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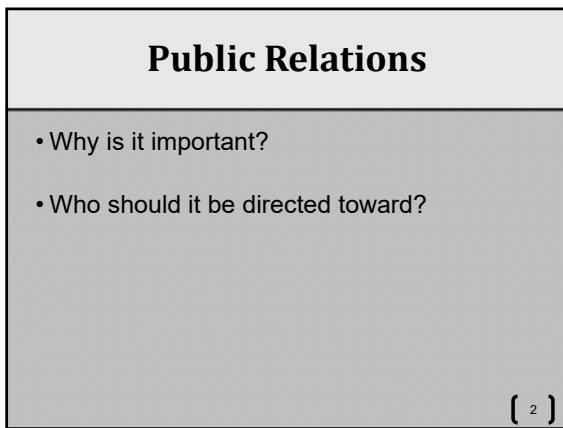
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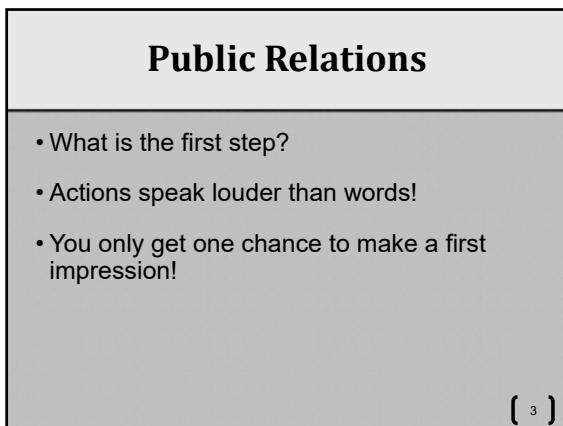
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**How to Say It**

- Effective Communication
  - Orally
  - Written

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**How to Say it - TIPS**

- Think before you speak!!!
  - Question yourself before speaking
  - Know when to say something.....and when NOT to say something



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**How to Say It - TIPS**

- Identify your Audience
  - Clients
  - Media
  - Employees
  - Community Organization

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**How to Say It - TIPS**

- Plan Your Approach
  - Gather your talking points
  - Oral or written approach?

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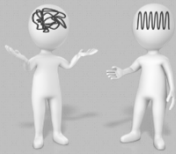
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**How to Say It - TIPS**

- Say It Simply
  - Don't use industry jargon
  - Keep it positive



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**TIPS**

- Think before you speak
- Identify your audience
- Plan your approach
- Say it simply

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**Effective Public Relations Strategies**



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**What is Public Relations?**

- Campaign comprised of strategies that help communicate key messages
- Respond to both positive and negative events

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**What Does PR Accomplish?**

- Increases visibility and maintains public awareness
- Enhances and maintains Agency image
- Helps recruit and retain employees

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<b>PR Strategies</b>
<ul style="list-style-type: none"><li>• Create and develop publicity for special events, programs and services</li><li>• Foster good relationships with the community</li></ul>
[ 13 ]

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<b>PR Strategies</b>
<ul style="list-style-type: none"><li>• Develop “The 5 Positives” talking points<ul style="list-style-type: none"><li>• Development/Revitalization Projects</li><li>• Social Services Programs</li><li>• New Programs/Initiatives</li><li>• Funding Sources</li><li>• Programs</li></ul></li></ul>
[ 14 ]

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<b>PR Strategies</b>
<ul style="list-style-type: none"><li>• Communication Strategy</li><li>• Media Strategy</li><li>• Branding Strategy</li><li>• Advocacy vs Lobbying Strategy</li><li>• Developing an Annual Report</li></ul>
[ 15 ]

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<b>Communication Strategy</b>
<ul style="list-style-type: none"><li>• Understand the Agency's mission</li><li>• Public speaking engagements</li><li>• Commitment to supporting local businesses and professional organizations</li><li>• Participate in local events</li></ul>
[ 16 ]

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<b>Communication Strategy</b>
<ul style="list-style-type: none"><li>• Regular meetings with Key Persons</li><li>• Develop personal relationships</li><li>• "The 5 Positives"</li><li>• Keep the conversation on track</li></ul>
[ 17 ]

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<b>Media Strategy</b>
<ul style="list-style-type: none"><li>• Engage PR professionals</li><li>• Subscribe to a PR news wire service</li><li>• Utilize local College/University</li></ul>
[ 18 ]

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**Media Strategy**

- Budgets and time are stretched
- Offer them a story they can't resist

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**Media Strategy**

- Anticipate questions ahead of time
- Remember to always "have others with you"

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**Media Strategy**

- Press Release Basics:
  - Contact Info
  - Release Date
  - Headline
  - Story

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**Media Strategy**

- Radio
- Television
- Online
  - Including Agency website

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**Branding Strategy**

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**Branding Strategy**

- Using government funding wisely
- Having a positive economic impact on the community
- Helping residents improve their lives

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**Advocacy vs Lobby Strategy**

- Advocacy activities
  - Less reporting
  - Increased resident improvement programs
  - More funding flexibility

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**Advocacy vs Lobbying Strategy**

- Lobbying Activities
  - Changing legislation for the benefit of your specific Agency

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**Developing an Annual Report**

- Consider resources
- Brainstorm ideas
- Research
- Topics to Consider
- Prepare mailing list

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**Managing a Crisis**

- Plan ahead
- Make sure everyone is saying the same thing
- Develop a standard press kit
- Listing of phone numbers for key staff

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**Public Relations Summary**

- “The 5 Positives”
- Build better relationships by developing personal relationships

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**Creating  
Public Relations  
Presentations**



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<b>Public Relations Presentations</b>
<ul style="list-style-type: none"><li>• Define your audience</li><li>• Purpose of presentation</li><li>• Written Outcomes</li></ul>
[ 31 ]

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<b>Public Speaking</b>
<ul style="list-style-type: none"><li>• Get the attention of the audience</li><li>• Give Nuts and Bolts</li><li>• Create desire</li><li>• Close in a positive manner</li></ul>
[ 32 ]

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<b>Newsletter Tips</b>
<ul style="list-style-type: none"><li>• Keep short</li><li>• Positive Topics</li><li>• "From the Executive Director's Desk"</li><li>• Feedback</li></ul>
[ 33 ]

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<b>Website Tips</b>
<ul style="list-style-type: none"><li>• User Friendly</li><li>• Essential that it be kept current</li><li>• General information</li><li>• Website features</li></ul>
[ 34 ]

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<b>Social Media Tips</b>
<ul style="list-style-type: none"><li>• Assign staff member to manage</li><li>• Limit who can post on account</li><li>• Obtain Model Releases<ul style="list-style-type: none"><li>• Do NOT post without permission!!</li></ul></li></ul>
[ 35 ]

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<b>Public Relations Checklist</b>
<ul style="list-style-type: none"><li>• Speeches</li><li>• Website</li><li>• Newsletter</li><li>• Public Service Announcements</li></ul>
[ 36 ]

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<b>Public Relations Checklist</b>
<ul style="list-style-type: none"><li>• Sponsored Ads</li><li>• Annual Report</li><li>• News Spotlights</li><li>• “How Are We Doing” cards</li></ul>
[ 37 ]

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<b>Public Relations Events</b>
<ul style="list-style-type: none"><li>• Job Fairs</li><li>• Service Fairs</li><li>• Landlord Training</li><li>• Community Clean-Ups</li></ul>
[ 38 ]

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<b>PR Group Discussion</b>
<ul style="list-style-type: none"><li>• Let’s hear your story...<ul style="list-style-type: none"><li>• Good experiences? What has worked for your Agency?</li><li>• Bad experiences? What was a PR nightmare for you and how did you handle it?</li></ul></li></ul>
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**Thank you for your attention and participation!!!**

Janice Gibbons  
[gibbonsj@nelrod.com](mailto:gibbonsj@nelrod.com)

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