



Lunch & Learn
Thursday, June 26, 2014
San Antonio, Texas

Public Relations for the Busy Company

Gretchen Roufs

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San Antonio, TX 78248
www.GretchenRoufs.com



Hello

- In San Antonio for 23 years
- Small business owner
- Red Cross public affairs volunteer
- VP of PRSA San Antonio

*My Twitter profile
@GretchenRoufs*

*Strategist, message developer, writer.
Public relations, marketing communications, public involvement.
Artist. Swimming teacher. Wife. Friend. Favorite aunt.*



About my company

We provide seasoned public relations, public involvement, and marketing communications services.

We do this by using a combination of classic practices and new techniques to:

- Develop and implement key messages
- Manage complex, new, and/or controversial projects
- Make complicated topics easy to understand





About you

1. Your name
2. Affiliation
3. The kind of customers or clients you work with or sell to (or would like to work with)
4. An interesting tidbit about your professional life
5. Burning questions or challenges

My goal today

I would like you to have

- At least one “aha!” moment
- One or more action items on your “to do” list



Agenda

1. Increase positive awareness (why?)
2. Help clients learn about your company and support your products and services (when?)
3. Identify audiences (who?)
4. Methods (how?)
5. Recognize and develop a topic (what?)
6. Hone in on media outlets (where?)
7. Best practices; do's and don'ts
8. Questions, “aha!” moments





Please write down
one current news
item from your
organization.

(You don't have to share this with anybody)



Definition

- Think of public relations as what we do when we build a relationship.
- Officially, public relations is
“...a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”



Why?

(Or...what's in it for me?)

1. Reaffirms your clients' decision to do business with you.
2. Potential clients notice you.
3. You to become known as a subject matter expert - a "go to" resource.
4. When you're Googled, you show up (in a good way)
5. Your competitors are doing it. Don't be overshadowed.



When?

News

- Building expansion or new building
- Promotions or new employees
- New products or services or affiliations

Notable honors or activities

- Honor (supplier of the year)
- Credentials earned (accreditation or certification)
- Charitable activity (employee food shelf activity)

Bad news, crisis, sad news

- Industrial accident
- Closure due to natural disaster
- Death of founder or owner



Who: the audiences



Your audiences

External

- Current customers
- Potential clients
- Vendors
- Groups, associations
- Referral sources

Internal

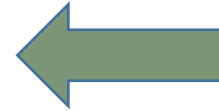
- Management
- Employees
- Board
- Consultants
- Subcontractors



How?

(The method)

- News releases to trade and local media
- Website content
- Social media
- Case studies
- Email marketing
- Direct marketing (flyers, catalogs)
- Networking
- Events (open houses, training seminars)



What?

(Your news release)

- Define the message
- Develop the news release
- Prepare your circulation list
- Distribute your release



Your news release

5 steps

1. Top
 - "For immediate release"
 - Headline
 - Subhead
2. First paragraph
 - City and state
 - Summarize news
3. Quotes
 - At least one quote from someone knowledgeable
4. Boilerplate information
 - Standard set of information about your company
5. Contact information
 - Name & title, email, phone



1. Top *(Sample release)*

FOR IMMEDIATE RELEASE

November 19, 2013

Woman-Owned Firm Receives

Federal Certification

Marketing and public relations business qualifies for set-asides for woman-owned businesses



2. First paragraph (*Sample release*)

San Antonio, Texas – Gretchen Roufs Marketing and Public Relations (d.b.a. Auxiliary Marketing Services) just received the U.S. Small Business Administration (SBA) Women-Owned Small Business Program (WOSB) designation — also referred to as 8(m). This qualifies the company to be eligible for federal contracts that are reserved for WOSBs. This certification is available to small businesses that provide products or services in 83 eligible categories that are substantially underrepresented by women and are at least 51% owned and controlled by one or more women.



3. Quote *(Sample release)*

“Many government entities and their contractors actively seek to do business with 8(m) certified businesses. The certification procedures are strict, and I’m glad – and relieved -- we were able to qualify for this certification,” said Gretchen Roufs, company owner. “We provide services in three of the 83 categories that the federal government deems as underrepresented by women-owned businesses.”



4. Boilerplate (*Sample release*)

Auxiliary Marketing Services is based in San Antonio, was established in 1999, and provides seasoned marketing communications, public relations, and public involvement services to businesses and agencies by using a combination of classic practices and new techniques. The company specializes in developing and implementing key messages; managing complex, new, and controversial communications and outreach projects; and making complicated topics easy to understand. For more information, call 210-601-4572 or go to www.GretchenRoufs.com.



5. Contact *(Sample release)*

CONTACT:

Gretchen Roufs, Owner

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Where: prepare your circulation list

- Local
- Regional
- National

(All three categories are not always applicable)



Distribute your release

- Prepare release as a Word file
- Email release to editors
- Use high resolution photos (300 dpi)
- Send photo as a separate attachment



Woman-Owned Jan/San Marketing Firm Receives Federal Certification

Gretchen Roufs Marketing and Public Relations, under Auxiliary Marketing Services, has received the U.S. Small Business Administration (SBA) Women-Owned Small Business Program (WOSB) designation.

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Roufs is based in San Antonio, and has worked in the jan-san industry for over 25 years.

Editors say ...

Some say double-space;
others say single space
(I like single space).

Sum up the
release with a
clear, concise
headline.

Get straight
to the point –
don't waffle.

Just the facts –
don't claim that
your product is
the best in the
world (unless it
really is).

Include
contact name
and contact
information for
editor to use.

List your city
and state.

Use high
resolution photos
(300 dpi).

Include web
address for
readers.



The trick

“The trick, professionals say, is knowing how to format a good release, where to send it, and what information to include.

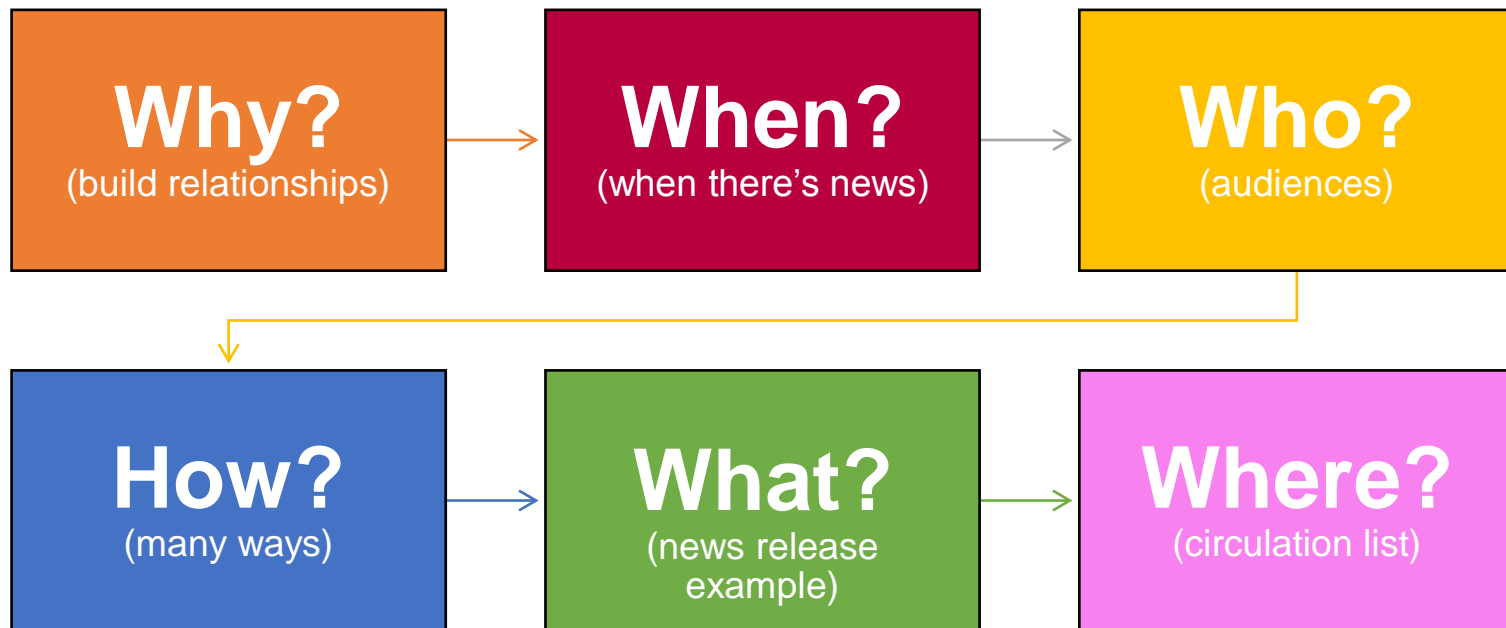
“The release is the face of your company that you're sending out into the world, so it's not a task to be taken lightly.

“Don't forget: with most press releases now available online through wire services or your company's website, customers or clients may also be reading them, not just reporters.”

www.inc.com/guides/2010/09/how-to-write-a-press-release.html



Public relations: a review of what we just did



Best practices

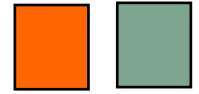




12 PR Do's and Don'ts

1. Be clear about what you do.
2. Don't bother with dull or flat news.
3. Define the 5 W's, then take action.
4. Read your piece out loud.
5. Have someone else read your piece.
6. Don't contact publications unrelated to you.
7. Focus on your target audience – don't be scattered.
8. Everyone should have business cards.
9. Don't underestimate your personal network.
10. If you're going to use social media, practice first.
11. Make friends with the media.
12. Create a graphic identity and stick with it.





Words on the “*do not use*” list

1. best
2. revolutionary
3. amazing
4. great
5. innovative
6. unique
7. delighted
8. very
9. penetrate
10. solution
11. state-of-the-art
12. cutting-edge
13. proud to announce
14. award-winning
15. world-class
16. _____





Please write down
another news
item from your
organization.

(You don't have to share this with anybody)





List one thing you can do to help your organization increase positive awareness.

(Be realistic. Do it by July 11.)

Hint: pick something from the “12 PR Do’s and Don’ts” list.



Summary

1. Increase positive awareness
2. Help clients learn about your company and support your products and services
3. Identify audiences
4. Methods
5. Recognize and develop a topic
6. Hone in on media outlets
7. Best practices; do's and don'ts





Questions?

Or...any “aha!” moments?



Questions, Mailing List

- If you have specific PR questions about messaging and don't want to bring them up in the group, feel free to write them on a card.
- If you would like to be on my mailing list, either leave a business card with me or write your email address and name and company name on a card.





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