

Deirdre Breakenridge

Thomas J. DeLoughry

THE NEW PR TOOLKIT

Strategies for Successful
Media Relations

the following is an excerpt from the book:

One PR veteran of more than 25 years Andrew Edson, president of the New York PR firm Andrew Edson & Associates, observes how he has seen technologies from the telex to the fax machine to the Internet change the PR industry. The Internet has been the most revolutionary, he says, noting the tremendous popularity of e-mail due to its speed. Online newswires like Business Wire and PR Newswire have also changed the business with their ability to meet the needs of audiences who have become more particular about how they receive their news and information, Edson says.

However, Edson believes the Internet will still never replace the relationships of the past when PR people used to have more face-to-face interactions with journalists over lunch or for coffee breaks. Even news conferences are dwindling, he notes, given that corporate announcements can roll out over the Internet wire or be Webcast for audience participation.

“Today is a different world,” Edson acknowledges, still holding fast to his belief that PR people must turn away from their computer keyboards with the results of their research and then talk to people to validate their results before rolling out any communication.