

PR is dead? Long live PR!



Public Relations Guidance for Startups

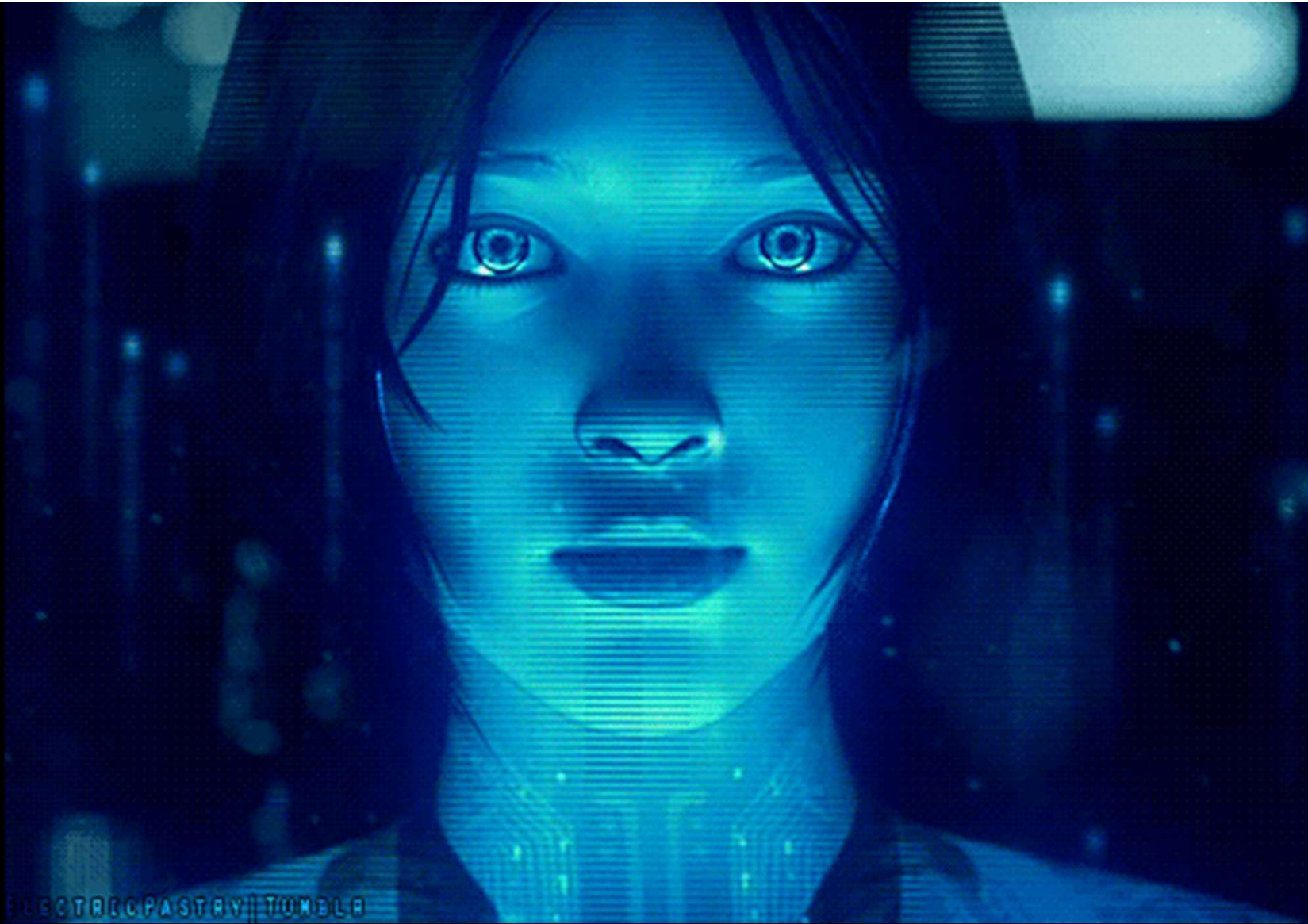
Brigitte Kaps, CEO & Founder of rentapr.ch & executivepr.ch

05 October 2022

Goals

- Introduction to Public Relations, tools & channels
- PR challenges of technological and scientific Start-ups
- Tips & Tricks of media work
- The "Unknown Being": Journalists
- Press Release 4.0: Editorial & content rules
- "Paid Media" or "Earned Media"?
- How to manage negative media
- The Future of PR: The Metaverse
- Q & A's





ELECTRICPASTRY | TUMBLR

SOURCE: Data Science
Insights

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Rent a PR

Why do Start-ups need Public Relations ?

- Increasing their network or reaching new markets/ investors/ influencers
- Brand building - brand management - brand strengthening
- Raising interest in the company
- Creation of transparency and trust: #Loyalty
- Promoting positive recognition of the company = increasing its acceptance
- Reputation Management

Public Relations : Crossmedia Communication

Website

Media Work

(Investor Relations)

Social Media

Newsletter (online)

Newsletter (print)

Blog

Podcast

White-Papers
Empirical Studies

VLOGs

Chat
E-Mail

News Jacking

Public Speaking

“

PUBLICITY IS ABSOLUTELY
CRUCIAL. A GOOD PR
STORY IS INFINITELY
MORE EFFECTIVE
THAN A FRONT PAGE AD.

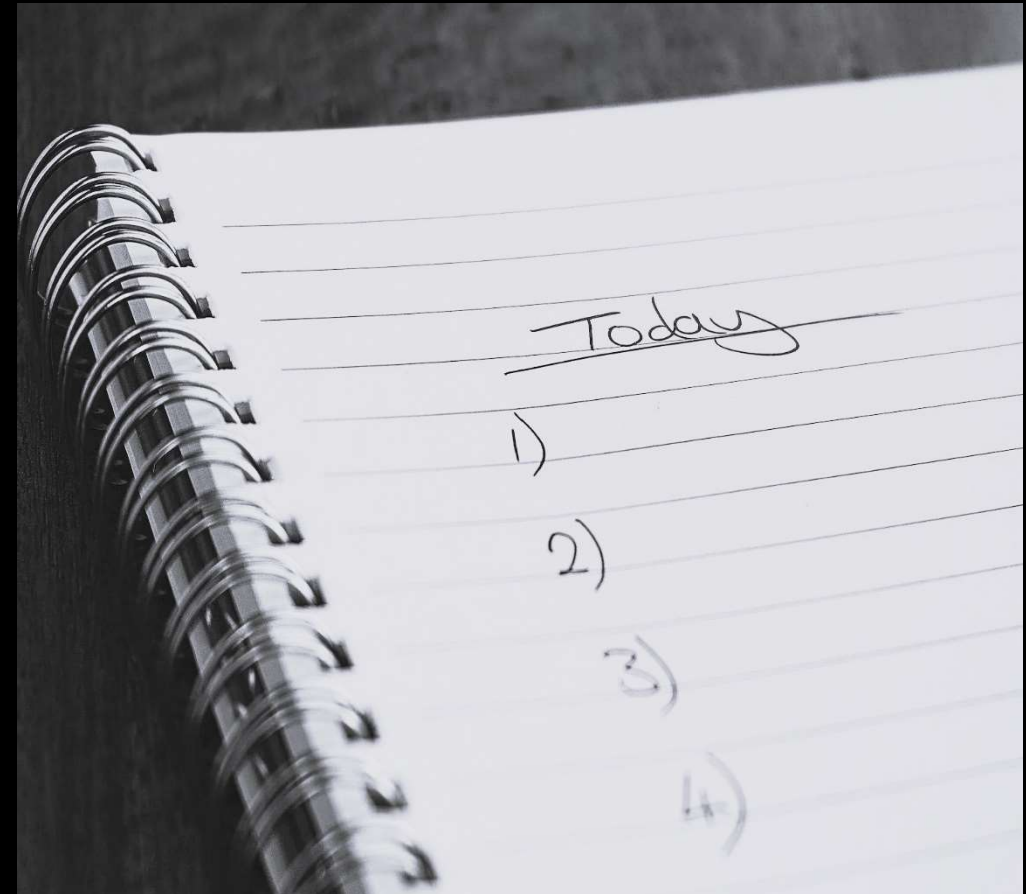
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SIR RICHARD BRANSON

CURZON

What PR challenges do Startups face?

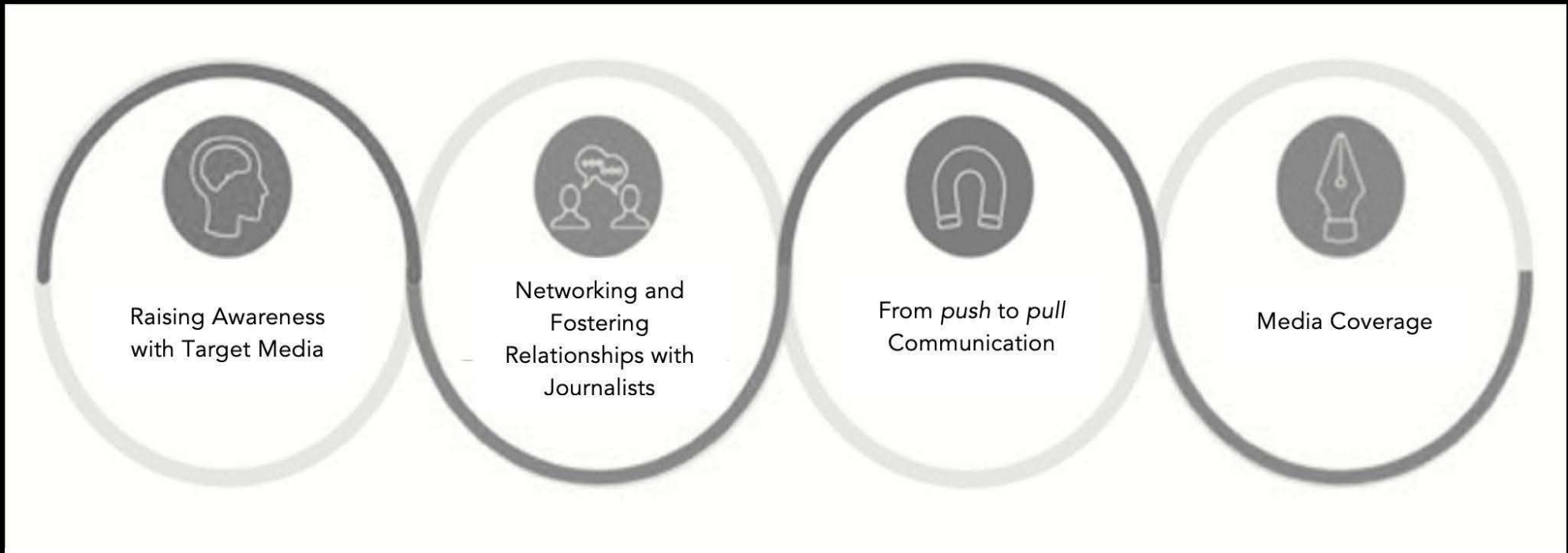
- Missing Budget
- Missing Know-how
- Missing Communication Tools and Channels
- Missing Journalist / Media Network



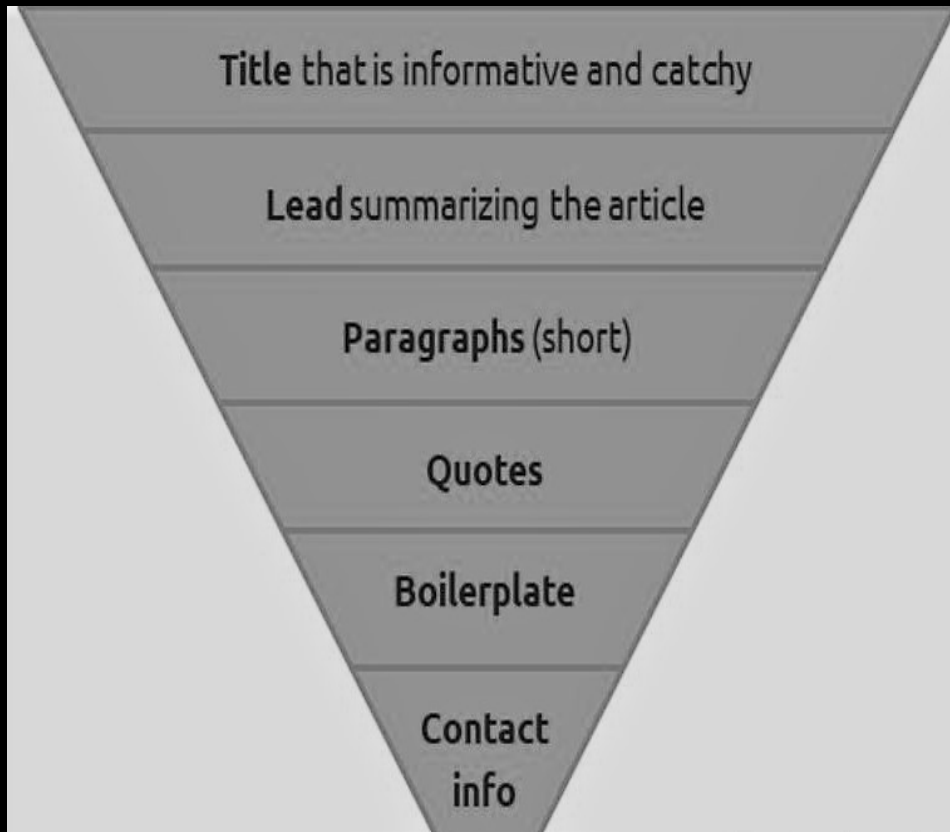
What PR challenges do scientific & technological Startups face

1. Enormous pressure to stand out in the crowd, as no industry values brand image more than the technology industry.
2. Missing press network & know-how in practising PR.
3. Strong industry jargon.
4. Social Media – How to tell a tech / scientific story on SoMe?
SoMe offers great opportunities as you can listen to what your followers are saying and turn it into a PR campaign.
5. Tech / Scientific facts & Storytelling: Two worlds meet!
How does one develop an appealing visual story through content?
How does one streamline, simplify and translate technology/science into tangible customer benefits?

Practicing PR: a phase of four steps



Press Release 4.0 – General Rules



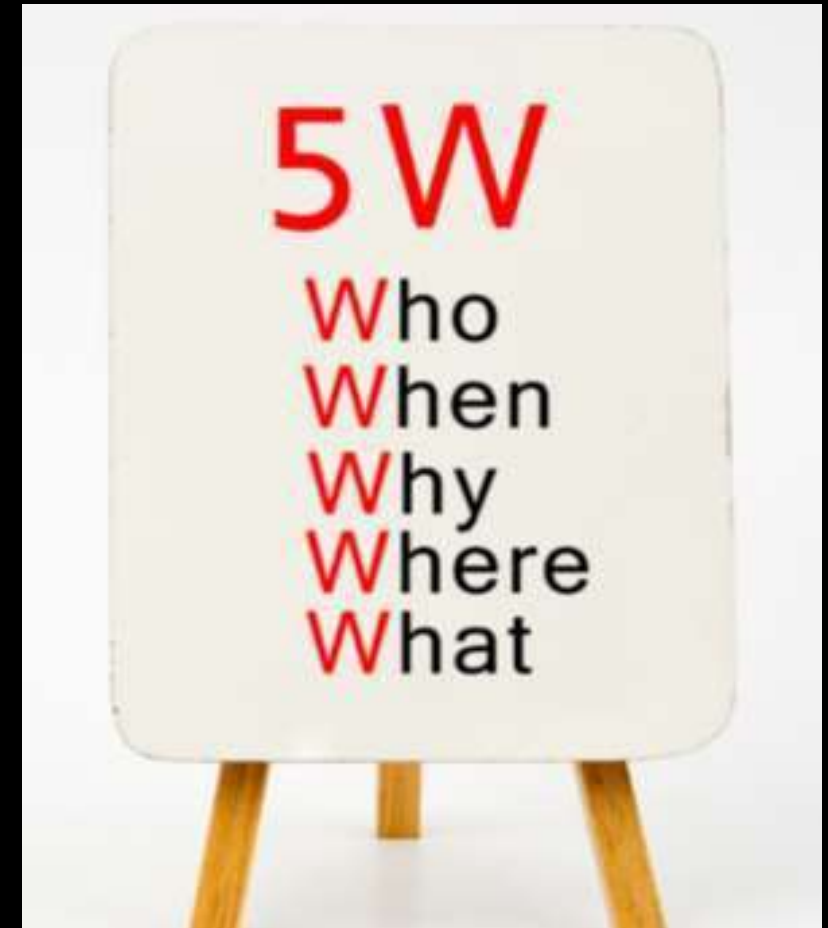
- **Content is king:** Content has to be convincing, interesting, understandable, and unique.
- **Do not mix up PR and Marketing:** The News-character is relevant.
- The maximum is 450 words. Don't forget subheadings and write short sentences. Use as little technical jargon as possible.
- **Title & Lead** are the most relevant to get a foot into the journalist's door. The Lead text is an executive summary of the whole media release story.
- **Keywords** improve the online visibility of your message to your focused stakeholders.
- **Include links** to websites, photos (downloadable), videos, and Social Media channels.

85 % of journalists appreciate multimedia press material because it gives them more options when reporting.

Press Release 4.0 - Content Rules

It is all about the story, but what is the story?

- The 5 W questions guide text drafting
- What is the USP ? What makes your story unique?
- Ask yourself: Is this really news?
- Does the topic fit into the current social, political or economic discussion?
- Always write in the third person and in the present tense.
Never write with: "I, We..."



Great story, but WHY is nobody listening to us?



Journalists said....because the Press Release:

- ...already fizzles out in the subject line
- ...is too technical or not newsworthy
- ...does not fit the medium
- ...comes at the wrong time
- ...is impersonal
- ...comes as a Word document

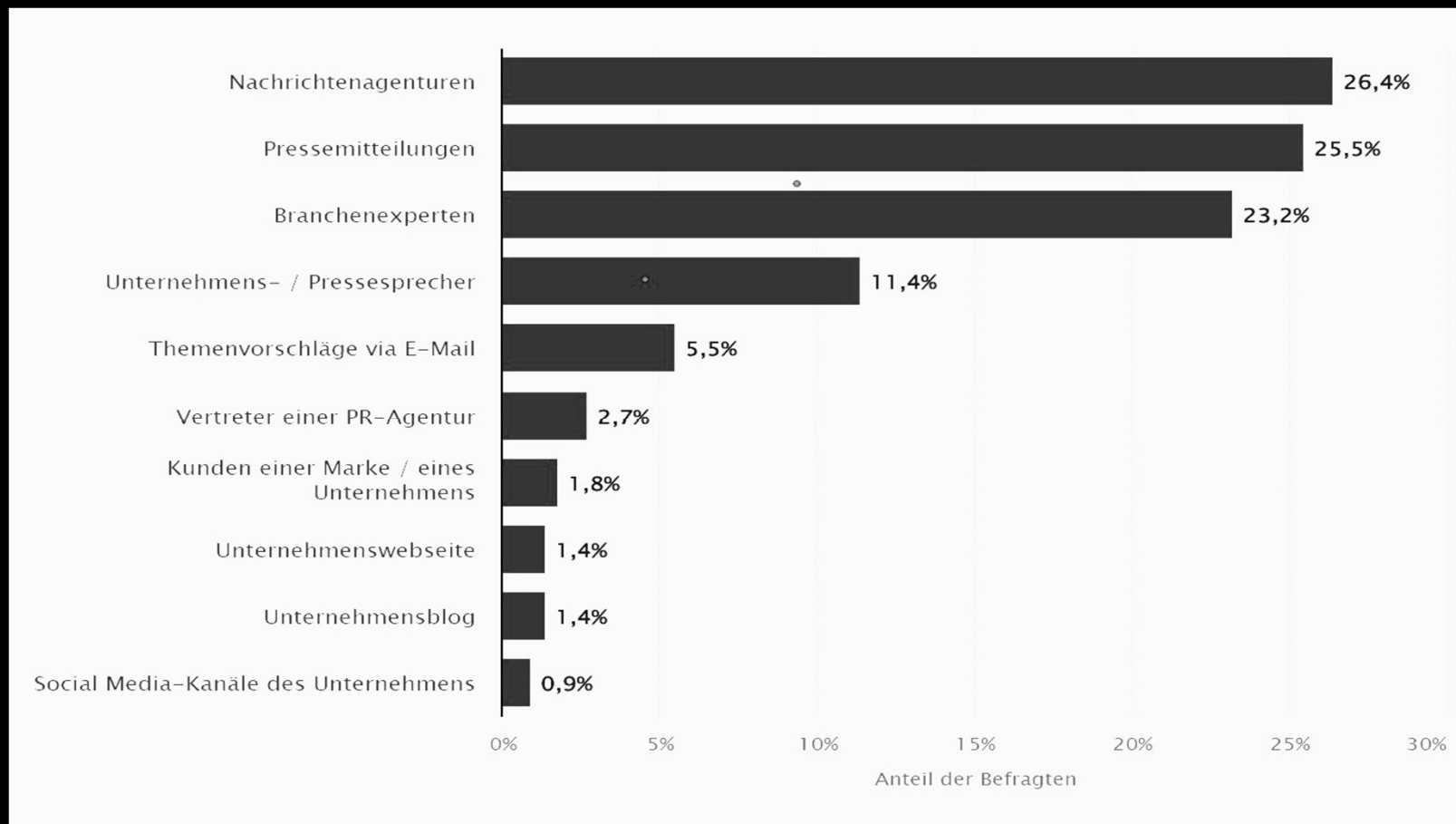


Journalists: "The Unknown Being"

- Journalists are important and necessary in building public opinion
- Journalists report on news, but also pass on subjective opinions and comments themselves
- Journalists are "hunters". They "hunt" for good topics.
- Journalists comply with the Journalist Code of Ethics: principles of freedom of the press, sanctions and violating the code of ethics.



How do journalists conduct their research ?



Source: Statista 2022

How can one capture the attention of a journalist?



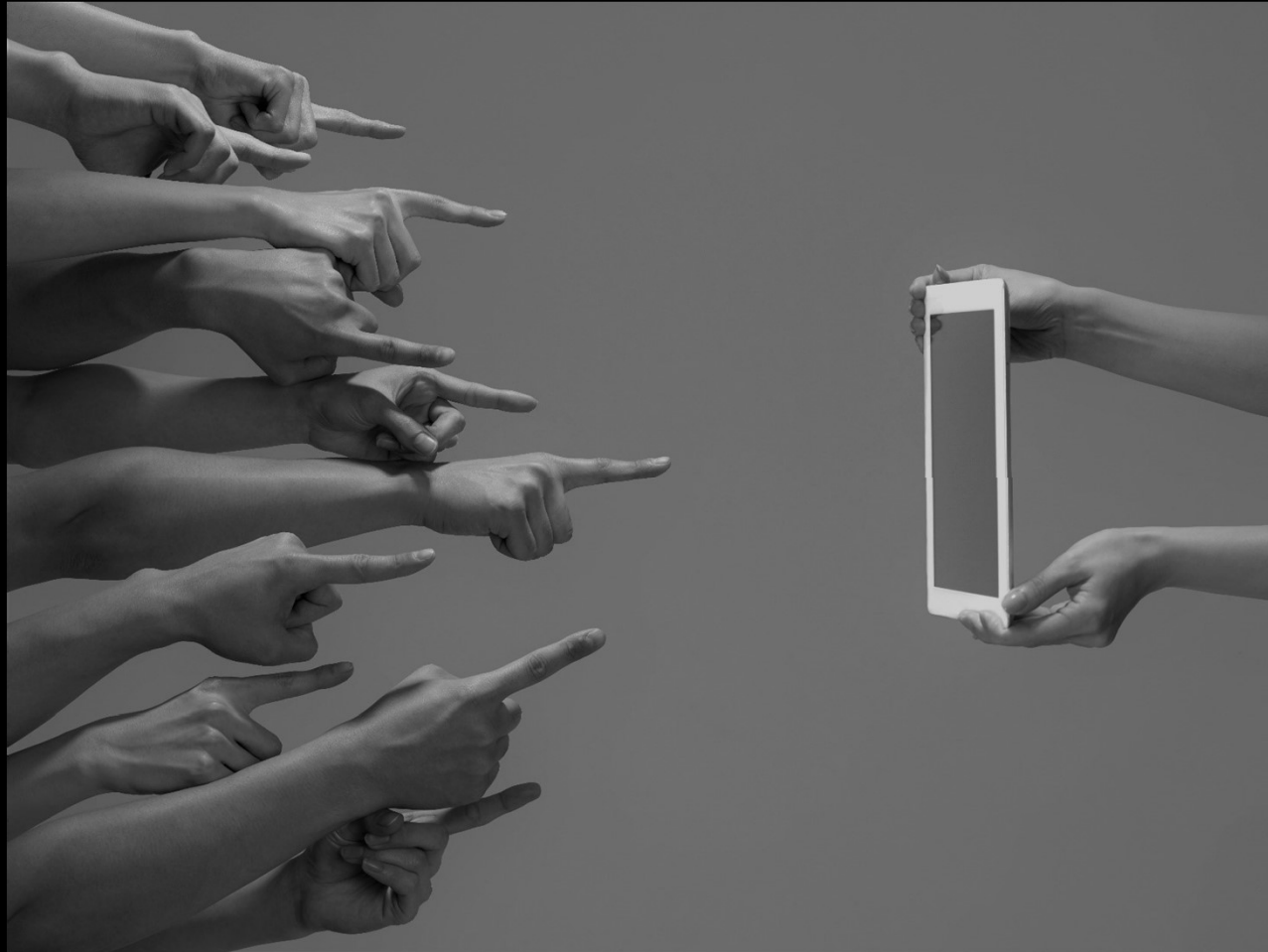
Do your homework before you contact journalists!

- What is new or unique about your story?
- Why should the readership of my target medium be interested? (Added value)
- Has the medium ever taken up your topic or a comparable one before?
- What is the current hook that you could tie in?
- Carefully "knock on the door" - build up a good list of arguments!
- Keep it simple. Help the journalist understand the big picture. Explain in one sentence what makes the story so unique (Elevator Pitch).
- Define the next steps with the journalist. Will he get back to you? Should an interview take place, will you send him documents, etc.?

Networking with journalists

- ❑ Communicate openly, credibly, self-critically, and regularly with journalists.
- ❑ Build up a network of contacts.
- ❑ Do not pressure! If they do not consider your news relevant, do not criticize them!
- ❑ Respond quickly to media inquiries - respect the editorial deadline!
- ❑ Consider the daily schedule of newspaper editors (before 9.00 am)
- ❑ Press material should always be prepared in a user-friendly manner.
- ❑ Cooperation with journalists should be based on a good partnership.
- ❑ As a contact partner for the media, one should always be reachable via phone or e-mail!

Paid or Earned Media?



Paid Media

ADVANTAGES:

You get what you pay for! Absolute control over the style and content of the story as well as the timing of publication.

Big Data and AI make it easy to target potential audiences, which can lead to Brand Awareness and increased traffic.

DISADVANTAGES:

Paid Media is expensive and funded by the marketing budget.

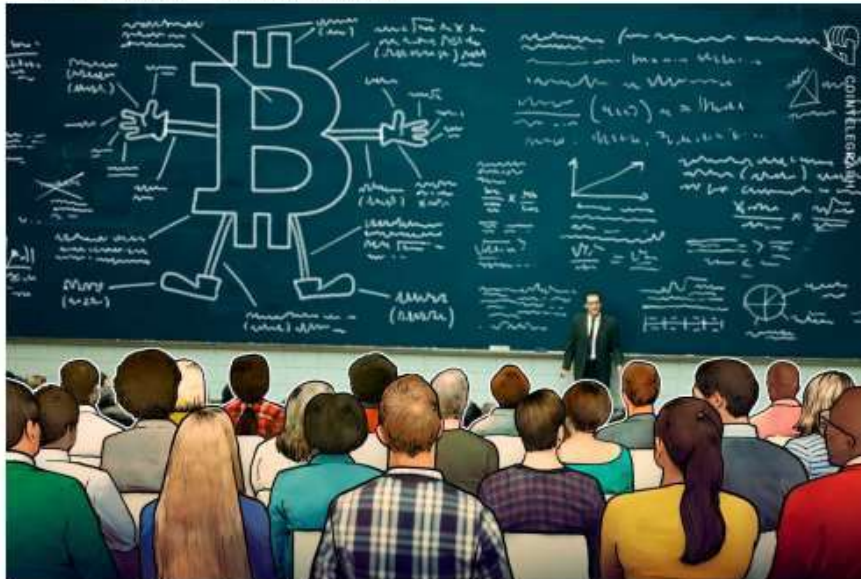
Readers' perceptions of Paid Media may be somewhat skewed, which could change the impact and affect brand credibility.

Von Markus Kasanmascheff

28 JAN 2019

Präsident von Schweizer Bitcoin Association startet Schule für Bitcoin-Entwickler

1054 Gesamte Aufrufe 5 Gesamte Anzahl geteilt



NACHRICHT

Die vom Präsident der Schweizer (<https://de.cointelegraph.com/tags/switzerland>)Bitcoin Association Lucas Betschart gegründete Schule für Bitcoin-Entwickler 21 Lectures hat in Zug ihren Betrieb aufgenommen, so eine Pressemitteilung (<https://medium.com/21lectures/launching-a-bitcoin-developers-school-in-switzerland-cae2bcef76de>) der Einrichtung vom 28. Januar.

21 Lectures will nach eigenen Aussagen die Vermittlung von Bitcoin (<https://de.cointelegraph.com/tags/bitcoin>)-Knowhow auf eine neue Stufe bringen und die bereits zahlreich vorhandenen Abendveranstaltungen, Vorträge und Konferenzen durch ein detailliertes Trainingsprogramm ergänzen. Den Auftrag ihrer Bitcoin-Schule beschreibt das Unternehmen wie folgt:

"In den 21 Vorlesungen lernen die Teilnehmer das notwendige Wissen über Bitcoin und verwandte Technologien. Wir behandeln Kryptographie, die Struktur von Transaktionen und Blöcken und deren Verkettung, intelligente Vertragssprache, das Lightning-Protokoll sowie Software und Toolkits, die auf der Blockchain und Lightning entwickelt werden."

Earned Media

ADVANTAGES:

Organic publications can have a positive impact and lead to brand awareness and credibility.

Brand strengthening / Image strengthening

DISADVANTAGES:

Journalists are not easy to reach. Even after the PR advisor has approached a journalist several times, it may still lead to nothing.

If the journalist's briefing was not good, the article can also have a negative impact and/or contain false statements.

Risk of incorrect reporting increases, because you have no direct influence on the content. A good briefing and relationship with the journalist are necessary and beneficial.

How to manage critical media requests?



No comment - An option?



- Challenging questions? Stay calm and level-headed.
- Build up trust and confirm your feedback.
- Check facts internally before you answer.
- Never lie!
- Try to gain time but stick to the timeline.
- Do not delete social media posts - and if so, never without an explanation.
- Don't forget to take note of the contact details of the journalist & media channel.

Nothing is "off the record."» Don't say anything you don't want to read in the media, including when the interview is officially finished.

Metaverse



Rent a PR
Public Relations on Demand

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The Future of PR is here: Press conferences in the Metaverse

- Practising Public Relations in the Metaverse: Press Conferences in the Metaverse
- Press conferences become a 360-degree experience for journalists, investors, clients, and other stakeholders
- Sustainability: holding a press event with journalists from all over the world – without anyone having to travel – Let them easily experience your brand's product or potential.

«The future of conference/video calls will be one that marries the online and physical world so seamlessly that we no longer use binary definitions.»

Annex

Media Tools

- Press Release
- Media Distribution List
- Media photos
- Press Kit
- "Off the record" Talks
- Interviews
- Professional articles
- Open letters
- Round Table Talks
- Press Conferences



Press Conferences

Planning

- Date: The best time is in the morning, as journalists write and edit their texts in the afternoon.
- Timing: Media representatives should be invited about 1 to 2 weeks before the event.
- Location: Centrally located and easily accessible for participants.
- Duration: Maximum 1 hour.
- Procedure: Welcome and Introduction to the participants by the press officer, speeches, opportunity for questions, possible photo opportunities.
- Invitation: What, when, where? Short thematic introduction, CV of the speaker(s). Agenda and contact details for feedback.

Press Kit – Content

The Press Kit is generally used for events and press briefings.

Within, the journalist should find everything they need for their reporting:

- Background texts / Fact Sheets
- Brief portrait of the company
- Programme of the press event
- Curriculum vitae of the speakers
- Press photos
- Previous media contributions

Social Media Schedule

These are the Best Times to Post on Social Media

	In the morning	At noon	In the afternoon	In the evening	Frequency
 Facebook	—	1 pm - 2 pm	2 pm - 4 pm	6 pm - 10 pm	2x daily
 Twitter	7 am - 10 am	11 am - 1 pm	4 pm - 7 pm	—	3x daily
 Instagram	—	11 am - 1 pm	—	7 pm - 9 pm	1x daily
 Pinterest	—	12 pm - 2 pm	—	7 pm - 10 pm	5x daily
 LinkedIn	7 am - 10 am	—	5 pm - 6 pm	—	1x daily
 Reddit	6 am - 9 am	—	—	—	2x daily
 VK	—	—	—	9 pm - 1 am	1x daily
 Telegram	10 am - 11 am	11 am - 12 pm	5 pm - 7 pm	—	2x daily
 Google My Business	9 am - 11 am	—	—	7 pm - 9 pm	every 7 days

Example Press Release:



Press release

13/9/2022

Rent a PR concludes cooperation agreement with Zreality, enabling press conferences in the metaverse with immediate effect.

(Zurich/Kaiserslautern) Access to the metaverse is complex and expensive, which is why it is so far used almost exclusively by large companies. The Zurich and Verbier-based PR agency [Rent a PR](#), which has been providing on-demand public relations and communications consulting for five years and has been accepting Bitcoin payments since 2019, is setting another milestone with cooperation and press conferences in the metaverse.

The new service covers all the processes companies use to contact their various stakeholders. From press conferences and product presentations to general meetings, what was previously done in person is now also possible in the metaverse. 'I am very pleased that we are partnering with Zreality and look forward to working with the professional, international team in the future,' says **Brigitte Kaps, CEO & founder of Rent a PR**.

The technology partner [Zreality](#) is a German company specialising in events, communication, and collaboration in virtual space. 'The metaverse is not just a trend: it has been used productively by companies in the form of virtual and augmented reality solutions in many fields of application such as sales and training for some time. Press conferences are now an additional exciting way for companies to engage with the market,' says **Michael Neidhöfer, CEO & co-founder of Zreality**. 'We are very much looking forward to working with Rent a PR as a pioneer in this field.'

Press conferences: more efficient, larger target group, more sustainable – and timeless

Press conferences held in the metaverse have numerous benefits, both for companies and participants. 'The fact that many companies find it hard to get journalists to attend their press conferences is partly due to a large amount of time it takes,' says Kaps. There is no need to travel to and from [press conferences in the metaverse](#). Interested parties can log in and participate in the event via avatar, regardless of where they are, even without using virtual reality glasses. It is also possible to record the event so that it can be attended at a later point in time. And, of course, there are no limits to the number of attendees in virtual space. The potential of the brand or a product can be experienced at first-hand.



Tailor-made PR Advisory on demand instead of expensive monthly retainers

As always with Rent a PR, businesses also only pay for what they need with the new service. The tailor-made offers, available either as packages or subscriptions, enable start-ups and SMEs to keep the costs and time investment required within manageable limits, says Kaps. 'In cooperation with Zreality, our service enables companies to take their first steps in the metaverse and spark the interest of international journalists.'

About Rent a PR

Rent a PR AG is headquartered in Zurich with an additional location in Verbier (Switzerland), and was founded in 2017. The international PR agency collaborates with around 30 communications freelancers worldwide and advises start-ups and medium-sized companies on communications and media issues, IPOs, and much more. More information can be found at [www.rentapr.ch](#).

Media contact: Brigitte Kaps +41 79 289 20 42



About Zreality

Zreality GmbH develops B2B solutions for the metaverse using the 'Zreality Grids' cloud platform – easy-to-use 3D, virtual and augmented reality software for companies to connect people in virtual spaces. Zreality Grids is the best all-in-one solution to enable people to work, meet and learn in immersive 3D environments. Zreality Grids offers virtual communication and collaboration with avatars in highly realistic 3D environments, as well as real-time 3D content management, and can be used on any web-based device, such as a smartphone, tablet, PC, Mac or virtual reality glasses. Zreality supports over 100 major brands, including IBM, BASF, DHL, and ZDF, and has offices in Kaiserslautern, Luxembourg and New York. More information at [www.zreality.de](#)

Legal Basics of PR

- Basic requirements: Sensitive handling of information, data, citations.
- References: Copyright for use of photos / image rights / clarify copyrights.
- Imprint / liability for publications and websites, newsletters etc.
- Stick to GDPR (General Data Protection Regulation) conformity.
- PR managers must keep an eye on various legal fields. There is no uniform media law. However, legal principles from different codes apply.
- Laws that play a role:
 - Grundgesetz/ Basic Law (esp. Art. 5 GG), Copyright Act (UrHG); Art Copyright Act (KUG), Civil Code (ZGB), Telemedia Act (TMG); Unfair Competition Act (UWG) etc.
- Link to Presserat: [Ratgeber_D.pdf \(presserat.ch\)](#)

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“
«In times of digital transformation it is very important that media and PR work close together to be successful. Characteristics like transparency, truthfulness and flexibility become more important to us. I say «us», because media and PR for me is a «we».
”

Brigitte Kaps, CEO & Gründerin Rent a PR
Sponsor der WIN Summit 2018




Vor fünf Jahren lancierte *fnews.ch* die Rubrik *fnews.first*. Seither haben 180 Autorinnen und Autoren darin ihre Meinung zu Finanz- und Wirtschaftsthemen geäußert.

Bereits 180 Autorinnen und Autoren haben für *fnews.first* einen oder gar mehrere Beiträge verfasst. Mit dieser Rubrik möchte *fnews.ch* auch im Internet-Zeitalter Lesestoff bieten, der über die Tagesaktualität hinausreicht.

Die Verfasserinnen und Verfasser der Texte sind in ihrer Themenwahl frei. Die Auswahl der Beiträge, die jeweils auch auf Englisch erscheinen, erfolgt jedoch durch die Redaktion von *fnews.ch*. Nachstehend eine Auswahl an diesjährigen Essays – **alle übrigen finden Sie hier**.

Brigitte Kaps: «Warum CEOs Hilfe annehmen sollten»



Dass emotionale Ausbrüche bei Managern immer häufiger vorkommen, hat seine guten Gründe: Die Umlaufgeschwindigkeit von Informationen, akute Krisen und die Volatilität der Märkte steigern den Stresslevel oft ins Unermessliche, schrieb **Brigitte Kaps** in ihrem Beitrag.

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THE Female CEO

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THE POWER OF A PROFESSIONAL
WEIGHT DOES NOT DEFINE YOUR WORTH
Should I Continue My Entrepreneurial Dream?

Master Mirror Work for Self-Love

Essential Quarterly Planning
The Goal Setting Issue

The Goal Setting Issue

IN THE SPOTLIGHT WITH
Brigitte Kaps
FOUNDER AND CEO OF EXECUTIVEPR.CH AND RENTAPR.CH

Donnerstag, 10. Oktober 2021



Leben Arbeit Karriere Weine

» Home » Blog » So kommunizieren Chefs Corona-Regeln erfolgreich



fnewsLIFE
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So kommunizieren Chefs Corona-Regeln erfolgreich
Bild: Shutterstock

