

Public Relations

Marketing

Earning coverage rather than buying it, and what that changes.

Advertising

- You control the message exactly
- You control timing and placement
- Audience knows it is paid
- Discounted accordingly
- Cost per exposure is known

Public relations

- Journalist controls the framing
- Timing is uncertain
- Carries third-party credibility
- Can be far more persuasive
- Cannot be guaranteed

THE DIFFERENCE THAT MATTERS

PR trades control for credibility. That trade is worthwhile only if the underlying story is genuinely newsworthy.

A press release with no news in it is the commonest waste in PR. Newsworthiness is judged by the newsroom, not by you.