

## Public Relations 101: What it is and how to use it

Strategic Communication • Evergreen Goals • Identifying Publics

I live and breathe public relations. In my PR career, I've worked heavily in PR efforts for the branding of the Metropolitan Youth Orchestra of Indianapolis; brand management for various Downtown Indianapolis restaurants, businesses and startups; reputation building and management for Indy's International Marketplace; publicity of Savor Downtown Indy and its complementary events; launch of Joey Chestnut's gourmet condiment line; brand management of Mission 25; brand management and launching of Honeywell Arts & Entertainment events and offerings; publicity of Indiana United Ways' CEO's resignation; opening of the 950 Speakeasy Bistro in Lagro and more.

Since my onboarding, the terms "Public Relations" and "PR" have been added into conversation about my role within Wabash Marketplace for Downtown Wabash. Here's the quick and dirty explanation of Public Relations and how it's different from but plays a part in Marketing.

### LOCAL NEWS

## Downtown Wabash Farmers Market prepares for 2021 season

Vendor applications are still being accepted for 2021 season



Photo courtesy of the Wabash Marketplace

### Public Relations (*noun*):

A strategic communication process that builds mutually beneficial relationships between organizations and their publics

OR

The act of strategically communicating so that the public becomes friends with (trusts, values, appreciates, respects) the brand

## Marketing (*noun*):

Tactics and activities intended to promote or boost sales of products or services

OR

An ad or piece of branded content (paid or organic) intended to push sales or online conversions



The image shows a Facebook post from 'Wabash Farmers Market'. The post text says: 'It's Market season! Join us this Saturday from 8-12 right in Downtown Wabash for the first Downtown Wabash Farmers Market of the 2021 season! 🍅 Check out this WANE 15 article with all the need-to-knows for this weekend. 🙌 <https://www.wane.com/news/local-news...> See More'. Below the text is a photo of a busy farmers market with many people and tents. Under the photo, there is a news snippet from WANE.COM titled 'Downtown Wabash Farmers Market prepares for 2021 season' with the subtext 'The Downtown Wabash Farmers Market is preparing for another season.' Below the news snippet are statistics: '841 People Reached', '285 Engagements', and '↑ +1.3x Higher Distribution Score'. There is a 'Boost Post' button. At the bottom, it says 'You and 28 others' and '1 Comment 27 Shares'.

**Wabash Farmers Market**  
Published by Morgan Ellis · May 12 · 🌐

It's Market season! Join us this Saturday from 8-12 right in Downtown Wabash for the first Downtown Wabash Farmers Market of the 2021 season! 🍅 Check out this [WANE 15](https://www.wane.com/news/local-news...) article with all the need-to-knows for this weekend. 🙌 <https://www.wane.com/news/local-news...> See More

WANE.COM  
**Downtown Wabash Farmers Market prepares for 2021 season**  
The Downtown Wabash Farmers Market is preparing for another season.

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👍❤️ You and 28 others      1 Comment 27 Shares

**NERDY DETAIL:** While most public relations campaigns don't come with hard sales numbers to prove success, statistics like website traffic, social media engagement rates, search engine rankings and SEO, earned and paid media placement and the public conversation aligned with the duration of the campaign can prove the success of the campaign.

**Public Relations comes with ageless, or evergreen, goals including:**

- Raising Awareness
- Generating Interest
- Promoting Goodwill
- Reinforcing / Burnishing Brand Image
- Providing Information
- Creating Demand

**What does my role as Public Relations & Marketing Manager for Wabash Marketplace mean for Downtown Wabash and our members?**

- Conducting campaigns focused on bringing more regional traffic to the flourishing Downtown Wabash district for the Downtown Wabash experience
- Monitoring the public's perception of Downtown Wabash and how we can either maintain or improve the state of the Downtown district

- Coordinating earned and paid media opportunities with regional media to showcase the Downtown Wabash experience for additional regional traffic
- Both reinforcing and burnishing the image of Downtown Wabash for both local and regional audiences in Northeast Indiana and beyond
- Controlling the message about the Downtown Wabash experience through storytelling and pitching

### Here are some Public Relations buzzwords to listen for:

- **Publics:** groups of individual people and the general public
- **Stakeholders:** publics who have a stake or interest in a company or organization (consumers, donors, investors, boards, government, communities, etc.)
- **Branding:** a name, design, scheme, theme, symbol, set message, mission statement to align with the company or organization in a cohesive appearance
- **Brand Management:** taking the public's perception of the brand and applying it to communication, marketing and operating plans to either maintain, improve or persuade the brand's perception in the market through its objectives
- **Campaign:** a series of planned tactics or activities that each have specific objectives reaching an end goal; PR campaigns always have a clear objective and structured timeline of execution
- **Storytelling:** used as one of the most effective ways to communicate; an interactive art of using words and actions to reveal the elements and images of a story while encouraging the audiences' imagination
- **Controlling the Narrative:** telling a story about your company or organization in a way that's authentic, resonates with your audience and sets you apart from your competitors
- **Communication Plan:** a strategically written plan that includes all communication elements to maintain your brand's presence in the marketplace
- **Collateral Materials:** a collection of media (images, videos, gifs, copy, ads, logos, text, color palette, etc.) used to support the brand image and presence in the marketplace
- **Paid Content:** any form of text, image, video, graphics or downloadable content that's paid for placement, most often used on external websites, search engines and social media platforms that may or may not belong to the brand
- **Organic Content:** any form of text, image, video, graphic or downloadable content that's unpaid for natural, organic placement in the algorithm, most often used on the brand's website and social media channels
- **Native Content:** a form of content that matches the format and function of the platform upon which it appears (uploading a video to Facebook Video rather than adding a YouTube or Vimeo link)
- **Pitching:** a short, personalized message that outlines the value and importance of a specific story angle, generating a published story from the media outlet(s) if executed correctly
- **Earned Media:** media placement (published stories) executed through promotional pitching rather than paid partnerships
- **Paid Media:** any kind of media placement or advertising that was paid for in support of the brand (media outlets offer paid media partnerships for sponsored story content)

- **Media Relations:** working with the media to inform the public of the brand's missions, policies and practices in a positive, persistent and credible manner (also used as a form of relationship building)
- **Consumer Relations:** when a brand creates and maintains a positive relationship with their consumers
- **Community Engagement:** public relations in its truest form; any process that involves the public in problem solving or decision making and uses the public input to make the decisions
- **Crisis Management:** the communication method used to convey accurate facts, data and brand positioning to the general and specific publics during a crisis situation to prevent or minimize negative publicity that could potentially harm the reputation and success of a brand
- **SWOT Analysis:** an in-depth analysis of the brand's strengths, weaknesses, opportunities and threats
- **Search Engine Optimization (SEO):** the process of improving the quality and quantity of website traffic to a website or web page; SEO targets unpaid traffic rather than paid or direct traffic



# Tech Talk

*Notes Section*

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