

# OEDA Marketing Course

## Public Relations

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*August 18th, 2022*



Weinstein PR



## Hi, I'm **Molly**

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**PNW Native**



**Powerpoint Early-Adopter**



**Nerd-lete (Soccer + DECA)**



**13 Years in PR**

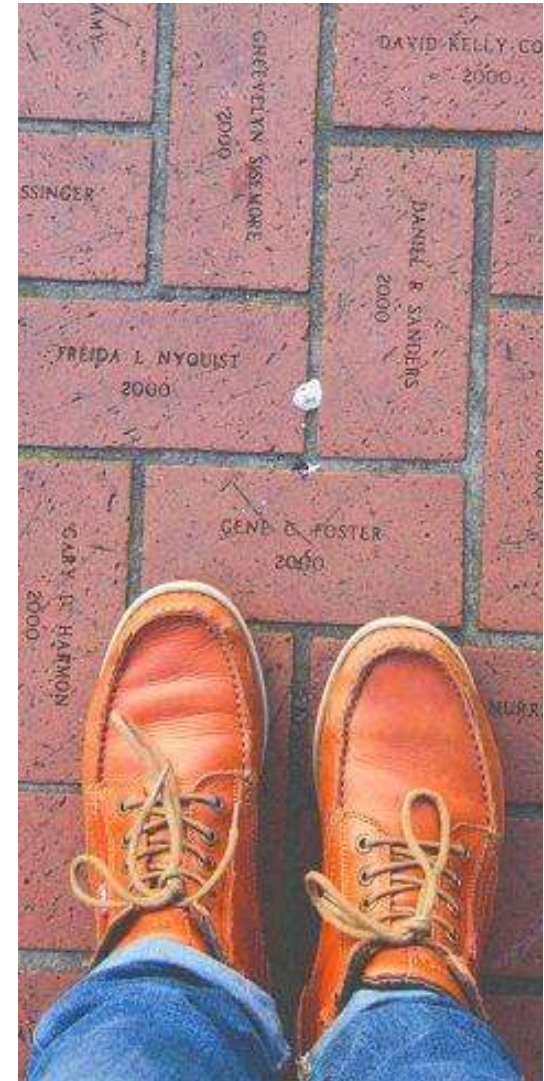


**Brother Mother**



## Our goals for today

- 1 PR 101
- 2 Strategic Communications and Story Development
- 3 Press Release Development
- 4 Nurturing Relationships with Media



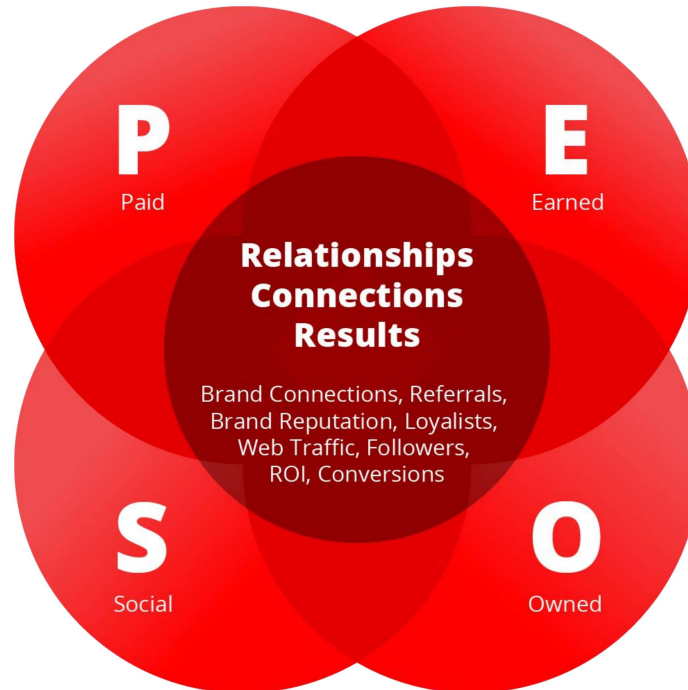
# Where does PR and Media Relations fit into the marketing continuum?



**PAID**



**SOCIAL**



**EARNED**

- Media Relations
- Blogger Relations
- Influencer Relations
- Investor Relations
- Stakeholder Relations



**OWNED**

## So how will PR benefit you?

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**Sheds light on stories  
stuck in the shadows**



**Third Party Validation**



**Internal pride**



What does great press look like?

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## **Eco-branded shoe maker Allbirds puts a bird on it with new Portland design headquarters**



Tim Brown, Co-CEO and co-founder of Allbirds, said the company was launching a Portland creative headquarters.  
CODY PICKENS



# What does great press look like?

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Oregon Tech

## Oregon chip industry supplier will quadruple its space with new Sherwood factory

Published: Apr. 20, 2022, 4:46 p.m.



What does great press look like?

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## **Prosper Portland launches program to support minority-owned businesses**





CASE STUDY



# OREGON: THE STATE OF SPORT

PRESENTED  
BY



CASE STUDY

## Our Approach



Goal



Audience



Target Media



Assets / Spokespeople



Key Messaging



# SUCCESSful Messages

- S** Simple
- U** Unexpected
- C** Concrete
- C** Credible
- E** Emotional
- S** Stories



Weinstein PR

PR

# SUCCESSful Messages

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## Oregon: The State of Sport - Key Messages

**Largest of its kind.** This is the most robust report to date that articulates Oregon's competitive advantage and measures the benefits that the athletic, outdoor, team and recreation industries generate for the state.

**First of its kind.** It's the first time we're able to quantify something many Oregonians have long suspected to be true: Oregon is a massive economic force and home to unparalleled talent in the athletic, outdoor, team and recreation industries.

**Oregon wins.** The Greater Portland area outpaces other West-coast cities (Seattle, Denver and Salt Lake City) in the overall number of jobs, job growth, and the diversity of roles — many of which are high-paying, and high-skilled.

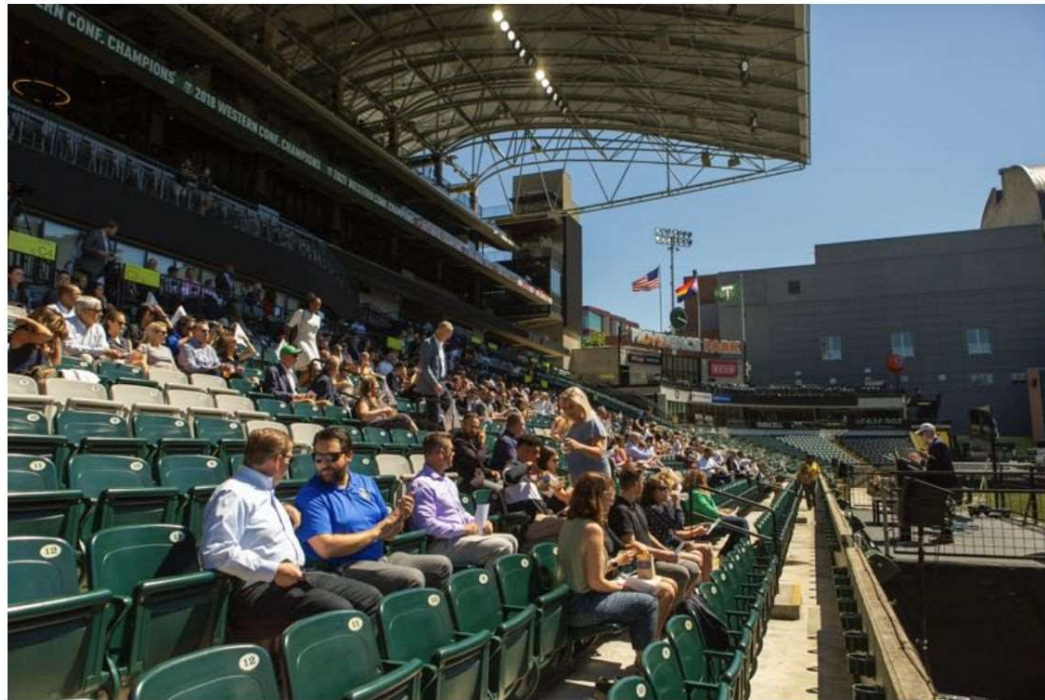
**Where small businesses succeed.** 83% of Greater Portland's 2,200 businesses in the Ecosystem have 20 or fewer employees, driving the State's strong startup and entrepreneurial community.

CASE STUDY

# PBA: Oregon winning in national sports, recreation

Jules Rogers July 01 2022

The athletics and outdoors industries generate \$26 billion, employ 53,000, Portland Business Alliance report says.



COURTESY PHOTO: CAMBRAE - Professionals gathered at Providence Park to hear the "Oregon: State of Sport" report from the Portland Business Alliance.

Oregon's  
tier, PBA

Outdoor  
see  
in 2022

remains top

focus on

July 01 2022

; team and recreation

CASE STUDY



# OREGON: THE STATE OF SPORT

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# Is it newsworthy?

**1. Identify the Goal (KNOW the WHAT)**

**2. Understand your Audience (KNOW the WHO)**

**3. Communicate the Value ( SAY the WHY)**

**4. Express the Need (WHY NOW)**

- + New, First, Only, Best, Biggest, Pilot
- + Reports, Studies
- + Trending topics (Follow the news!)
- + Ask yourself: "would I click on that link?"





## Time for Some Story Spotting...



**Economic Reports**



**New Business Partners**



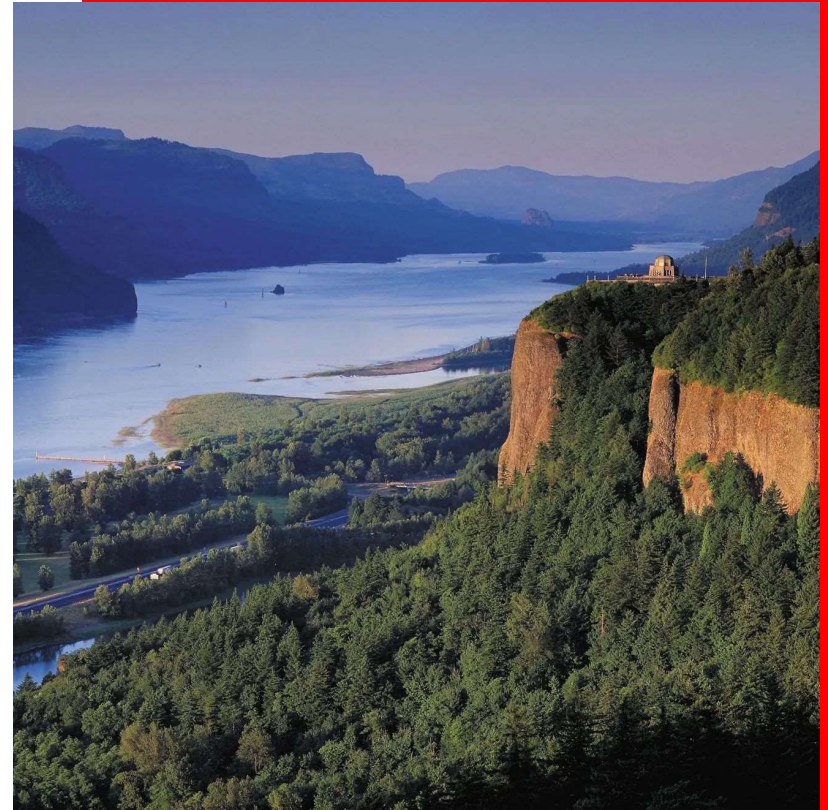
**New Hires**



**Leveraging Trends**



**Opinion Piece**





# Let's share our stories

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## Tools for sharing with **media**



**Press Release**



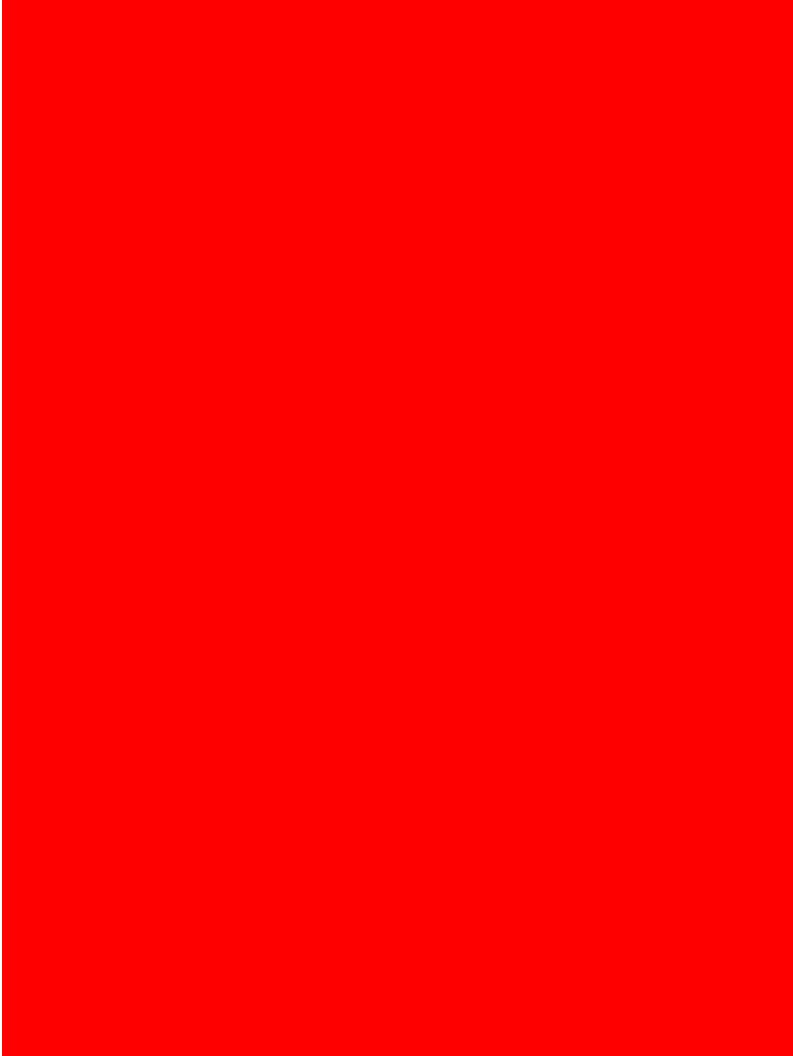
**Media Alert**



**Email Pitch**



**Social Media Pitch**



# What is in a **Press Release?**

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**Special Report: 'Oregon: The State of Sport'**  
**Portland Business Alliance and Coalition Partners Unveil the Largest Economic Study of  
Its Kind in the State**

*The new report showcases how Oregon is winning nationally in the Athletic, Outdoor,  
Team and Recreation Ecosystem*

**JUNE 30, 2022—Portland, OR:** The [Portland Business Alliance](#), in partnership with a coalition of regional and statewide business associations, is pleased to announce the release of "Oregon: The State of Sport," a new economic study that highlights Oregon's competitive advantage and the economic power that the Athletic, Outdoor, Team and Recreation Ecosystem generates for the state.

"This is the first time we're able to quantify something we've all felt to be true: Oregon is the definitive business leader and a regional economic force in the Athletic, Outdoor, Team and Recreation industries," said Andrew Hoan, President and CEO of the Portland Business Alliance. "It's inspiring to get a deeper look at the Ecosystem and our distinguishing characteristics, like exceptional industry-trained talent and education programs, that support and allow for these industries to develop, grow, and thrive here."

"For the last 30 years, the Greater Portland market has been the top choice for apparel and outdoor companies serious about growth and innovation," said Monique Claiborne, President and CEO of [Greater Portland Inc.](#) "If we want to continue to be on top, we must invest in this ecosystem. This report shows us what we have to gain: more jobs and dollars for our local economies. I look forward to working with both public and private-sector leaders to create more opportunities for this industry."

Conducted by the world-renowned industry-leading real estate and economic development consulting firm [HR&A Advisors](#), the "Oregon: The State of Sport" economic report marks the most robust analysis to date of Oregon's Athletic, Outdoor, Team and Recreation Ecosystem—defined as including sports and apparel companies as well as internationally known professional sport franchises, sporting-related events, recreation and tourism activities. The study examines Greater Portland, Bend, and Eugene's unique environment for sports innovation and growth.

"We were thrilled to collaborate with the Portland Business Alliance and a wide array of regional stakeholders to develop the 'Oregon: The State of Sport' report," said Kate Collignon, Partner at HR&A Advisors. "HR&A's comprehensive economic analysis, coupled with extensive stakeholder input, affirms the tremendous impact of the Athletic, Outdoor, Team, and Recreation industries across Greater

## Media Relations: Do's and Don'ts

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### DO

- Introduce yourself before you need to pitch
- Read the news
- Do your research
- Follow press on social media
- Sign up for their newsletters
- Give an early heads-up
- Follow-up

### DON'T

- Mass-pitch
- Pitch stories that are too self-serving
- Send pitches over the weekend
- Ignore the current news cycle