

Make sure your 'voice of authority' is heard

If a company wants to be seen as the provider of choice when it comes to a particular service or product, employing a PR company can be very helpful in seeking out opportunities for you to talk authoritatively to the media on your specialist range of subjects.

This might be a radio interview asking you to expand upon a new announcement – or a feature writer on a daily paper wanting to write an in-depth story on the human interest aspect of your business.

Talking to journalists about stories in the news or commenting on topics of current interest would also help position your organisation at the forefront of your sector – giving you the opportunity to be the 'voice of authority' for your industry.

In addition - and in order that your company is seen as an authoritative organisation – your PR company might also advocate that the chief executive or managing director writes for key publications.

A number of papers carry regular 'view from the chair' articles, where the head of an organisation submits articles of topical, newsworthy interest.

Other publications are open to carrying pieces of a similar nature and your PR company will lobby all of the relevant press – to ensure that as wide a readership as possible is introduced to or reminded of your name and reputation.

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