



Public Relations

Doing Business at Babson

October 1, 2008



Today You Will Learn...

- How to get events/programs promoted outside Babson
- What to do if asked to make a comment by a reporter
- Where to find a summary of current Babson rankings and statistics and news



What We Do

Public Relations serves as the official voice of the Babson community through strong media interaction. Working with faculty, staff and students, the Public Relations team:

- promotes accomplishments through the web, blogs, and podcasts
- places news stories, and
- issues press releases and advisories to targeted news outlets



What We Do With Good News

Visit the Babson College Online Newsroom

- Press releases
- Web pages
- News blogs
- Pitches
- Paid wire services
- Podcasts
- Videos
- RSS feeds



Results

The New York Times

BusinessWeek

Entrepreneur.com

AP Associated Press

FT.com
FINANCIAL TIMES

*The
Princeton
Review*

The Boston Globe

Boston Business Journal

Forbes
.com

U.S. News & WORLD REPORT
usnews.com



What We Do With Bad News

- All media inquiries directed to PR
- Official spokesperson
- Official statement
 - Distribute correct information
 - Maintain consistency of message
 - Appropriate distribution of statement
- Coordinate media contact



Things PR Doesn't Do

- On-campus publicity
- Photographs
- Babson magazine



PR Is Everyone's Duty

#1 IN
ENTREPRENEURSHIP
U.S. News & World Report