

*Everything you Think You Know about
Public Relations is Probably Wrong*

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You probably think public relations is. . .

- *To get “articles” in the paper*
- *To generate leads*
- *To sell products*
- *To make people famous*
- *To “hype” the company*
- *Instead of marketing*
- *Instead of a complete business strategy*
- *. . . .*

What Public Relations Really Is For:

Leadership

The Benefits...

- Lower cost of capital
 - » *Better employees*
 - » *Higher prices*
 - » *Better customers*
 - » *Better partners*
 - » *Better valuation**

- You will define the market -- Others will follow you*

How Do you Achieve Leadership?



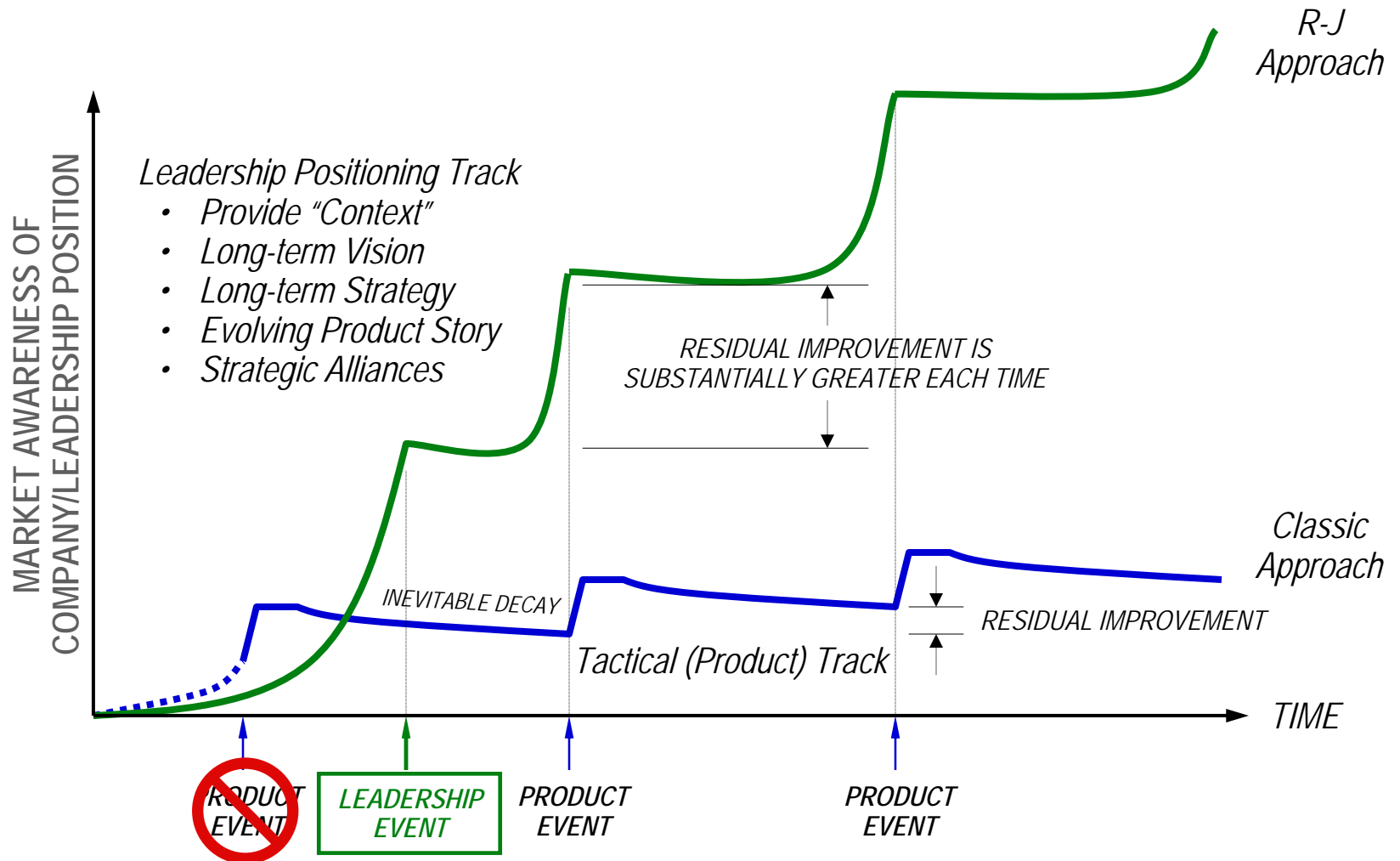
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What is High Concept[®] Public Relations?



The Practicalities

- ***Who:***
 - *The CEO leads this process*
- ***What:***
 - *The high concept needs to be defined based on the core essence of the company*
- ***When:***
 - *Before you start talking about yourself -- and then rigorously on an ongoing basis*
- ***How:***
 - *In every part of your execution and story*
- ***Why:***
 - *To create leadership and value in the company*

Full Disclosure

- *Being a leader takes “intestinal fortitude”*
 - *You may not start out being in fashion*
 - *You may have to evangelize and educate about your position*
 - *Becoming a leader usually takes 12-18 months;*
- *Sales, marketing, etc. will benefit*
- *But. . .*
 - *This won't work if you don't deliver “the goods”*

Summary

- *Public relations is more than just “getting ink”*
- *It can change the fortunes of a company*
- *It’s all about leadership*

Thank You!

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About Roeder-Johnson Corporation

- *Founded 1989*
- *Mission: To bring the benefits of "High Concept" public relations to technology leaders.*
- *Have launched over 80 companies*
- *Experienced professional team*
- *Key results include:*
 - *Successful, unique, leadership positioning for defining companies in the technology environment;*
 - *Tightly integrated communications strategy and execution;*
 - *Regular 1:1 contacts between client executives and business press;*
 - *Consistent inclusion of Roeder-Johnson clients on Red Herring, Fortune, Upside, etc. lists;*
 - *Average client relationship: 2-3 years.*

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Appendix

What makes an effective PR effort?

- *Recognition that PR is a process*
- *Development of a “high concept”, leadership story with the key elements:*
 - *Market*
 - *Technology/Product*
 - *Business*
- *Continual program execution which refines strategy based on market signals – but remains consistent*
- *Patience to allow the program to develop*
 - *12 to 18 months*

Elements of a Communications Program

- 1. Develop a story that has long term strength and builds the case for the high concept (technology/product, market, and business strategy)*
- 2. Develop materials that begin to tell that story*
- 3. Begin to “seed the market” by building awareness/support with key influencers*
- 4. Announce company/technology*
- 5. Make additional company/business announcements: keep up a “heartbeat”*
- 6. Continue to refine and reinforce key messages*

Roeder-Johnson Principles

- A consistent, long-term leadership story validated by ongoing events is far more interesting, powerful, and memorable than any single event.*
- The client's story must be framed so that all audiences appreciate its significance, each in its own terms. We call this "coming up with the high concept."*
- A client's strategy for describing itself over a long-term horizon (2-5 years) is as important as its product, market and financing strategies, and worthy of the measured, ongoing participation of its senior executives, particularly the CEO.*
- Our most significant client is the press, and we must combine unmatched execution with good strategy.*