

## The Power of PR: Building Brands and Bridges

*In today's fast-paced world, PR plays a huge role in shaping how organizations are perceived by the public. "The Power of PR" is evident and rewarding when you know what to do and how to do it. Discover how mastering the power of PR can help your organization build a strong brand, foster trust with your audience, and navigate the complexities of the modern media landscape.*

### **Public Relations is:**

- About mutually beneficial relationships between publics
- Outcomes focused
- Based on organizational goals
- Ethical and responsible
- More than words, **PR is about behaviors**
- More than communications channels, **PR is about engagement**
- More than talking *to*, **PR builds trust *with***
- More than getting published, **PR is about driving change**
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### **Public Relations is not:**

- Going viral
- Sweeping things under the rug
- Spinning a story or narrative
- Making up social media posts
- Sending uncoverable news releases

**When creating a PR strategy, don't start with tactics!**

**Start with:**



### Step 1: RESEARCH

1. Who do you want to reach?
2. What do you want them to do?

### Step 2: PLANNING

1. Name your big picture goal(s)
2. Define audience(s)
3. Set SMART goals
4. Outline strategies
5. Determine tactics (or tools)



### Step 3: IMPLEMENTATION

1. Implement the plan
2. Write, edit, design, publish, communicate, measure, budget, build, assign, collaborate, distribute, monitor.

### Step 4: EVALUATION

1. Measure your work.
2. Review objectives and describe outcomes.
3. Identify ways to improve, develop recommendations for next time.
4. Adjust the plan, materials, messaging and activities for next time.

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