

Can you relate?

PR Professionals work to gain earned media for clients

By Alexia Johnson

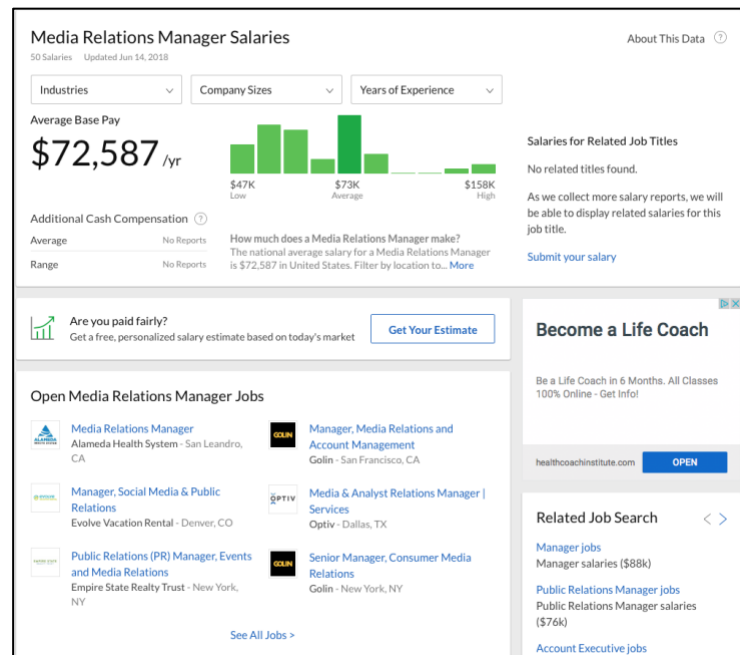
Public relations is a business focused heavily on the building of mutually beneficial relationships. Media relations, a subset of public relations, focuses on the relationship between an organization and journalists. Jasmine Roberts for Press Books at Ohio State University [highlights that media relations benefits the journalists](#) because it makes stories more easily accessible for them; she mentions that it benefits PR professionals because they can gain publicity for their client. This aspect is especially important because organizations with a weak relationship with news outlets will likely have poor earned media coverage.

What media relations managers do

According to the [Tassi Communications Indeed posting](#), companies expect media relations managers to have ample experience to manage day-to-day media relations activities for many different clients. This person will work closely with the firm's leaders to provide strategies to clients that focus on PR plans, content creation and engagement with the media and the organization's stakeholders.

Earned Media

There are three aspects of media that are focused on for public relations: earned media, paid media and owned media. Effective media relations will result in ample earned media for the organization. Earned media, [as described by Titan Growth](#), is the "vehicle" that carries people to the organizations owned media— any web content that is unique to the organization. Earned media is any "online word of mouth" that comes from third party websites or



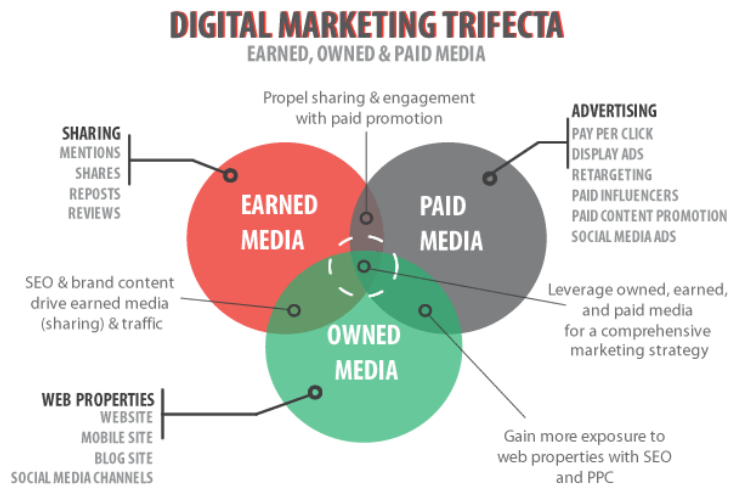
Senior media relations managers are expected to perform research and create effective press content.

publications. Earned media is what media relations strives for because it can make an organization seem more trustworthy.

Although media relations is an integral part of an organization's public perception, descriptions and articles about the job are few and far in between.

Press Release

Press releases are PR professional's form of communication with the media. These are written communication that are sent to the news media to announce newsworthy organization information from an



This graphic shows the different types of media and how earned media affects and is affected by each.



Tweet from journalist about press release.

organization. With press releases, it is extremely important to set the organization and its information apart from its competition. Because journalists receive so many different press releases daily, media relations professionals are scrambling to make theirs stand out. This could potentially be dangerous.

An example of this is [Meghan Trainor's PR team's press release](#) about her new album which overused modern day slang and became the laughing stock of journalists on social media. It caught the attention of journalists and gained some publicity, but at what cost? This proves that media relations managers need to adhere to professional practices. Personally, I believe that risky decisions like this may put the client at risk for backlash and could cost the PR professional their job. Although breaking out of the traditional box is something that is needed, it needs to be done ethically and professionally.



About Alexia Johnson

Alexia Johnson is a senior majoring in public relations at the University of North Texas. She is skilled with PR writing and is heavily interested in

performing research for companies. She aspires to work in a public relations agency as a PR or social media specialist.

References

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