

SIBA Guide to PR

Foreword by Nick Stafford

I am very pleased to introduce this *Guide to Public Relations for Small Breweries* as being an important step in the level of business support that SIBA can provide for its members. PR is important because establishing a positive and high quality perception for our breweries and our beer is the best way that we have of improving the value of our brands and our businesses.

This can never be achieved through marketing alone and we will never compete with the major brewers on marketing spend. We do however have other advantages over the major brewers that are perfect for public relations campaigns.

We have great beers that are high quality products and we also have great people with great stories of enterprise, dedication to their products and their trade.

However if we don't let people know how good we and our products are then you can be certain that no one else will. So if we are to compete it is up to us.

In producing this guide SIBA wants to give you all the ground level information for you to conduct your own day to day public relations initiatives to build up the reputation and therefore the value of your brewery and your beers.

By following the guide you will be able to get good results without the need to spend a lot of money on agency fees so the only limit is your own enterprise and imagination.

I look forward to seeing the profile and the value of your breweries and beers rise as you put these simple PR strategies into operation.

Nick Stafford
Commercial Director

Introduction

No news really is bad news....

PR is about communicating with the media and through them the public at large some positive messages or information about your business. The purpose of this guide is to enable SIBA members to generate good PR for themselves and use this to increase distribution and margins.

When done properly, PR can be the most inexpensive and effective tool you will ever come across for building the name and reputation of your business.

The guide has been written for those with no previous experience of handling PR issues but even if you do have previous experience, this guide will show you how to improve your results without incurring agency fees.

You may have heard of other people having little success with PR or having a bad experience in the hands of the press but don't be put off. Handled properly there should be no reason for your PR to turn out badly or your dealings with the press to go wrong.

You do have to remember however that PR is essentially free and therefore you do not have absolute control over what is said about you. So you have to work very hard to create the right impression, get your point over and grow a thick skin.

We hope you find this guide informative and useful but if you do need help we have also given you a contact number for experienced and reliable PR practitioners.

Nick Bishop
BkN Consulting Ltd

© BkN Consulting
January 2004

Using this Guide

This PR guide is broken down into four main sections that have been designed to enable you to

- create a PR plan
- put together individual stories within the plan
- understand the media
- handle the media and journalist's enquiries

Within each section we have provided background information and also supplied some template forms for you to gather and record your thoughts and information in an organised fashion.

You do not need to read this guide cover to cover but dip into each section as you need to refer to it. We do recommend however for the best results, do not just plunge in, but work through Section 1 and prepare what you want to achieve and how you intend to achieve it.

All the names and case studies that we have generated in this guide are purely made up for illustrative purposes. If the same names exist in real life or your brewery has similar circumstances then it is purely a coincidence.

We also refer to websites which we consider to be useful points of reference. Please note that you visit these websites entirely at your own risk.

Finally as well as showing how to construct the publicity that you want, we have also devoted a lot of space to helping you handle the PR that you don't want.

This is both to give you the confidence that you can handle all manner of issues but also to ensure that the positive PR that you have created is not undermined by any negative stories.

Contents

Foreword	1
Introduction	2
Using this guide	3
SECTION 1 - PREPARE YOURSELF	5
Your Business Objectives	6
PR Support for Marketing Campaigns	8
Your Key Messages	11
Who Needs To Know	13
What Do They Need to Know	16
Make Your Plan	21
SECTION 2- GETTING UNDERWAY	23
Photography	23
So What Makes News	26
Publicity Stunts "Size is Important"	29
The Press Release	33
SECTION 3 - GETTING THE STORY OUT	40
The Media	41
Who Wants the Story	46
SECTION 4 - HANDLING THE MEDIA	47
Journalists- Are they descended from Satan?	47
What to do if there is a PR Problem	50
Don't Quote me	55
Appearing on TV and Radio	56
Help is at hand	61