

# PR: Making the Story Matter

**Jane Eagleson**  
**Bernie Wilson**

Saturday, February 8, 2014 – 1pm



**Jane Eagleson** – 20 years  
AC Public Relations

**Bernie Wilson** – 30 years  
Associated Press



# The PR Pro:

- Makes it **easy and simple** for the journalist – be inclusive, educate
- Provides a dedicated **point of contact**
- Provides info, photo and video **services**



# The PR Pro:

- Provides a “**News Bureau**” service:
  - Sports Results/Quotes
  - Human Interest/Local Angles
  - Spokesperson to interview
  - Photos/Video
  - Translation for global events



# PR 101: From the **Reporter's** View

Make the story make relevant to mainstream sports media:

- Better cooperation helps tell the story
- Give a crash course in sailing



# PR 101: From the Reporter's View

- There's no such thing as a stupid question!
- No better place to do an interview than the club bar!



# PR from the **Event's View**

Prepare for the desired outcome:

- Messaging
- Q&A
- Photos/Video – provide the package
- Timely
- Crisis Communications



# Media Services

- Special Events: Create **opportunities for event partners** with media hosting
- Press Information: on site and **online**





# Media Services

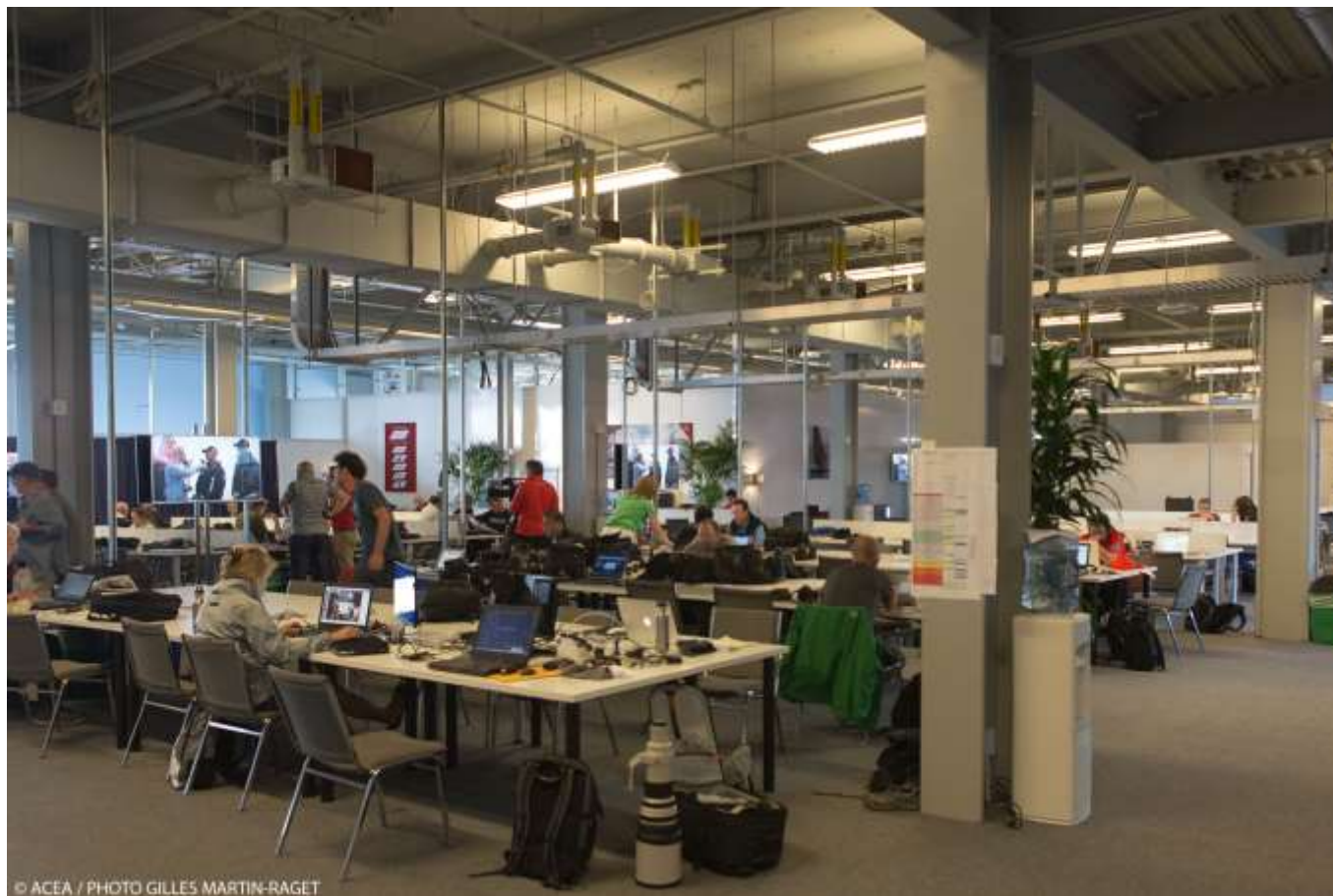
- Photo boats
- On site media workroom
- Press conference area



# Photo Boats



# On Site Media Workroom



© ACEA / PHOTO GILLES MARTIN-RAGET



# Press Conference Area



© ACEA / PHOTO ABNER KINGMAN



# PR: Making the Story Matter

## Q & A



# Your Opinion Matters

Please “**check-in**” to this session on the Sailing Leadership Forum app and complete the session survey

or

Complete one of the yellow survey forms in the back of the room and drop in the box



***Thanks for attending!***

**Jane Eagleson**

**Bernie Wilson**

**PR: Making the Story Matter**

