

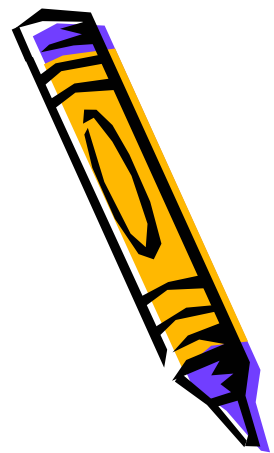


Media Relations

Our Story Is Great -
Let's Tell It!



Today's Agenda



- Media Relations - what is it? Why is it important?
- What Our Industry Is Doing In The Greater Detroit Area
- A Brief: St. Louis 'Insert'
- The New Media Relations Kit



Today's Speakers



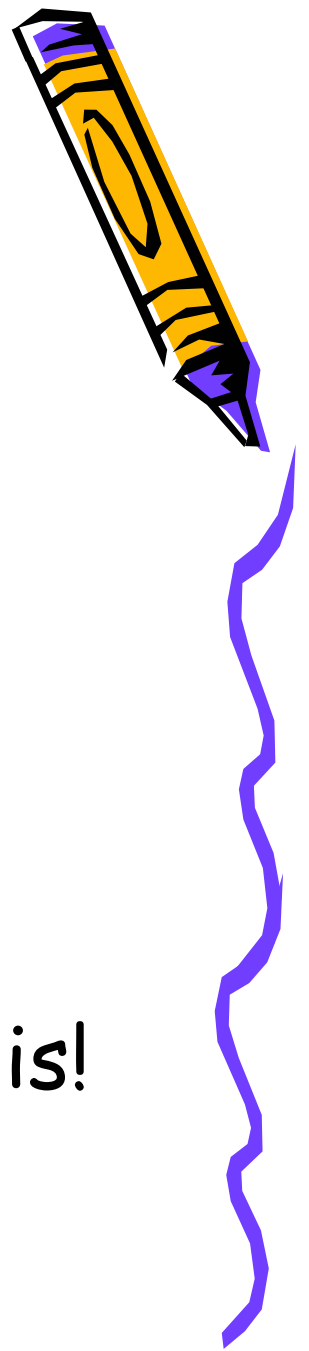
- Joe Salimando, marketing coordinator, Sheet Metal Partners
- Jeff Laski, SM Heating Sales, Southfield, Mich.

www.smheating.com

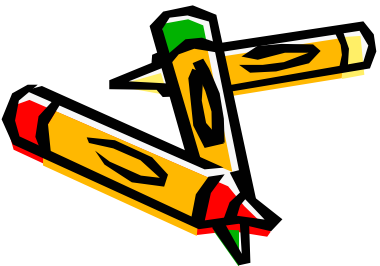


'Doing' Media Relations

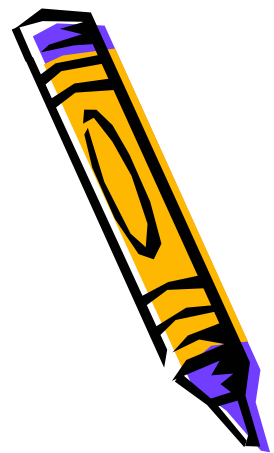
Outline



- What it is
- How it's done well (example)
- Who "the media" are
- What you can do
- Why it might make sense to try this!



About Media Relations



- We're not talking **ADVERTISING**.
That's a separate issue.
- Media Relations = "coverage" in -
 - Local newspapers and magazines
 - Television news & interview shows
 - Radio news, talk shows & more



'FREE' Media



- Nothing is free. You have to work for this - you have to "earn" it.
- You also have to work AFTER you earn media "coverage" -
- Keys: Create "news," pick a "message" - *and get that message out!*



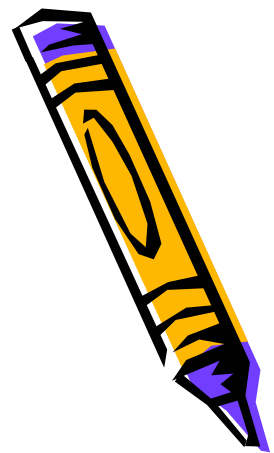
'Homework Assignment' - Watch Television



- Turn on a Sunday talk show when an excellent politician is on - Kennedy, McCain, Cheney, Biden.
- *Watch what happens.*
- ... They ask him 11 questions.
- He gives 1 answer ... *11 ways!!!*



Is This 'Dishonest?'



- Is Biden's job to answer the media's questions or to communicate?
- If you capture the local media for two minutes, is it your job to answer the unanswerable - or to get the HVAC Expertise message out???



Who Does Good Media
Relations In Construction?



**The Associated Builders
& Contractors**



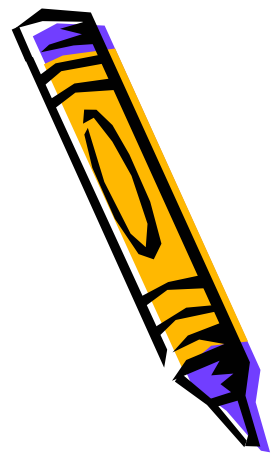
There's An Old Rule . . .

If you can't dazzle them with
brilliance,

. . . Baffle them with BS.



ABC Has Embraced The Old Rule



- Consider the NCCER.
- Spends perhaps \$2 Million/year.
- Gets more coverage than all of the joint apprenticeship programs on the organized side - **COMBINED!**



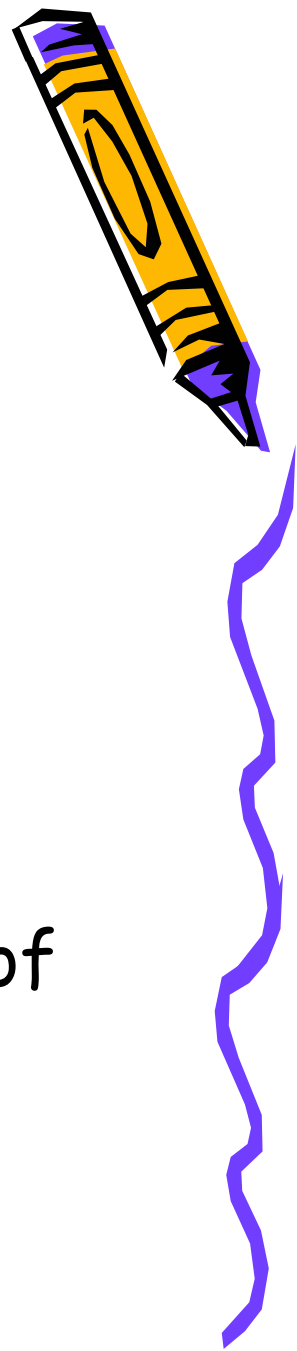
On The Local Level . . .



- I can't tell you what's the ABC is doing in your home town.
- I can tell you that the Sheet Metal Partners - SMWIA & SMACNA, working together - have a better story for the local media.



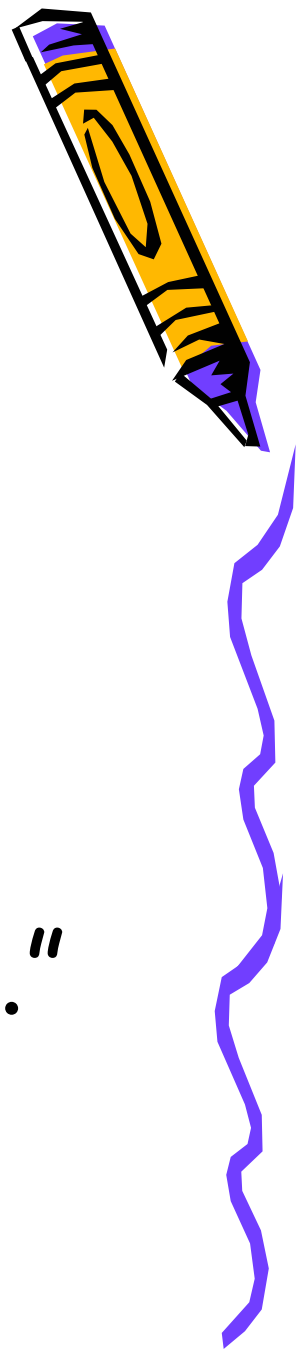
The Media People Are Different From You & Me



- Actually, they're different from YOU.
- **I trained to be a media person.**
- A "generalist" at a TV station or paper might report on 20 stories month.
- How much can he know about any ONE of them?



What's the Media's Job?



As summarized by H.L. Mencken -

"To comfort the afflicted"

And

"To afflict the comfortable."



What This Means?



- You talk to a reporter for 20 minutes, you make one comment about "the goddamn union did the wrong thing in '79, and we're still paying for it!" . . . *And here's what prints in the next day's paper . . .*



Contractors & Workers Are Still Irate About '79

Their national industry magazine calls them “Partners In Progress.” But Podunk area sheet metal contractors and the union representing their workers remain upset with each other – about something that happened 25 years ago!

“The (expletive deleted) union did the wrong thing, and we’re still paying for it,” said Joe Schmoe, owner of XXX HVAC, located in nearby Totoville.

In response, a spokesperson for Local 999 of the Sheet Metal Workers International Association – the union – noted that XXX had “lost money in four of the past six years. That’s not the workers’ fault, and we’re pretty far from 1979!”

TV Angle



- You get on camera with a TV reporter. A specific question catches you off-guard. THAT's the tape they'll replay on the local news for a full week.



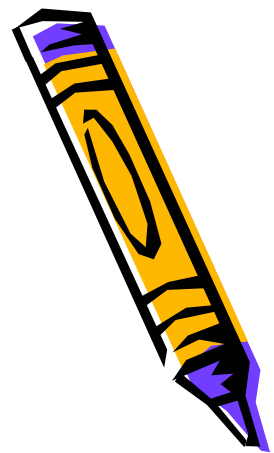
How To Gain



- You pick a single message.
- You practice different ways of saying the same thing.
- Prepare yourself - *how are you going to avoid the "beating your wife" question?*



The 'Beating Your Wife' Question . . .



Pick one answer:

When did you stop beating your wife?

- A. Last week.
- B. Last month.
- C. Last year.
- D. Never.



Getting The Message Across (1)

"We've **invested** \$11 million in training in Greater Podunk in the last 15 years. We've **achieved** high levels of HVAC Expertise in our 32 companies and 923 men and women who work for them. **No one** else has done that - in fact, there's **no one** even close!"

Getting The Message Across (2)

"How can we claim that we have HVAC Expertise? We focus on training. Our approach isn't top-down. Workers and managers **plan** the training **together**. It's a **joint** effort. **Together**, we've **invested** \$11 million in training over the past 15 years."

Getting The Message Across (3)

"We have a **trained** workforce. We've put in the time and effort. We've invested \$11 million since 1989 to **train HVAC** technicians and mechanics. That's why our workers and managers **together** guarantee this: The people our companies send to your house or place of business on a service call have **HVAC** Expertise."

Quick Tips - A



- Avoid "inside" lingo. No one has a sheet metal problem!
 - We offer **HVAC Expertise!**
- #2 problem in office building is "too hot . . . Too cold" - an HVAC problem.
- "Sheet metal problem" isn't on list!



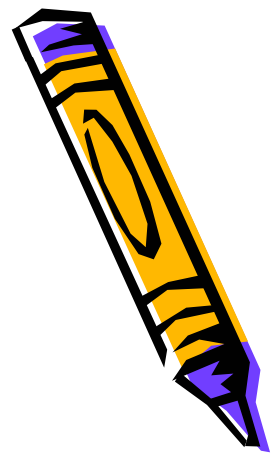
Quick Tips - B



- Use "user friendly" language.
- Not "labor-management" - sounds like "union" and people erect defenses.
- It's workers and management working together. It sounds better. No defenses erected automatically.



Quick Tips - C



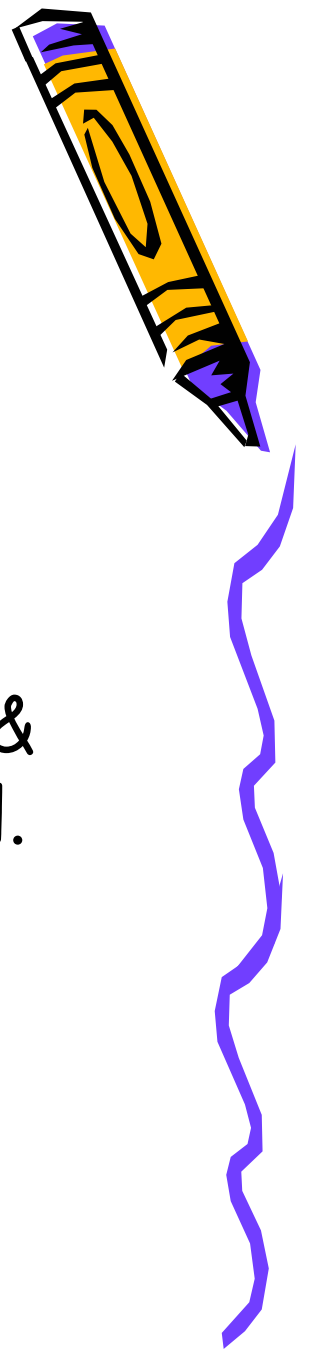
- Remember:

- Newspaper can't be boring. People turn the page.
- Radio audiences can turn dial - FAST.
- Couch potatoes can change channels even faster!

... These facts are ALWAYS on the minds of your local producers, editors & writers.



Quick Tips - D



- Want TV coverage? Give the producer *something* - not just a "talking head."
- Training at JATC or on-the-job. New technology. Open house for architects & engineers. Presentation at a high school.
- Something with **ACTIVITY**. The image changes 500 times a second!



Quick Tips - E



- Appearing on TV?
 - Hone message down to 12 to 20 seconds.
 - Your clothes speak - it's VISUAL*.
 - Background speaks - it's VISUAL.*
 - Practice different ways of communicating the message.
 - Give TV cameras some activity to film.



How To Answer The Question You Can't Answer



"When did you stop beating your wife?"



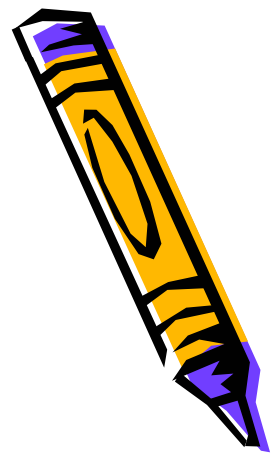
... it's this simple ...



"I'll look into that and get back to you. This is important to the companies and workers who provide HVAC expertise. I don't have the answer at my fingertips. I don't want to guess - and inadvertently mislead you or your ... *(readers)(viewers)(listeners).*"



Things You Might Do



- Practice Media Relations first.
- Use the new Media Relations Kit *(more to come later)*
- Hire someone to handle this - doesn't have to be full-time. Shouldn't be expensive!



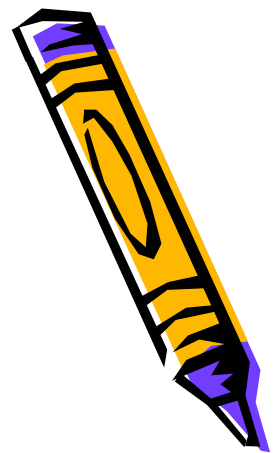
Additional Things To Do



1. Pick a local spokesperson - just one.
2. Have him or her practice. Do a "practice interview."
3. Think about taking local reporters, editors, and producers to lunch.



Things To Avoid



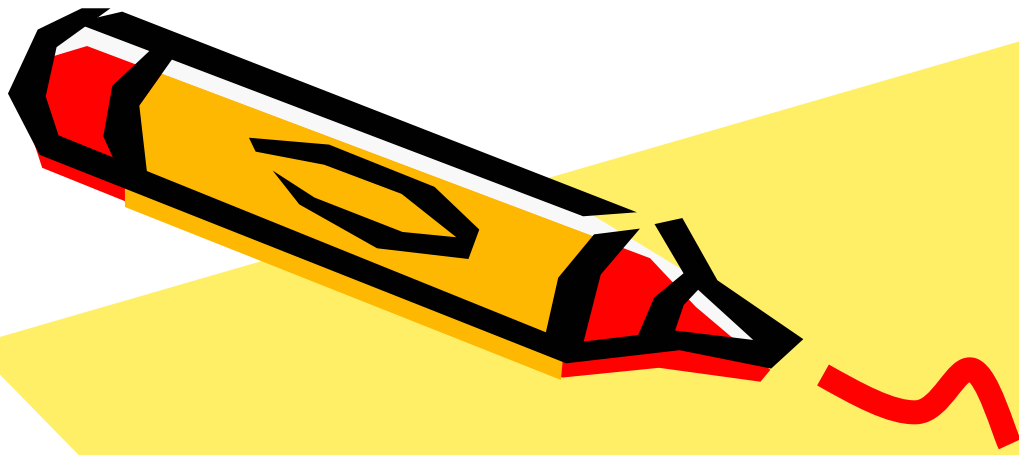
1. They're not from the industry. They're NOT interested in just about anything we do.
2. NOTHING is "off-the-record." Zero, Zilch, Zippo, Nada, Nil, Nope!
3. Do not make them work too hard to help you. They probably won't.



Things To Remember

- The media person is doing a job.
- His/her perception of that job probably differs from your idea of it!
- The person doesn't "know" HVAC, sheet metal, construction, IAQ, etc. . . . And doesn't need to know!
- Key question: **What's news?**





JEFF LASKI

SM Heating Sales Co.
Southfield, Mich.



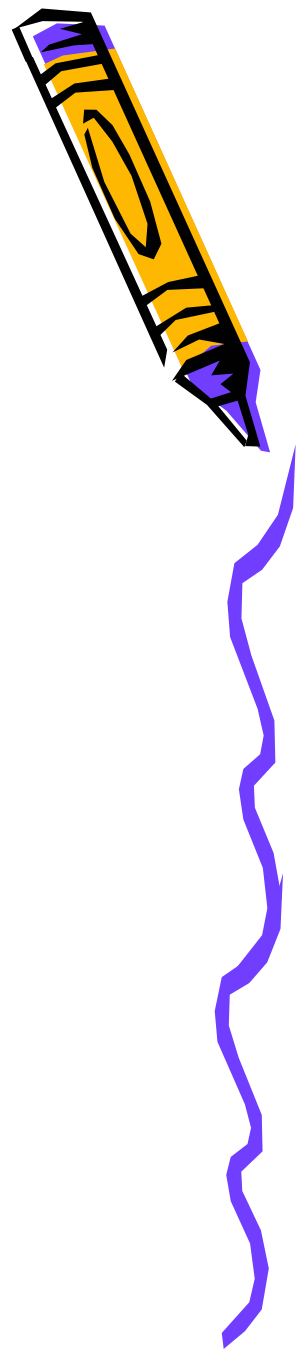
What We're Tried

In DETROIT

What Has Worked

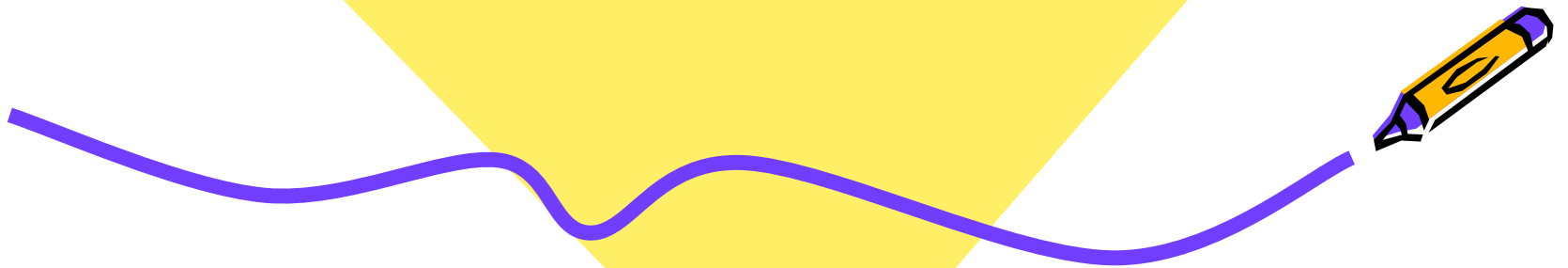
... What hasn't worked ...

Problems & Successes!



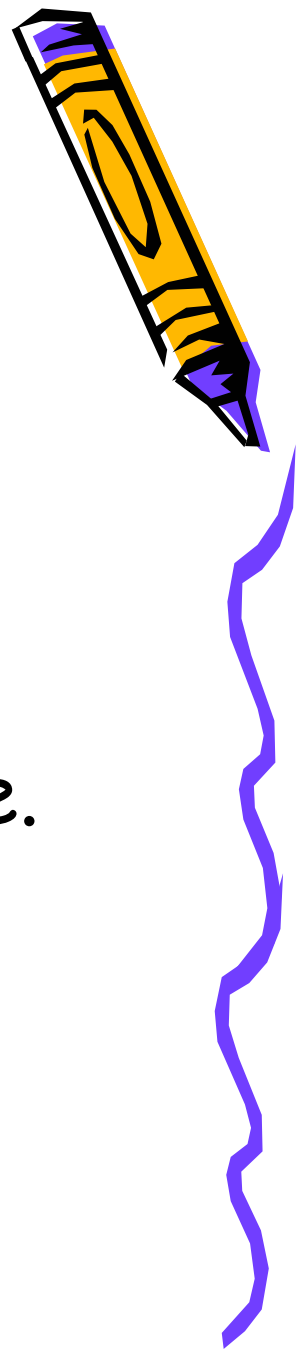


What SMACNA Did In St. Louis



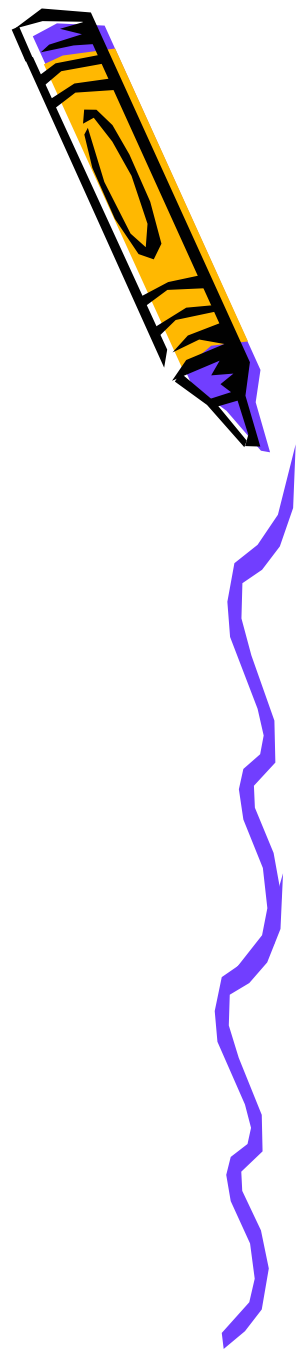
QUESTIONS?

- John Lueken, SMACNA's chapter executive, is arriving 5:00 p.m.
- Daughter's college graduation.
- Will be here through Thursday eve.



Get The Message Out - Print A Newspaper!

- Used as insert in local business weekly (St. L. Business Journal)
- This was original concept.



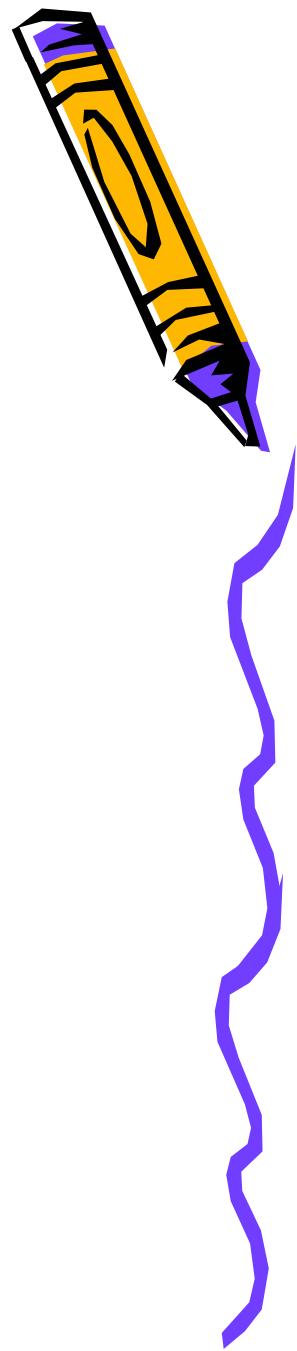
Extending Payback - More Bang For The Buck!

- Mailed to architects, engineers
- Mailed to area general contractors.
- Mailed to SMWIA members
- Sent to local Construction user's group for distribution.



SMWIA Role

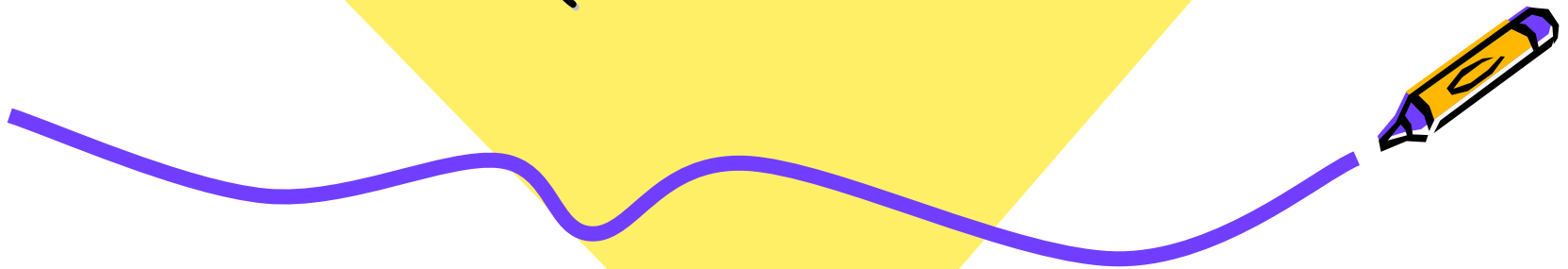
- SMWIA Local 36 highlighted in contents
- Joint letter accompanied mailings.





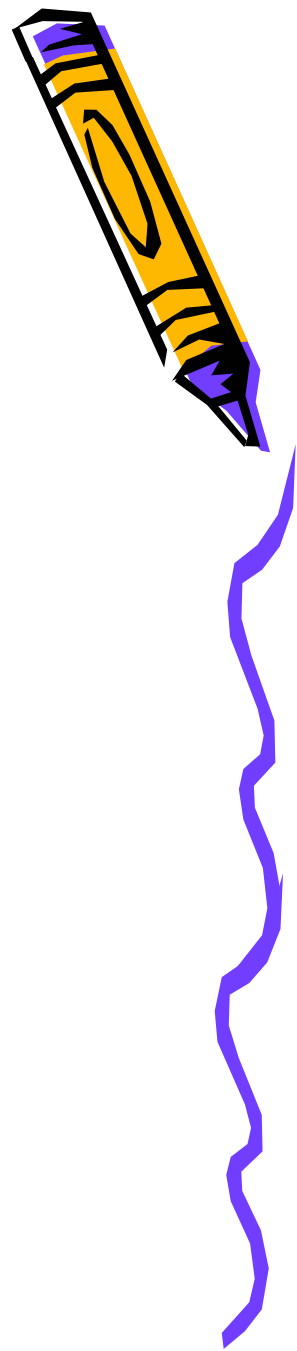
SMWIA-SMACNA Media Relations Kit

Quick Review



Press Releases

- Sample releases.
- Rewrite completely, OR
- Use for ideas, OR
- Substitute your info - use as a "template" -



New Effort On 'HVACexpertise'

Teams Workers & Managers

Union workers in the HVAC industry have formed an alliance with their employers - members of the **East Podunk** Chapter of the Sheet Metal and Air Conditioning Contractors Association (SMACNA).

Dan Skinner, business manager of Local Union **987** of the Sheet Metal Workers International Association, said his members were looking forward to working with the contractors.

"We need to demonstrate to our past, present, and potential future customers what we can do, and how well we do it," said **Skinner**. "We're using the 'HVACexpertise' logo because that's what we offer customers.

"For example, not many building owners in Urbanville know that our union and the contractors work together on training. We have a facility on **Kennedy Street** - our apprenticeship and training center.

"We train apprentices there - the workforce of the future, men and women who are earning while they learn. And we also offer courses there allowing SMWIA members to upgrade their skills - adding new capabilities and expertise, so they can help customers with state-of-the-art solutions to HVAC problems."

Mary McKenzie (owner of McKenzie & Mulligan AC, Inc.), president of the SMACNA Chapter, said the cooperative venture itself sent an important message to owners of all types of buildings - even homeowners.

"Many might have in their heads a stereotype, of union and management battling each other," **McKenzie** noted.

"SMWIA and SMACNA are working together - we have been, and now we've formalized it.

"For homeowners or commercial building owners - or architects who design with sheet metal - the message is simple: We're united to solve your problem, building your system, troubleshoot an installation, build a building, and delight you, the customer."

Media Relations Kit - Initial Contents



- 6 sample/template press releases
 - Answers to FAQs
 - Advice on dealing with media
 - Links for more info on Web
- plus



Kit Contents, continued:

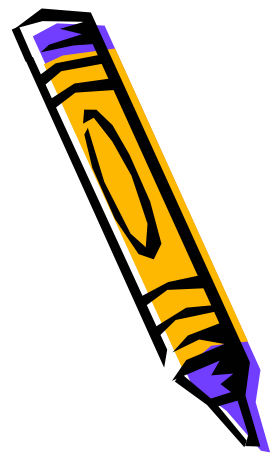


- How to register for notification of quarterly Media Relations Kit updates
- LOGOS - all national industry organizations.



Goals

1. Help you earn local coverage.
2. Answer your questions; provide assistance.
3. Over time, the Sheet Metal Partners will - with your help - build a Media Relations Kit resource.



Contact Info

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