



IFMATM

International Facility Management Association

Empowering Facility Professionals Worldwide

IFMA Race to Indy: Public Relations & Media Mavens



Presenter



Jed Link is a Dale Carnegie Certified Instructor and the Manager of Communications for External Relations at the International Facility Management Association. Born at the foot of Montana's Bitterroot Mountains, Link attended the University of Southern California on a debate scholarship, eventually landing one of two spots on the U.S. National Debate Team where he traveled across Europe teaching and participating in exhibition debates. He taught college level public speaking and argumentation courses at California State University, Northridge before assuming a role as Communications Director for a United States Congressman.

Preview

- What is PR and how does it work?
- Some basic PR skills
- Understand the differences between the different types of media
- Introducing IFMA's Media Mavens

Definition



Public relations is the practice of managing the flow of information between IFMA and the general public.

“Does anyone have any questions for my answers?”

— Henry Kissinger

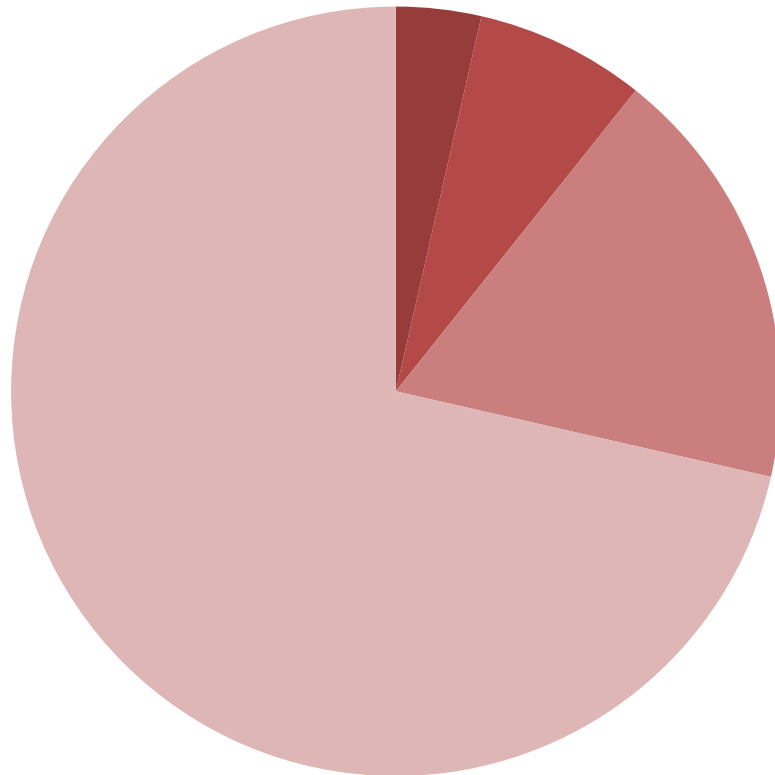


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The Media Audience



■ IFMA members

■ FMs

■ FMs who don't know they are FMs

■ Everyone else

Things you can promote with PR

- Events & meetings
- Awards
- Component milestones and leadership
- Member successes (promotions, project completions)
- The FM profession and industry
- General FM experience and expertise



Find the angle



- Tell a story
- Make it about people
- Focus on impacts – why does it matter to the audience?
 - Remember the audience varies by media outlet
 - Remember the audience is both the reporter and the media audience

Make the pitch

- The pitch is a modified elevator speech – with a hook
 - 30-60 seconds long
 - The hook captures attention & desire more information
 - Let the reporter guide the conversation, but feel free to elaborate once they are engaged
- Use email as last resort; phone or in person are better
- You'll do better if you already have a relationship
- Focus on impacts – why does it matter to the audience?
 - Both the reporter and the consumers.

Writing a press release

- Include date and contact information prominently
- Use a catchy but informative title
- Lede paragraph includes all pertinent information (the 5 Ws & the H)
- Quote
- Supporting information or background
- Boilerplate



Oct. 14, 2015

FOR IMMEDIATE RELEASE

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IFMA Fellows Class of 2015 honored at IFMA's World Workplace

DENVER, CO – (Oct. 14, 2015) – The International Facility Management Association (IFMA) has named three new IFMA Fellows: **Steve Lockwood**, IFMA Fellow, CFM, **Marc S. Liciardello**, IFMA Fellow, CFM, MBA, CM, and **Howard K. "Buck" Fisher**, IFMA Fellow, CFM. The 2015 Class of IFMA Fellows was inducted at IFMA's annual Awards of Excellence banquet Friday, Oct. 9, in Denver, Colorado, USA, held during IFMA's World Workplace 2015 Conference and Expo. Being named an IFMA Fellow is the highest honor the association bestows upon members.

"Fellows are respected leaders who have distinguished themselves through years of service to the FM industry and the association," said IFMA president and CEO, **Tony Keane**, CAE. "Each of this year's Fellows has worked tirelessly to advance and strengthen facility management's prominence in the workplace. They have done this through notable accomplishments in facility management education, research and advocacy, and through their own professional achievements. Their dedication has paved the way for the FM profession's future."

IFMA's Fellowship program was established in 1992 to recognize members' lifetime contributions to the association and the facility management community. Fellowships are awarded each year by a jury consisting of the current IFMA chair, the president/CEO and three Fellows. The past chair of the association has executive oversight for the Fellows program and acts as the spokesperson on matters pertaining to the Fellows.

When considering a candidate for Fellowship, the nominating committee assesses professional experience and accomplishments; association involvement; and how that person has enriched the profession. No more than .5 percent of the membership may hold the title of Fellow, and with the induction of the 2015 class 103 members in total have been awarded this distinction.

Fellows form a core of IFMA advisers and ambassadors, frequently called upon for their unmatched knowledge of the facility management profession. Below are brief summaries of contributions made by each of this year's Fellows.

Steve Lockwood, IFMA Fellow, CFM, has been a dynamic figure in the FM profession and a strong advocate for FM higher education. His career includes senior positions at Meijer, Steelcase and the Consortium for International Earth Science Information Network. He was the assistant professor and FM program coordinator at Ferris State and North Dakota State Universities. He is the recipient of IFMA's Educator Award of Excellence, as well as Ferris State University's Outstanding Educator of the Year Award. He developed and taught Ferris State University's FM bachelor degree and certificate programs and he redeveloped and taught North Dakota State University's FM program to meet IFMA guidelines.

Joining the IFMA Foundation five years ago as director of accreditation and academic affairs, he continues to shape FM higher education through IFMA's Accredited Degree Programs.

Marc S. Liciardello, IFMA Fellow, CFM, MBA, CM, is a Vietnam-era veteran of the United States Air Force. He was the aviation manager of facility management for the City of Philadelphia Division of Aviation, senior facility manager and director of facility services for Elliott-Lewis Corp., and vice president, global corporate services for Aramark. He served on IFMA's board of directors as a member, second vice chair, first vice chair and chair. He helped guide the IFMA headquarters relocation project and has represented IFMA at speaking engagements in the U.S. and internationally. He is dedicated to the advancement of FM higher education, serving on the FM advisory boards for the Community College of Philadelphia, Temple University and Widener University.

Howard K. "Buck" Fisher, IFMA Fellow, CFM, was honored as an IFMA Member of the Year in 2002, received an IFMA Chairman's Citation in 2013 and had an IFMA Foundation scholarship named in his honor in 2014. His engineering and FM career has spanned more than four decades, including service in the United States Army Corps of Engineers as commander and principal engineer staff officer over 22 years. He was the director of physical plant operations for the Wake County Public School System; the director of construction management for the Town of Cary, North Carolina; and the senior manager of facilities services for SAS World Headquarters. He has been an IFMA chapter liaison and a scholarship selection committee member for the IFMA Foundation. He chaired the IFMA Board of Directors Governance Task Force and provided vital leadership as a member of IFMA's Strategic Planning and Oversight Team.

IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting 24,000 members in 105 countries. The association's members, represented in 134 chapters and 17 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in products and services. Formed in 1980, IFMA certifies professionals in facility management, conducts research, provides educational programs and produces World Workplace, the world's largest facility management conference and exposition. To join and follow IFMA's social media outlets online, visit the association's [LinkedIn](#), [Facebook](#), [YouTube](#) and [Twitter](#) pages. For more information, visit the [IFMA press room](#) or www.ifma.org.

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Writing a press statement

- Include date and contact information prominently
- Use a descriptive title to associate statement with subject
- Lede paragraph includes background, establishes purpose and identifies the person being quoted
- Quote



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Press Release

Feb. 4, 2013

FOR IMMEDIATE RELEASE

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IFMA: Super Bowl Power Outage Demonstrates Importance of Effective Facility Management

HOUSTON, TX – (Feb. 4, 2013) – International Facility Management Association President and CEO Tony Keane, CAE released the following statement after a facility failure at the Superdome in New Orleans resulted in a delay in the middle of the third quarter of the 2013 Super Bowl. Facility management is a profession that encompasses multiple disciplines to ensure functionality of the built environment by integrating people, place, process and technology. This includes the maintenance and repair of electrical systems and lighting.

“The power outage at the Super Bowl is a high profile example of the importance of facility back up planning and risk management. Organizations around the world are seeking out and hiring skilled facility managers to build and maintain their facilities. While the stakes are high at the Super Bowl, a well-functioning facility is also important in less visible circumstances. Whether it’s computer servers supporting online sales, automated animal feeding at a zoo or even just a functioning heater during a cold spell, a well-trained facility manager is a critical part of any organizational team.”

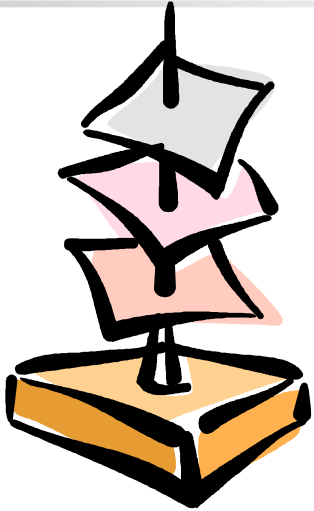
IFMA is the world’s largest and most widely recognized international association for professional facility managers, supporting 23,000 members in 78 countries. The association’s members, represented in 130 chapters an institute and 16 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US\$100 billion in products and services. Formed in 1980, IFMA certifies facility managers, conducts research, provides educational programs and produces World Workplace, the world’s largest facility management conference and exposition. To join and follow IFMA’s social media outlets online, visit the association’s LinkedIn, Facebook, YouTube and Twitter pages. For more information, visit the IFMA press room or www.ifma.org.

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Nail the interview

- Clarify the context of the interview/story
- Ask for the questions
- Decide how you want to respond
 - Verbal
 - Written
 - Hybrid
 - No response



Before the interview

- Prepare your message
 - Know your audience
 - Pick 1-4 main points

TIP: Write your main points down as complete thoughts on notecards or on a separate piece of paper. Keep them in plain sight during the entire interview, and work them into the conversation as often as you can. Try to direct the answer to every question back to one of your main points.



During the interview

- Speak to your audience, and remember, the reporter is NOT your audience
- Remember your main points. Come back to them often
- Pause before you answer to gather your thoughts and strategize your response
- Remember your main points

During the Interview

- If you don't know an answer — it's okay to admit it
- Avoid jargon
 - As a rule of thumb, explain things at a level that would make sense to a 14-year-old

After the Interview

- Ask to see a copy before print
 - Particularly helpful if responses are technical and information is verifiable
- Send a thank you to the reporter

Meet the press



- Traditional Print
- Online Print
- Broadcast (TV/Radio)
- Magazines
- Trade Publications

Traditional & online print

- You pitch reporters, reporters pitch editors
- Reporters have beats
 - Beats allow specialization and increased expertise
 - Find the reporters that cover FM subjects and introduce yourself
- Use wires (AP, Reuters) for national/world news
 - You'll need a local angle
- Prefer breaking news; pitch needs to be timely
 - Feature stories are possible, but hard to get
 - Story deadlines vary from hours to about a week
- Don't forget the calendar section; it's often free to include your events

Broadcast

- News Director makes most story decisions
- Reporters less specialized on subjects - stories tend to be more simplified
- TV stories must have good visuals – crowds, tours, etc.
- TV is extremely time-sensitive – stories are often conceived, produced and aired in the same day. If it happened yesterday, it's not going to be on the news
- TV and Radio love community interest stories

Magazines

- Subjects are chosen long in advance; ask for the Editorial Calendar
- Stories usually cover subjects in greater depth – you're almost certainly not going to be the only person or group included or quoted
- Themes over breaking news
- Offer to write by-lined stories, letters or contribute to pro-con features
- Remember the side bar! You can offer snippets of useful information

Trade Publications

- Similar to magazines
- Relationships with reporters are essential
- Subject matters are much more narrow in scope, but much deeper in analysis
- Interested in industry news, events, technology, process, and anything impacting readers
- Often very interested in by-lined articles (400-1,200 words) on items of interest or from industry thought leaders



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The status of your conversation



- Off the record
- On background
- On the record



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Media Mavens



Develop and train a group of media-savvy subject matter experts who can speak effectively about industry trends and best practices or provide FM perspectives on existing news stories.



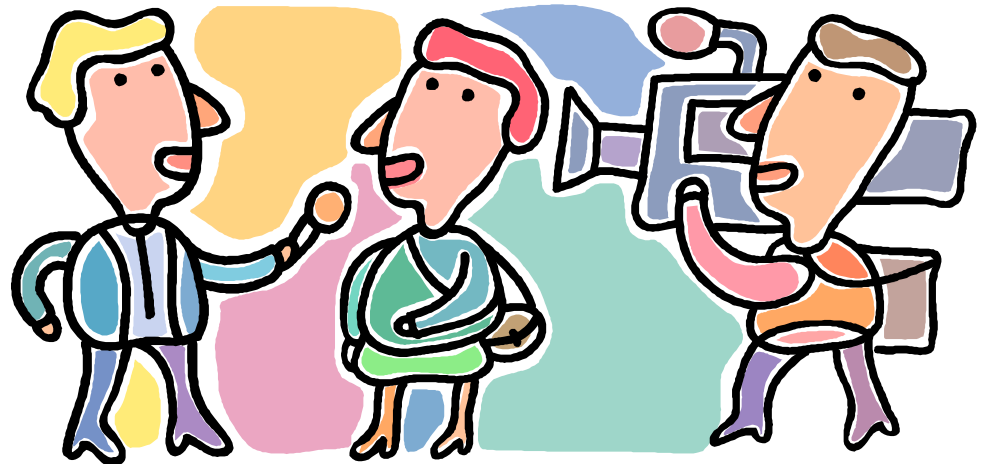
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Empowering FM Leaders

IFMA's chapter leaders have the experience and the status to drive the FM message.



Shaping the FM Message

- FM story needs to be told by people in FM
- FM professionals have subject matter expertise
- FM professionals have real-world examples
- FM professionals are driving industry evolution, not merely reporting on it

Review

- What is PR and how does it work?
- Some basic PR skills
- Understand the differences between the different types of media
- Introducing IFMA's Media Mavens

Questions?

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For more info:
www.ifma.org/race-to-indy