



PUBLIC RELATIONS 101: **MAKE YOUR OWN MEDIA MAGIC**

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There are some who call me.... Pann





CLARA

The Leader in
Community Analytics
for the Gaming Industry



RESONATA

www.resonata.com

TRENDS

▼ HIDE

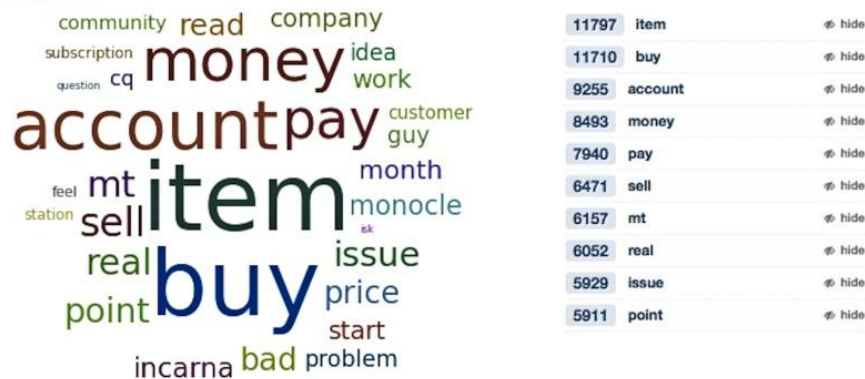


THEMES : EVE PLAYERS, VANITY ITEMS, REAL MONEY, USER SETTINGS, PLAYER BASE

◀ SHOW

PHRASES

▼ HIDE



TRENDS

▼ HIDE

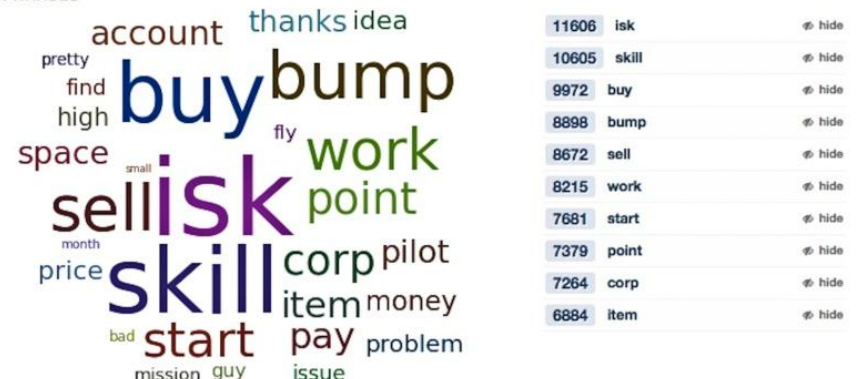


THEMES : REAL MONEY, SKILL POINTS, VANITY ITEMS, SPACE, EVE PLAYERS

◀ SHOW

PHRASES

▼ HIDE



PEEK BEHIND THE CURTAIN

- ❖ CREATING A MEDIA KIT
- ❖ BUILDING A CONTACT LIST
- ❖ BASIC PR PLANNING



- ❖ INTERVIEW TECHNIQUES
- ❖ ESSENTIAL DO'S AND DON'TS

ACT ONE



THE PLEDGE

“Observe this ordinary deck of cards.”



SOME MAGIC WORDS



❖ Boilerplate

❖ Press/Media kit

❖ EPK

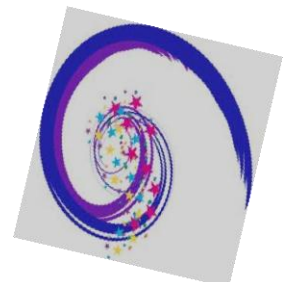
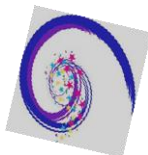
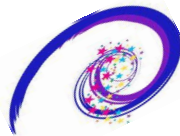
❖ Mail Merge

❖ Press release

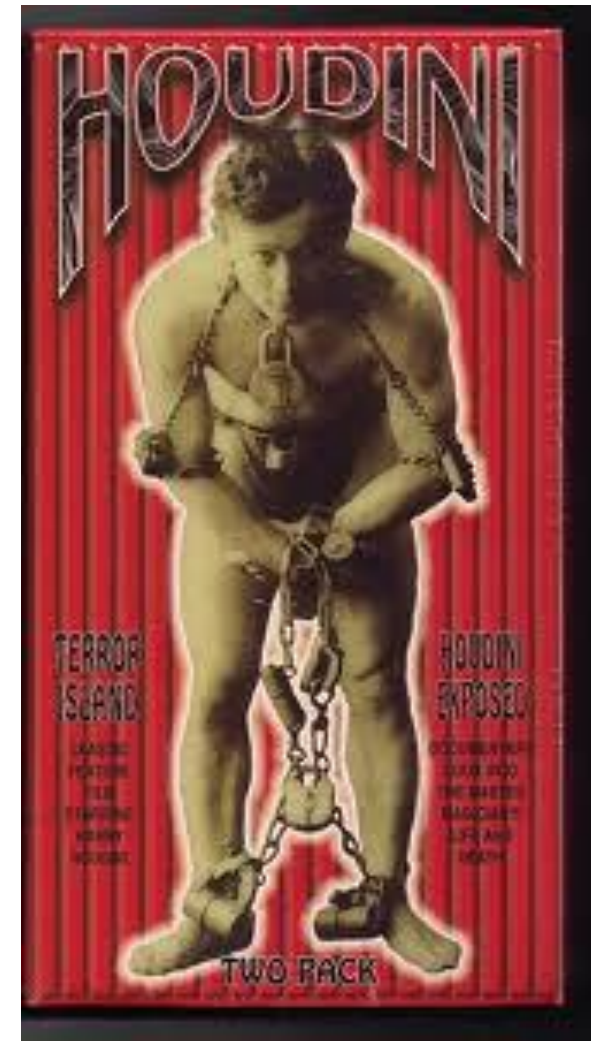
❖ News alert

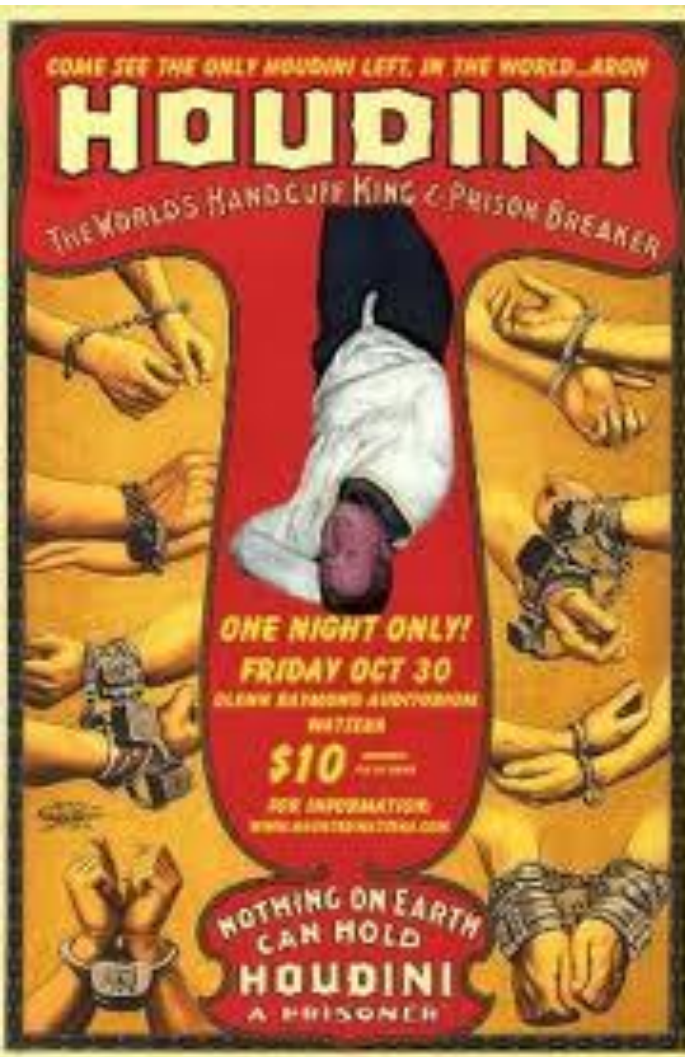
❖ Targeted news alert

❖ Mail blast



- **BOILERPLATE:** The “About” section you see at the end of press releases. Usually a paragraph or so, it contains essential information about your company and your product.
- **PRESS/MEDIA KIT:** A compilation of promotional materials that journalists can use to learn more about you and your product. Frequently distributed via CD or memory stick.
- **ELECTRONIC PRESS KIT (EPK):** Your press kit in electronic form made available for download from your website, FTP, Dropbox, etc.
- **MAIL MERGE:** A user-friendly feature of Microsoft Word for sending mass emails.





- **PRESS RELEASE:** A press release creates a story that journalists can use alone or as a background when writing a story. Usually sent via a wire service. Use sparingly.
- **NEWS ALERT:** A mass mail sent to your media contacts that conveys concise, important information: Who, What, When, Where and Why.
- **TARGETED NEWS ALERT:** The same as a news alert but sent to a specialized list of media contacts, e.g. journalists that squarely focus on technology.
- **MAIL BLAST:** An informal message sent to a few select contacts to give updates, celebrate milestones, etc. Not intended for publication.

IDENTIFY YOUR STRENGTHS AND WEAKNESSES



- *Past successes*
- *Seasoned staff*
- *Popular IP*
- *Compelling Storyline*
- *Great Art*
- *Fresh technology*



- *Past failures*
- *Scandal*
- *Popular IP*
- *Inexperienced staff*
- *Insufficient funding*
- *Lack of publisher*

SMOKE AND MIRRORS DON'T FOOL ANYONE



**Anticipate
and
Prepare**

FACE YOUR ADVERSITIES

ACT TWO



THE TURN

“Take a card. Any card”



ELEVATE YOUR BEST ASSETS



- ❖ *Strong, iconic images*
- ❖ *Striking concept art*
- ❖ *Awards and accolades*
- ❖ *Back story teasers*
- ❖ *Character class profiles*
- ❖ *Weapons and gear info*
- ❖ *Compendiums (magic, skills, etc.)*
 - ❖ *Glossaries*
 - ❖ *Provocative music*





THE ONE SHEET

- ❖ Product name and logo
- ❖ Tagline
- ❖ Short summary of product
- ❖ Studio name and logo
- ❖ Short description of studio
- ❖ Contact information
- ❖ Two or three images
- ❖ Platform, operating system, etc.

Keith Raygor

Magical Artist & Entertainer

"Keith is the best... magic act. The success of the evening's festivities were in large part due to his magical talent and comradery. People are still talking about him!" - Bob Young, The ACE Group, Dallas, TX 2004

"Keith is the most acclaimed, sophisticated, and talented entertainer I have ever known. He has led the pleasure to work with his sense of humor and how he interacts with an audience has provided countless evenings of endearing laughter from the audience and watching our clients (business) all!" - Nicole Prosser, Cruise

"We have all been amazed. Our clients were delighted that I was able to score you. It has been the thing of guests, across the room and around the room and center!" - Lawrence A. Givens, Brown Brothers Management, LLC

Where vision and imagination meet

Keith's uniquely unique approach to the magical arts creates an absolute must-see show. He captivates audiences by personally involving them in a world of his magical world. He transforms the ordinary into the extraordinary, then makes believe into the reality.

Keith has performed throughout the United States and abroad. Back at home, Keith is a veteran of nightclub and casino performances and of many speaking and television appearances. As the Cruise Director and Entertainment Director for a Fort Lauderdale cruise line for five years, Keith has performed on- and off-stage and received a variety of accolades and professional recognition.

In May of 2008, he was recognized as the Best Entertainer by the leading industry magazine of Southwest Florida, Gulf Stream Life.

Keith and clients reach like a Who's Who of Fortune 500 companies - and when he is not traveling on behalf of his corporate clients, Keith is his own entertainment for the international and yachting markets. Keith has been in Florida where he is performing audiences and celebrities since 1999.

Keith's genuine enthusiasm for people, coupled with stunning wizardry and comedy has many venues and unforgettable performances. Keith's uniquely unique approach to the magical arts creates an absolute must-see show.

www.KeithRaygor.com
(202) 352-5900
info@KeithRaygor.com

THE MEDIA KIT

FILLING YOUR BAG OF TRICKS



- ❖
- ❖ *One Sheet*
- ❖ *Bios and headshots for key staff*
- ❖ *Two team photos*
- ❖ *Three pieces of concept art*
- ❖ *One soundtrack MP3 (if available)*
- ❖

A vertical image on the left side of the slide. It shows a pair of white-gloved hands holding a black wand. A bright, glowing orange and yellow arc of light or sparks curves from the wand down towards a black top hat. The hat is on a red surface, and a blue and white smoke-like effect is rising from it. The background is dark red, suggesting a stage curtain.

CONJURING A CONTACT LIST



- ❖ *Collect contact information from your favorite game sites*
- ❖ *Note the names of journalists and publications that are running the stories you'd like to see written about you*
- ❖ *Introduce yourself to people with Media badges at conferences and conventions*
- ❖ *Network, network, network*



CHOREOGRAPHING YOUR ACT

ASSIGN ROLES TO DETERMINE WHICH MEMBER OF YOUR TEAM WILL BE THE BEST:

- ❖ Primary point of contact
- ❖ On-Camera Spokesperson
- ❖ Written Interviewee



PULLING THE TRIGGER

Timing is everything

Don't jump the gun

If you can't fill the press kit,
you are not ready



ACT THREE



THE PRESTIGE

“Abracadabra!”

PROTIPS

GIVE YOURSELF PLENTY OF TIME before the interview to take care of any personal needs (restroom, drink, etc.) so that you will be on time and focused fully on the interview.

KNOW YOUR MESSAGE. You should be prepped for the interview with information about the audience, the reporter and what he wants to discuss. Identify three key “take away” points—the things you most want him to remember and write about—and stick with them.

INCORPORATE ANECDOTES OR EXAMPLES from your experiences that you can use to underscore your talking points.

DON'T WRITE OUT FULL ANSWERS IN ADVANCE. Instead, use simple bullet points that will guide you in what you want to say but not tempt you to sound like you're reading cue cards.



MORE PRO TIPS

FOR WRITTEN INTERVIEWS TRY RECORDING YOUR RESPONSES then transcribing them to give your responses a more natural flow.

THERE IS NO SUCH THING AS “OFF THE RECORD”. Anything you say can—and usually will—wind up in print.

USE POSITIVE MESSAGING ONLY. Don't speak ill of customers, competitors, co-workers or members of the press.

IT'S OKAY TO SAY “I DON'T KNOW” and then promise to follow up later once you've gotten the information – just be sure you make good on that promise.



THE MAGIC BRIDGE

BRIDGING IS A TECHNIQUE THAT LETS YOU
TRANSITION GRACEFULLY FROM THE CURRENT
SUBJECT TO ANOTHER ONE

“What’s important to remember,
however...”

“That’s not my area of expertise,
but what I can tell you is...”

“I think you might also be
interested to know...”

“Let me just add...”





MAGIC FLAGS

DRAW ATTENTION TO KEY
POINTS BY USING PHRASES
THAT “FLAG” THE
INFORMATION.

“The most important thing...”

“The key thing is...”

“The best part about...”

“The bottom line is...”



DURING THE INTERVIEW



- ❖ Keep the audience in mind and present things in a manner that will appeal to them rather than the reporter.
- ❖ Avoid abbreviations, acronyms, gamer slang and game-specific jargon.
- ❖ Don't over answer. Give a concise response and stop when you've made your point.
- ❖ Don't feel obligated to continue speaking to fill up dead air. When you stop speaking, the reporter will know you're ready for the next question.
- ❖ Listen carefully to each question. If you're not sure you understand it, ask for it to be repeated or rephrased.



IMPRACTICAL MAGIC

The Worst Email EVER

Hi IndieGameSite, (That's not us!)

Pleased to present my game, MooCow for review. This is the 3rd time that I am writing you, why haven't you written about it? (I've ignored this game 2 times already... must suck). Play my game and review it on your website. (Don't tell me what to do) I know the graphics are a little on the simple side, and they could be better (Now I'm excited!). But I would be interested to hear your thoughts on gameplay and "the fun level" (There's only one fun level? Which one is it?). A lot of work went into this game, everything to even the music is done by me (But you can't take the time to insert links for me!). Thanks a lot for any interest, hope to hear from you.

-Anonymous Robot

Compiled by multiple real emails that we have received



Don't be "that guy"

ALL JOKES ASIDE...



- ❖ Avoid using the phrase “No comment.” It sounds like you’re hiding something.
- ❖ Look directly at the camera in situations where the interviewer is off camera.
- ❖ Only use a speakerphone unless there is more than one person in the room.
- ❖ Don’t swivel, fidget or slouch in live or taped video interviews.
- ❖ No gum chewing during any interview.
- ❖ Do not stretch the truth or speculate.



RECOMMENDED VIEWING AND RESOURCES



GDC VAULT

- ❖ 2011 GDC EUROPE :
“EVERYTHING I NEEDED TO KNOW ABOUT COMMUNITY I LEARNED FROM JURASSIC PARK”
- ❖ 2012 GDC EUROPE:
“DEFCON: PR CRISIS MANAGEMENT”
- ❖ PR Newswire - Wire Service: prnewswire.com
- ❖ Filezilla - Free FTP program: filezilla-project.org
- ❖ Metacritic - Previews and Reviews: metacritic.com
- ❖ Video Game Style Guide: gamestyleguide.com



QUESTIONS



CONTACT



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