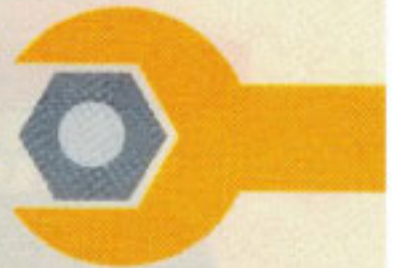


PRWeek

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PR TOOLBOX



New-media messaging tips, employee surveys, and more

New media

How has new media affected the ability to get my messages out in ways that best suit my audience?

Most are familiar with new-media tactics being effectively leveraged by tech marketing and PR pros across the globe. They include blogs, podcasts, Webcasts, e-mail, and wikis.

“But while we currently have more technology choices than ever before,” says Colleen Edwards, president and CEO of The PowerMark Group, “PR is still all about relationships with flesh and blood people.”

So, putting technology aside, while some constituents have changed how they prefer to receive information, she adds, everyone deserves practice of the golden rule – which is to treat people exactly like you would want to be treated.

“If we can facilitate the delivery of timely, honest, and complete information from people in the know, and if we put ourselves in our audience’s shoes before communicating with them, we can’t help but succeed,” Edwards notes.

So while “new media” will always be different as time progresses, if you resolve to live the golden rule in your PR tactics, Edwards says you will always be right on target.