF IN THE MIND OF THE PERSON, IN THE OTHER PERSON.

IN THIS CASE THAT OTHER PERSON IS A JOURNALIST, IS A EDITOR.

YOU FIGURE THEY MIGHT GET A HUNDRED E-MAILS A DAY, ALL PITCHES.

THEY'RE NOT JUST PITCHES FROM ORGANIZATIONS LIKE YOURS WHICH ARE PRETTY WORTHY.

LIKE ARCHIVES AND MUSEUMS WHERE YOU HAVE SOMETHING IMPORTANT FOR THE PUBLIC REALM.

THEY'RE GETTING E-MAILS FROM PET STORES AND HAIR SALONS, ALL KINDS OF THINGS.

NOT THAT THEY'RE NOT WORTHY BUT THEIR STORES ARE NOT PERHAPS AS IMPORTANT TO THE COMMUNITY AS YOURS, I THINK.

THAT'S THE UNDER GROWTH YOU HAVE TO CUT THROUGH.

SO, LET'S GO AS WE MIGHT TO THE NEXT SLIDE.

AND YOU KNOW AGAIN I SAY TO YOU THAT SOMETIMES ALL IT TAKES.

SOMETIMES IT'S SURPRISING THAT YOU CAN PICK UP THE PHONE AND ACTUALLY GET THE JOURNALIST.

IF YOU DO I PROMISE YOU THEY WILL REMEMBER YOUR STORY.

BECAUSE SO FEW PEOPLE CALL THEM THESE DAYS.

EVERYONE E-MAILS THEM.

YOU WILL COME THROUGH AS A REAL HUMAN BEING.

SOMETIMES AS YOU KNOW IT'S FRUSTRATING.

YOU CALL AND CALL AND CALL AND GET VOICE MAIL.

THAT HAPPENS TO ME TOO.

I KNOW IT HAPPENS.

SOMETIMES WHEN IT HAPPENS I

STILL USE A PHONE.

WHAT I DO IS SEND AN E-MAIL AND I WILL, YOU KNOW DIRECT IT RIGHT TO THAT PERSON TO, THEIR NAME.

DEAR SHARON, I HAVE BEEN READING YOUR COLUMN FOR A COUPLE OF MONTHS NOW.

I THINK THAT WE AT THE ABLUMEN HISTORY ASSOCIATION MAY HAVE SOMETHING OF INTEREST FOR YOU. RIGHT THEN I PICK UP THE PHONE AND I CALL.

I SAY SHARON MY NAME IS ANNE CALLING FROM SO AND SO HISTORY. I WANT YOU TO KNOW I SEPTEMBER YOU AN E-MAIL I BELIEVE IT RELATES TO YOUR COLUMN.

WHAT YOU'RE DOING IS PULLING YOUR E-MAIL OUT AND MAKING YOURSELF MORE REAL TO THE JOURNALIST.

LET'S MOVE, LET'S ADVANCE ONE. SO, YOU KNOW IF I WERE YOU THE QUESTION I WOULD ASK MYSELF IS ALRIGHT.

I FIGURED OUT WHAT IS NEWS WORTHY.

KNOWING THAT HAS HELPED ME UNDERSTAND WHAT NEWSPAPERS, TELEVISIONS OR MAGAZINES MIGHT BE THE MOST INTERESTED.

I KIND OF FIGURED OUT YOU KNOW MAYBE I SHOULD PUT THINGS ON VIEW I SHOULD COLLABORATE.

MAYBE SHOULD I GO TO TELEVISION. YOU HAVE DONE THE RIGHT THINKING.

YOU HAVE MAYBE A SENSE OF TEN OR FIFTEEN POSSIBILITIES FOR THE STORY.

WHO ON EARTH.

WHAT ON EARTH DO YOU CALL FIRST?

WELL, I WILL TELL YOU.

THIS IS WHAT I DO.

I CALL THE MOST IMPORTANT OUTLET FIRST.

THE MOST IMPORTANT DOESN'T MEAN

THE MOST IMPORTANT IN THE WORLD
IT MEANS THE MOST IMPORTANT TO
YOU.

IT MIGHT BE THE MOST IMPORTANT
TO YOUR BOARD.

FRANKLY YOU REPORT TO A DIRECTOR
WHO IS VERY DEMANDING AND ALWAYS
ASKING YOU, WHY ARE THE
COLLECTIONS OF SO AND SO
HISTORICAL SOCIETY ALWAYS IN THE
CARTEL GRAM BUT NOT IN THE, WHY
AREN'T WE IN THE STAR TELL GRAM?
TIMES THE MOST IMPORTANT OUTLET
IS THE ONE THAT PLEASURES YOUR
BOSS.

I CONTACT THE MOST IMPORTANT
OUTLET FIRST.

THAT'S BECAUSE I WANT TO MAKE
SURE I GET IT DONE.

IF SOMETHING SHOULD HAPPEN TO ME
AND I GET HIT BY A BUS I WANT
THAT OUTLET CALLED.

OF COURSE ONE BEGINS WITH THE
LONGEST LEAD TIME.

IF YOU THINK ABOUT THE BASEBALL
STORY YOU'RE OBVIOUSLY GOING TO
START AND CALL THE SMITHSONIAN
EXCUSE MY LAKE APBG I'M GOING TO
CUSS, A HELL OF A LOT SOONER
THAN A RADIO STATION OR ON-LINE
OUTLET.

LET'S MOVE AHEAD F WE MIGHT.
THE NEXT COUPLE OF SLIDES ARE
JUST TIPS THAT I HOPE WILL BE
HELPFUL TO YOU.

I TRY TO PITCH TO FREELANCE
JOURNALISTS AS MUCH AS I CAN.

A FREELANCE JOURNALIST IS
SOMEONE WHO WORKS FROM HOME.
THEY WRITE FOR A PAPER BUT NOT
ON STAFF.

SOMETIMES THEY WRITE FOR FOUR OR
FIVE OUTLETS.

IF YOU ARE IN WEST VIRGINIA YOU
MAY HAVE SOMEONE WHO WRITES FOR
THE WASHINGTON POST, SPORTS
ILLUSTRATED, SMITHSONIAN.

THEY MAY WRITE FOR FOUR OR FIVE THINGS.

I SAW A GOOD REMARK GIVEN BY MARSHA ANDERSON.

YES, WILL HE ME JUMP AWAY TO RESPOND TO MARCIA.

YES, BEING A SOURCE.

THAT'S A WORD IT'S A TERM USED IN THE INDUSTRY FOR SOMEONE WHO HELPS A JOURNALIST -- BECOMING A SOURCE FOR A JOURNALIST IS A GREAT THING.

IF YOU HELP THEM THEY'RE LIBEL TO HELP YOU.

IF YOU WORK ON A STORY WITH SAY A METRO REPORTER IN YOUR TOWN YOU MAY SAY TO THEM.

THANK YOU SO MUCH FOR COVERING THE ARCHIVE.

YOU KNOW MY KID GOES TO THIS SCHOOL.

I AM ON A NUMBER OF BOARDS.

I HOPE YOU FEEL FREE TO CALL ME IF I CAN EVER HELP YOU GET IN TOUCH WITH ANYONE.

THAT PERSON IS LIBEL TO USE YOU AS A SOURCE.

THAT'S VERY POWERFUL AND WONDERFUL FOR YOU.

IT DOESN'T MEAN THAT YOU WARRANT THEM TO PRINT SOMETHING THAT YOU'RE PITCHING BUT YOU CAN GO TO THEM AND SAY, I'M HAVING THE WORST TIME GETTING A STORY TOLD. I DON'T UNDERSTAND.

I THINK IT'S SO INTERESTING.

DO YOU HAVE ANY ADVICE FOR ME.

I CAN BE SURE, SURE FOR SURE THAT PERSON YOU HAVE HELPED BY BEING A SOURCE WILL HELP YOU. NOW YOU GUYS, LET ME ASK YOU. WHY WOULD IT BE A GOOD IDEA TO PITCH TO FREELANCE JOURNALISTS WHEN EVER POSSIBLE?

>> I'M WAITING JUST A SECOND MAYBE.

GREATER CONK.

THEY GET PAID.
ALL OF THAT IS GOOD.
AHH, OKAY.
TO ME THE ONE THE ANSWER THAT
GOES TO IT THEY HAVE THE
CONNECTIONS ALREADY.
IMAGINE IT'S KRISTY WHO ANSWERED
THAT FROM MINNESOTA.
IMAGINE, IMAGINE IT'S ME AND
EDGAR CALLING FROM SAY NASHVILLE
TENNESSEE.
I'M CALLING I DON'T KNOW WHAT E
OH, LORD.
I'M CALLING -- MOORE MAGAZINE.
I THINK I HAVE SOMETHING GOOD
FOR MOORE MAGAZINE.
WHEN I CALL THEY DON'T KNOW ME
FROM A WHOLE IN THE GROUND.
WHO IS ANNE EDGAR FROM NATIONAL,
TENNESSEE.
IF YOU KNOW THAT A FREELANCE
JOURNALIST OR NASHVILLE, DOESN'T
MATTER, BUT IF YOU KNOW THEY
WRITE FOR MOORE.
IF YOU PITCH THEM THEY THINK WOW
THIS IS A GREAT STORY YOU HAVE
RELATING TO HOW WOMEN AGE,
STAYING VITAL AND ACTIVE AFTER
YOU'RE 40.
THAT PERSON HAS A CONNECTION.
WHEN THEY CALL THE JOURNALIST AT
THAT MAGAZINE THAT JOURNALIST
KNOWS THEM, TAKES THEIR CALL AND
WHAT IS MORE, THEY'RE GOING TO
TRUST THE JOURNALIST TO
UNDERSTAND HOW TO WORK IN THE
FIELD AND WHAT IS PROPER.
HOW TO WORK AS A JOURNALIST.
THEY DON'T WORRY SOMETHING IS
GOING TO GO WRONG.
THEY KNOW THEY'RE ON THE UP AND
UP.
I HAVE TO GO QUICKLY.
I DON'T HAVE AS MUCH TIME.
I WILL SAY I TRY TO TEND IN THE
MORNING.
A LOST DEADLINES HAPPEN BETWEEN

5:00 AND LATER.

SO, IT'S GOOD TO GET IN THERE IN THE MORNING WHEN PEOPLE ARE EXCITED OR AT LEAST HAVE TIME TO TALK TO YOU.

IF WE COULD ADVANCE.

THANK YOU.

I FIND IT HELPFUL TO DO THESE THINGS.

YOU KNOW -- AGAIN IMAGINE YOU ARE SITTING THERE AT A DESK. YOU ARE A EDITOR AND TIRED. YOU RECEIVED FOUR PITCHES FROM YOU KNOW A LOCAL, YOU KNOW WANT TO BE, THE FOOD, THE FOOD DOG FOOD SALES AND SPORTS ARENA PERSON.

YOU HAVE RECEIVED A LOT OF PHONE CALLS.

ALL OF A SUDDEN YOU'RE CALLING. YOU REPRESENT THE ONLY HISTORICAL ASSOCIATION IN THE CITY.

YOU REPRESENT THE LARGEST ARCHIVE IN THE CITY.

YOU KNOW, SO SAY THAT RIGHT AWAY SO THEY CAN SWITCH GEARS AND REALIZE THIS IS SOMEONE CALLING ON BE HALF OF THE PUBLIC REALM. THAT YOU'RE PROBABLY CALLING ABOUT SOMETHING THAT MATTERS TO THE, TO YOU TOWN.

TO, EVEN TO SOCIETY IN A GREATER WAY.

DON'T WASTE TIME WITH, YOU KNOW TOO MANY PLEASANTRIES.

GET INTO THE PITCH.

AND ONCE YOU SAID YOUR PITCH MAYBE, YOU KNOW SAY RIGHT AWAY WHEN, WHAT -- WHEN YOUR STORY IS HAPPENING.

SAY IT RIGHT AWAY.

BECAUSE YOU HAVE DONE YOUR HOMEWORK.

YOU KNOW THAT YOU HAVE GIVEN ENOUGH LEAD TIME.

GET IT RIGHT IN THERE SO THEY

KNOW IT TOO.
WHAT YOU'RE DOING IS RIGHT AWAY,
YOU ARE SAYING TO THEM I'M A
REAL PERSON.
I'M CALLING ABOUT SOMETHING THAT
SHOULD MATTER TO EVERYONE IN THE
STATE.
I'M GIVING YOU ENOUGH TIME TO
COVER IT.
I'M HERE TO TELL YOU WHY IT
MATTERS NOW.
LET'S GO TO THE NEXT SLIDE.
WE HAVE A LIT MORE TIME.
YOU KNOW THE PERSON AIM GOING
BACK TO SIPPEDY FROM BUFFALO,
NEW YORK.
SHE IS SAYING FREE LANCERS ARE
ALWAYS LOOKING FOR A STORY.
YES, THAT RELATES TO THIS SLIDE.
YOU NEED TO REMEMBER THAT
EDITORS AND WRITERS, FREELANCE
WRITERS ARE LOOKING FOR STORIES
AND INFORMATION TOO.
THEY NEED OTHER PEOPLE TOO.
IF YOU'RE TALKING TO SOMEONE SAY
FROM, LET'S SAY THE, SAIL ROLL
CALL.
A PAPER AND POLITICAL PAPER IN
WASHINGTON DC.
SAY YOU THOUGHT YOU HAD A GOOD
STORY FOR ROLL CALL ABOUT
SOMETHING IN YOUR SELECTION.
YOU ARE TURNED DOWN.
YOU KNOW THAT'S JUST FINE.
SEE IF YOU CAN CONVERT THAT
PERSON TO BEING A HELPER.
JUST SAY, THANK YOU SO MUCH.
THANK YOU, EDITH.
I UNDERSTAND, I ARE CALLED YOU
TOO LATE.
I UNDERSTAND IT MAY NOT WORK FOR
ROLL CALL.
GEE, I THINK IT'S SUCH A GOOD
STORY.
OUR ORGANIZATION IS DOING SUCH
GOOD WORK.
I WONDER IF YOU COULD SUGGEST TO

ME ANYONE ELLS I MIGHT CALL WHO
WOULD BE INTERESTED.
IF YOU DO IT POLITELY AND THE
RIGHT WAY YOU CAN CONVERT THAT
PERSON TO A HELPER.
MOST OF THE EDITORS AND WRITERS
ON THE OTHER SEND OF THE LINE
ARE NICE PEOPLE TOO.
THEY ARE PARTICULARLY WILLING TO
HELP.
ESPECIALLY WITH NON PROFIT.
YOU CAN SAY WITH A NEW YORK
TIMES.
OH, GEEZ I SO UNDERSTAND THIS IS
NOT A TRAVEL STORY.
WOULD THERE BE ANY OTHER
DEPARTMENT THAT MAY WORK BETTER.
YOU KNOW THEY WILL TELL YOU.
JOURNALISTS ARE QUITE GENEROUS.
THEY MAY EVEN GIVE YOU A NAME.
EXCUSE ME.
THEY MIGHT EVEN GIVE YOU A NAME
AND E-MAIL.
IF WE COULD ADVANCE A LITTLE
MORE.
NOW THIS IS SOME OF THE BEST
ADVICE I CAN GIVE YOU.
IT'S JUST ADVICE.
IT'S NOTHING MORE.
I AM SURE MANY OF YOU DO THIS
BUT DON'T EVER SEND TO A GENERAL
IN BOX LIKE IN FOR@GIRLSLIFE OR
INFO@ ANTIQUESMAGAZINE.
ALL FIND AND USE THE PARTICULAR
JOURNALIST E-MAIL ADDRESS.
EVEN WHEN FRANKLY IF YOU'RE TOLD
TO SEND IT TO A GENERAL AD RAES
TRY NOT TO.
TRY TO BY TRICK OR BY HOW EVER
FIND A JOURNALIST'S REAL E-MAIL.
DON'T DO EVERYTHING YOU'RE TOLD
TO DO.
WHEN YOU WRITE THE JOURNALIST
ALWAYS SEND A PERSONAL NOTE.
WITHOUT BEING GIMMICKY AND LET
THE JOURNALIST KNOW IT'S A
PERSONAL NOTE.

SOMETIMES E-MAIL MARKETING
THAT'S MASS CAN BE, SOMETIMES IT
CAN SEEM TO BE PERSONAL AND IT'S
NOT.

I WILL SAY DEAR JOSEPH I'M
WRITING BECAUSE I FOLLOWED, I
REALLY ENJOYED YOUR LAST STORY
ON BASEBALL, EXCUSE ME I'M
FIXATING ON BASEBALL, ON BICYCLE
COLLECTING.

SO THEY WILL SEE A REAL HIGH MAN
BEING HAS READ THEIR LAST STORY
THEY WILL PAY ATTENTION TO IN A
WAY THEY WOULDN'T OTHERWISE.

IN BED DON'T THINK THAT SOMEONE
WILL BE INTERESTED ENOUGH IN YOU
TO CLICK AND OPEN A NEWS RELEASE
OR MEDIA ALERT OR ANYTHING.

THAT'S A PRESUMPTION THAT'S
PROBABLY OVER PRESUMPTUOUS.
WHEN YOU CAN EMBED YOU KNOW YOUR
NOTE IS EMBEDDED.

EMBED OTHER MATERIALS AS WELL.
MAYBE YOU CAN ATTACH THEM TOO IF
YOU WANT.

DON'T ENLARGE JPEGs.
DON'T OVER DESIGN YOUR E-MAIL.
MAY THINK IF I SEND THEM ONE
THAT IS -- I CREATED IN PHOTO
SHOP AND IT'S GOT FOUR COLORS,
FIVE FONTS AND EIGHT PICTURES IT
WILL LOOK MORE PROFESSIONAL AND
THEY WILL THINK I'M A BIGGER
ORGANIZATION.

THAT USUALLY BACK FIRES.
JOURNALISTS ARE LOOKING FOR
STORIES THAT HAVEN'T BEEN TOLD
EVERYWHERE.

THEY'RE LOOKING FOR STORIES THAT
ARE UNUSUAL.
IF YOU SEND THEM SOMETHING THAT
LOOKS LIKE AN ADVERTISENT MORE
THAN A PITCH.

IF YOU SEND THEM SOMETHING THAT
LOOKS LIKE IT'S BEEN PREPARED TO
SEND TO EVERYONE AND THEIR
LITTLE BROTHER THEY WILL IGNORE

IT MOST LIKELY THEY WILL DELETE YOU.

IT'S OFTEN BETTER, IT'S ALWAYS BETTER I WOULD SAY TO SEND A PERSONAL NOTE THAT'S STRAIGHT FORWARD AND CONVEY WHAT'S IS NEWS WORTHY.

WHY IT'S NEWS WORTHY.

THEN IF YOU WANT YOU NOAH STAFF A PICTURE THAT'S NOT TOO BID. YOU KNOW, I HAVE SAID IT DON'T OVER DESIGN.

I THINK WE HAVE A COUPLE OF SLIGHTS MORE.

OBVIOUS, OBVIOUS.

I KNOW YOU KNOW THIS.

LET'S SAY IT TOGETHER AS A MANTRA.

WE ALL KNOW THAT YOU KNOW ALL WE HAVE TO BE NOTICED IN AN E-MAIL IS THE SUBJECT LINE REALLY AND THE VERY TOP OF THE E-MAIL.

SO WHAT DO I DO FOR AN E-MAIL?

I DON'T WRITE FROM ANNE EDGAR.

NOBODY CARES WHAT IS COMING FROM ANNE EDGAR.

SO I PLIGHT, I TRY TO PHASE IT WHERE IT'S SEEN AND DOESN'T RUN OFF THE SEUBT LINE.

I WILL SAY SOMETHING LIKE IF I WERE GOING TO DO THE WAIT WIT MAN THING I WOULD SAY SOMETHING LIKE, AUDIO RARE AUDIO OF WALT WHITMAN READING IS DISCOVERED. MAYBE IF I COULD SAY IT MORE.

TRY TO WRITE A PHRASE THAT WILL COMPLETELY INTEREST THE READER ENOUGH TO LOOK AT THE TOP OF THE E-MAIL AND MAYBE KEEP READING.

LET'S KEEP GOING.

YOU KNOW I HAVE KIND OF TOUTED THE VIRTUES OF AT THES.

LET'S DO THE SALE THING FOR PERSONAL NOTES.

WHEN SOMEONE WRITES A FEATURE OR A LITTLE THING ON YOUR ORGANIZATION SEND THEM A

PERSONAL NOTE.
YA, YOU CAN E-MAIL.
A PERSONAL NOTE IS REMEMBERED.
YOU KNOW MAKE IT, YOU KNOW MAKE
IT REAL.
YOU KNOW REALLY THANK THEM.
DON'T BE AFRAID TO YOU KNOW JUST
SAY, GIVE AN EXAMPLE HOW MUCH
THEIR STORIMENT TO YOUR
ORGANIZATION.
KEEP GOING IF WE CAN ADVANCE.
WHEN I FIRST STARTED GOING BACK
27 YEARS.
I WAS TOLD THAT EVERY LARGE
ENVELOPE, LARGE OR SMALL HAD TO
BE TYPED.
ANYTHING THAT WASN'T TYPED
REFLECTED POORLY ON THE MUSEUM.
THAT WAS THEN.
THIS IS NOW.
NOW AS YOU KNOW.
WE ALL KNOW THIS.
WE GET SO MUCH DIRECT MAIL, FAKE
MAIL IN OUR LIVES THAT'S ALL
TYPED.
IT'S NOT REALLY DIRECTED TO US.
PEOPLE ARE TRYING TO SELL
SOMETHING.
THAT NOW MY OFFICE, I THINK
OTHER SMART OFFICES WE HAVE GONE
THE OTHER WAY.
NOTHING THAT LEAVES THE OFFICE
LIKE A BIG ENVELOPE
PARTICULARLY.
WE MAKE SURE TO HAND WRITE IT.
WE SAY BECAUSE IT'S JUST MY
NAME.
WE SAY THE MUSEUM IT'S FOR.
WHY AND IT'S MAYBE BY HAND IF
IT'S BY HAND.
WHAT WE'RE DOING WITH THE
HANDWRITING.
THE SUB TEXT IS THIS IS SENT
FROM A REAL PERSON.
ADVANCE.
OKAY ADVANCE.
>> YOU CAN DO ALL I HAVE SAID.

YOU CAN DO EVERYTHING RIGHT YOU
CAN GET RIGHT TO THE END.
YOU HAVE GOTTEN THE STORY
FIGURES IT OUT.
IRE RIGHT THERE.
GET WHAT YOU CAN LOSE YOUR STORY
IF YOU DON'T HAVE GOOD
PHOTOGRAPHY.
LET'S ADVANCE ONCE MORE.
SOMETHING THAT IS CLOSE UP THAT
SHOWS AN OBJECT THAT HAS IMPACT.
LET'S ADVANCE.
YOU KNOW, DON'T BE AFRAID TO BE
FUNNY.
EVEN IF YOUR INSTITUTIONAL
VOICE.
YOU KNOW WE LIVE IN A DIFFERENT
WORLD.
WE'RE ABLE TO BE FUNNY WITH THE
DIGITAL WORLD.
WHEN YOU TALK TO A JOURNALIST
YOU KNOW DON'T BE AFRAID TO BE
FUNNY . WE'RE ALL HUMAN BEINGS.
PEOPLE REMEMBERED HUMOR.
SO, IF WE COULD ADVANCE.
>> THIS IS THE LAST THING I WILL
LEAVE YOU REALLY EXCEPT FOR
TELLING YOU ABOUT A RESOURCE AND
A BOOK TO READ.
SOMETIMES IF YOU DONE YOUR
HOMEWORK AND YOU KNOW THE ONE
PUB I WILL CAKE THAT'S MORSE
IMPORTANT FOR YOUR STORY AND YOU
TALK TO THAT SKWRORPBTIST FROM
THAT PUBLICATION MANY MAYBE YOU
HAVE JUST, YOUR ORGANIZATION HAS
APPOINTED A NEW DIRECTOR.
YOU ALMOST HAVE IT PLACED.
YOU ARE ALMOST CONVINCED IT'S
IMPORTANT ENOUGH TO RUN THAT
NEXT WEEK WITH A PICTURE YOU'RE
ALMOST THERE.
YOU KNOW EXACTLY WHERE IT COULD
GO.
ADVANCE PLEASE.
YOU CAN TALK ABOUT OFFER AN
EXCLUSIVE.

AN EXCLUSIVE.
HOLD THAT THERE.
THAT IS PERFECT.
ALL AN EXCLUSIVE IS, IT IS
SAYING I'M OFFERING YOU THE
COMMERCIAL APPEAL.
THE FIRST RUN ON THE STORY.
WHY MATE YOU DO THAT.
IT MIGHT BE THE TIPPING THING
THAT WOULD MAKE THE COMMERCIAL
APPEAL TO DECIDE WELL IF NOBODY
HAS THE NEWS FIRST I WOULD LIKE
TO RUN THAT.
I WOULD LIKE A PICTURE OF YOUR
NEW DIRECTOR.
LET'S SAY YOU'RE GETTING BACK TO
THE BASEBALL COLLECTION AND THE
REPORTER IS ON THE FENCE.
HOW MIGHT BE TIP THEIR INTEREST?
MAYBE COULD YOU SAY WELL LET ME
TELL YOU I, OUR COLLECTOR IS
LIVING AND JUST, YOU KNOW
ANOTHER NEXT TOWN.
HE'S THE MOST FASCINATING
PERSON.
HE'S A NUT WHEN IT COMES TO
BASEBALL.
HE CAN TELL YOU EVERYTHING.
THE MOST AMAZING INTERVIEWER YOU
HAVE HEARD.
IF WOULD YOU LIKE, IF YOU'RE
INTERESTED WE COULD OFFER YOU AN
EXCLUSIVE THE FIRST INTERVIEW
WITH HIM IF THAT, IF THAT WOULD
MAKE YOU INTERESTED IN RUNNING A
STORY.
LET'S HAVE ANOTHER SLIDE,
PLEASE.
THE SAME, MAYBE -- LET'S GO TO
THE NEXT SLIDE, PLEASE.
MAYBE IF SOMEONE IS A LITTLE BIT
AGAIN ON THAT FENCE AND THEY'RE
NOT SURE THAT YOUR PRESERVATION
LAB IS THAT INTERESTING.
PERHAPS YOU COULD SAY WE HAVE
THE MOST FANTASTIC LAB.
IT'S BEEN RENOVATED.

STATE OF THE ART.

I WOULD LOVE FOR YOU TO COME IN
AND GET A BEHIND THE SCENES TOUR
AND BE THE FIRST JOURNALIST TO
REPORT ON WHAT WE'RE DOING HERE
NOW BEHIND THE SCENES.

AND THEN LET'S KEEP GOING.

>> AND AGAIN THE ONLY THING I
WOULD SAY ABOUT AN EXCLUSIVE.

THIS IS KIND OF ENDING THIS
PRESENTATION THIS WEBINAR.

I WOULD SAY BE CAREFUL ABOUT
USING THE WORD "EXCLUSIVE."

I WOULD ONLY USE IT IF YOU'RE
TALKING TO THE NEWS OUTLET THAT
YOU REALLY, REALLY WANT.

IT'S CLEAR YOU NEED TO SAY
SOMETHING MORE TO GET YOUR STORY
PLACE -DZ.

YOU KNOW IT'S SOMETHING TO
CREDIT.

AND IT'S SOMETHING TO THINK
ABOUT IF YOU'RE NOT SURE IF YOU
SHOULD GIVE AN EXCLUSIVE YOU MAY
WANT TO TALK TO YOUR PEERS.

I THINK -- MAYBE YOU CAN CALL
SOMEONE IN THE WEBINAR.

I'M HAPPY FOR ANYONE TO E-MAIL
ME OR EVEN GIVE ME A QUICK CALL
IF YOU HAVE A QUESTION.

I'D BE HAPPY TO GIVE YOU ADVICE.
IT'S QUICK BUT I WOULD BE HAPPY
TO GIVE IT TO YOU ON OCCASION.
DON'T FEEL YOU HAVE TO DO
EVERYBODY ALONE.

I THINK WE HAVE ONE MORE SLIDE.
JUST ASKING YOU NOT TO FORGET
AP.

I HOPE YOU USE THIS SLIDE AS A
REMINDER TO DO A LITTLE
INVESTIGATION TO FIND OUT WHO IS
NEAR YOU.

WHO IS THE AP IN YOUR TOWN.

CALL AND INTRODUCE YOURSELF.

REMEMBER ANYTIME THEY DO
SOMETHING FOR YOU IT IS RUN BY
ALMOST TWO THOUSAND, A THOUSAND

SEVEN HUNDRED NEWSPAPER IN THE US.

I'M AT THE LAST SLIDE NOW, I THINK.

YA, I HAVEN'T TALKED ABOUT A LOT.

I PARTICULARLY HAVEN'T TALKED ABOUT HOW TO WRITE A PERSUASIVE PRESS RELEASE.

THIS BOOK IS SOMEONE I RECOMMEND IT'S 2006 AND LIKE, YES DINOSAUR LAND, WAY BEFORE THE INTERNET WAS USED.

SO IT'S OUT OF DATE IN THAT WAY. IT'S NOT OUT OF DATE AT ALL WHEN IT COMES TO THE PRINCIPALS AND FUND MEND ALD OF DOING THIS WORK.

I THINK IT'S A BOOK TO HAVE ON YOUR SHELF AND YOU WOULD FIND IT HELPFUL IN THE WORK THAT YOU DO. SO, I'M, I THINK WE HAVE TIME FOR QUESTIONS.

>> YES.

ANNE THAT WAS FANTASTIC.

I HAVE A HANDFUL OF QUESTIONS. FEEL FREE TO CONTINUE TO ASK.

I WILL QUICKLY POST THE HOMEWORK ASSIGNMENT FOR TODAY.

IT'S WILLING ON THE COURSE WEBPAGE.

I'M ALSO GOING TO ASK FOLKS IF YOU'RE ASKING IN A GROUP TO LIST EVERYONE WATCHING WITH YOU.

ANNE, I WILL ASK YOU A FEW QUESTIONS.

SO VALINDA EARLIER MENTIONED, DO YOU HAVE SUGGESTIONS ABOUT GETTING THROUGH THE FILTER OF A LARGER INSTITUTION THAT HAS IT'S OWN PR DEPARTMENT.

ANY SUGGESTIONS WORKING IN A ORGANIZATION WITH THEIR OWN PR, MAYBE THEIR DEPARTMENT ISN'T THE PRIORITIES OR THERE ARE A LOT OF DEPARTMENTS THAT THE PR DEPARTMENT HAS TO PRIORITIZE.

ANY SUGGESTIONS.

>> WELL, I WOULD DO THIS.

FIRST OF ALL I WOULD DO MY
HOMEWORK.

WHAT WE'RE TALKING ABOUT.

I COULDN'T, I WOULD GO WITH
SPECIFIC, I WOULD GO TO THE NEXT
STEP UP.

PROBABLY THE PR DEPARTMENT.

I WOULD GO NOBODYING ABOUT THE
STORIES I HAVE, MAYBE A HANDFUL.
MAYBE ONE.

I WOULD GO SHOWING I HAVE A
UNDERSTANDING THE OF THE
POSSIBLE TIMING.

I WOULD GO WITH PICTURES.

IN A WAY TOUR PITCHING THE
PERSON ABOVE YOU TO CONVINC
THEM.

DOING THAT FLATTERY NEVER HURTS.

I WOULD SAY I KNOW THAT.

I KNOW THAT YOU GUYS DO
WONDERFUL WORK.

YOU KNOW A LOT MORE THAN I DO
ABOUT PR.

I WONDER IF YOU MIGHT ALLOW ME
WITH YOUR COLLABORATION TO REACH
OUT WITH THIS JOURNALIST.

I KNOW THEY'RE INTERESTING IN
THIS.

WE HAVE SOMEONE HERE IN ARCHIVES
THAT'S FASCINATING ON THE
SUBJECT.

I THINK IF YOU WOULD HELP ME WE
WOULD DO GREAT.

I THINK YOU HAVE TO IT'S
FRUSTRATES BUT I THINK MAYBE YOU
NEED TO SHOW AND GIVE THE PERSON
IN THE PR DEPARTMENT, THE LARGER
DEPARTMENT CONFIDENCE IN YOU.

THAT YOU KNOW WHAT IS NEWS
WORTHY AND THEY UNDERSTAND
THINGS YOU DON'T AND YOU WOULD
HOPE TO COLLABORATE WITH THEM.

I THINK THERE ARE TIMES WHEN THE
PERSON IN THE ARCHIVE HAS A
KNOWLEDGE OR PASSION LIKE THE

PERSON ASKING THE QUESTION I
THINK THEY OUGHT TO TALK TO THE
JOURNALIST AND NOT THE FILTER OF
THE PR DEPARTMENT.

WHAT A GREAT RESPONSE.

SETTING IT UP AS A
COLLABORATION.

THAT HAS TO HELP I WOULD THINK.

>> YES.

WE HAVE ANOTHER QUESTION FROM
AMANDA IN OKLAHOMA.

SHE IS TOURIOUS IF YOU TIPS TO
GET A TV STATION TO VISIT THE
MUSEUM.

SHE SAYS THEY'RE 70 MILES OUT
FROM THE METROPOLITAN AREA.

THEY DON'T SEEM TO HAVE AN
INTEREST.

CARLA CHIMED IN FROM IOWA WITH
THE SAME PROBLEM.

ACROSS THE RIVER FROM A LARGE
CITY.

THE TV STATION T SEEMS DIFFICULT
TO GET THEM TO COME OUT TO THEM.
ANY SUGGESTIONS?

I HAVE THAT PROBLEM MORE AND
MORE WORKING HERE IN NEW YORK
YOU MIGHT THINK IT WOULDN'T BE
SUCH A PROBLEM.

I KNOW SO MANY TELEVISION
STATIONS HAVE CUT STAFF.

IT'S HARD SO I HAVE TWO
RESPONSES TO THAT.

ONE IS IF YOU HAVE TROUBLE
GETTING THEM TO COME TO YOU.

CAN YOU PITCH THEM COMING TO
THEM?

CAN YOU THINK ABOUT A CURATOR A
COLLECTIONS CURATOR, ARCHIVIST,
SOMEONE WHO IS DYNAMIC AND KNOWS
SOMETHING WELL.

CAN YOU PITCH A STORY AND ASK
THEM TO COME ON A MORNING SHOW
OR A WEATHER STANDUP.

YOU CAN'T ASK THE TV TO ADJUST
TO YOU.

YOU HAVE TO ADJUST TO THEM.

BY WATCHING THEM FOR A PROGRAM
SOMEONE CAN GO ON.
I WOULD THINK THOUGH IN TERMS OF
GETTING THEM TO YOU IT'S
PROBABLY GOING TO NEED TO BE
POSITIONS HYPERBOLICALLY.
IT HAS TO BE IT'S LIKE VIRGINIA
I KNOW I CALL YOU ALL THE TIME
AND I HOPE YOU WILL COME OUT.
THIS IS REALLY THE MOMENT RIGHT
NOW BECAUSE WE HAVE WORKS THAT
WILL NOT BE SEEN IN THIS AREA IN
PROBABLY OUR LIFETIME.
WE ON THURSDAY WE HAVE THE
GREATEST EXPERT IN THE
WORLD COMING FROM EUROPE TO TALK
ABOUT THESE WORKS THIS IS REALLY
A MOMENT.
YOU KNOW I WOULD EVEN ASK THEM
IF THEY CAN'T COME OUT.
IS IT POSSIBLE FOR YOU TOO SHOOT
VIDEO THAT THEY MIGHT BE ABLE TO
USE.
ON THE EVERYTHING NEWS.
WHERE YOU WALK THROUGH AND SHOOT
THINGS.
AGAIN I WOULD CALL THE TV AND
ASK THEM FOR HELP IN CO LAP
RATING WITH TO YOU MAKE
SOMETHING HAPPEN.
>> THAT'S GREAT.
WE HAVE ABOUT FOUR MORE MINUTES.
WE WILL TRY TO GET THROUGH THEM
ALL.
MARCIA HAD A QUESTION ABOUT
PRESS CONTACTS WHRAFLPT IS YOUR
THOUGHT ON LINKED-IN TO USE THE
CONTACTS.
>> THAT'S A GREAT IDEA I'M
TRYING TO FIGURE OUT LINKED-IN
BETTER.
THAT'S GREAT.
JUST GREAT.
>> AND THEN ANOTHER QUESTION
FROM MICHAEL AND GEORGIA.
HE'S CURIOUS WOULD YOU PUT
BLOGGERS.

TRAVEL AND CAUGHT RAL BLOGGERS
IN THE SAME CATEGORY AS
JOURNALISTS WHEN YOU CREATE A
PRESS LIST.

>> THEY'RE JOURNALISTS.

JESS.

DEFACTO.

>> WE HAVE ONE MORE QUESTION.

BEATRICE IS CURIOUS WHERE DOES
THE PRESS KIT FIT IN.

DO YOU SEND IT BEFORE YOU PITCH
A PARTICULAR STORY, EVENT,
AFTER?

WHAT DO YOU RECOMMEND ADD.

>> I THINK IT'S BEST AFTER A
CONTACT.

MY THINKING IS A KIND OF HUMAN
THING.

WHICH IS WHEN YOU GO HOME AND
GET FREE PENCILS IN THE MAIL
FROM A CHARITY YOU ARE NOT
REALLY THRILLED TO GET THE
PENCILS.

YOU KNOW YOU DIDN'T ASK FOR THE
GIFT.

THAT IS SOMETIMES THE WAY IT
APPEARS IF A BIG HEAVY PRESS KIT
HITS A DESK.

THEY DIDN'T ASK FOR IT.

IT'S A LOT OF PAPER IT'S A LOT
BETTER IF YOU CAN CALL THEM
FIRST AND GET THEIR BUY IN.
SAY YOU CALL AND SAY I KNOW
YOU'RE BUSY.

I'M CALLING ABOUT A NEW
COLLECTION WE.

HAVE I HAVE A PRESS KIT.

MAY I SEND IT TO YOU.

EVEN JUST TO GET YOU OFF THE
PHONE THEY WILL SAY YES.

BUT WHAT THAT MEANS IS WHEN THAT
PRESS KIT HITS THE DESK THEY
WILL OF ASKED FOR IT.

IT'S BRILLIANT.

THEY ASKED FOR IT.

THERE THEY'RE GOING TO OPEN IT
WITH A DIFFERENT ATTITUDE.

SO, WOULD I DEFINITELY NEVER
SEND A PRESS KIT.
THIS IS HOW I WORK, YOU GUYS.
THERE MAYBE OTHER, YOU KNOW,
THERE IS NEVER SOMETHING THAT
DOESN'T HAVE AN EXCEPTION.
THAT'S HOW I WORK.
I DON'T SEND OUT PRESS KITS
WITHOUT ADVANCE CONTACT
INFORMATION.
>> GOT YOU.
THAT WAS A GREAT -- THAT IS ALL
THE QUESTIONS WE HAVE.
ANNE, THANK YOU SO MUCH.
THAT WAS REALLY ENLIGHTENING.
FOR ALL OF US.
ME TOO.
>> THANK YOU, SO MUCH.
I'M SORRY MY TECHNICAL
MALFUNCTION --
[LAUGHING]
ANYWAYS I APPRECIATE BEING ABLE
TO SPEAK.
>> WE WORKED THROUGH IT.
>> YA, YA.
>> SO TO ALL OF OUR ATTENDEES
OUR NEXT AND FINAL PRESENTATION
FOR THIS OUTREACH COURSE IS THIS
THURSDAY AT 2:00 O'CLOCK,
2:00 P.M. EASTERN.
WE WILL SEE THROUGH.
WE WILL COVER SOCIAL MEDIA.
ANNE, THANK YOU.
THANK YOU TO EVERYONE TO SIGNED
ON.
>> THANK YOU FOR COMING.
BYE BYE.
TALK TO YOU LATER.
>> HAVE A GREAT AFTERNOON.