



MOVING FORWARD

NADO ATC 2021

PORTLAND, OREGON



FORMATION

PR +
BRAND



LEARNING LAB

BRANDING + PR FOR RDOS

ERICA ALLISON
FORMATION PR + BRAND



SESSION GOALS:

- Understand the value of an effective brand
- Gain insight into how to share your brand story
- Become a fan of PR for your RDO
- Learn how to make PR a part of your routine



**WHAT IS
BRANDING?**

**WHAT IS
PR?**

**WHY
SHOULD WE
CARE?**

The background features a variety of abstract elements: a teal circle in the upper left, a light blue zigzag pattern in the top left corner, a teal triangle in the upper right, a teal triangle in the lower right, a teal diamond in the bottom right, and a teal dot pattern in the bottom right. A black rectangular border frames the central text.

BRANDING

SUCCESSFUL BRANDS



WARBY
PARKER



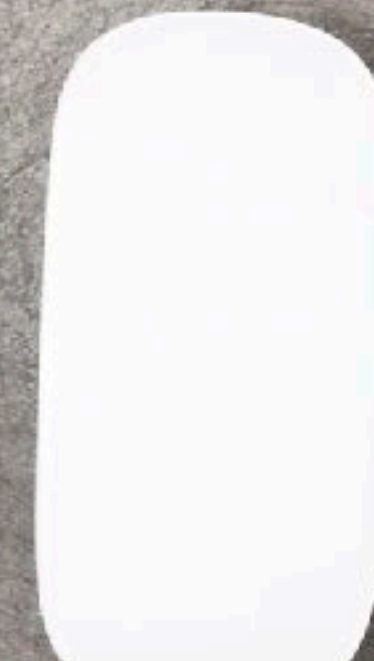
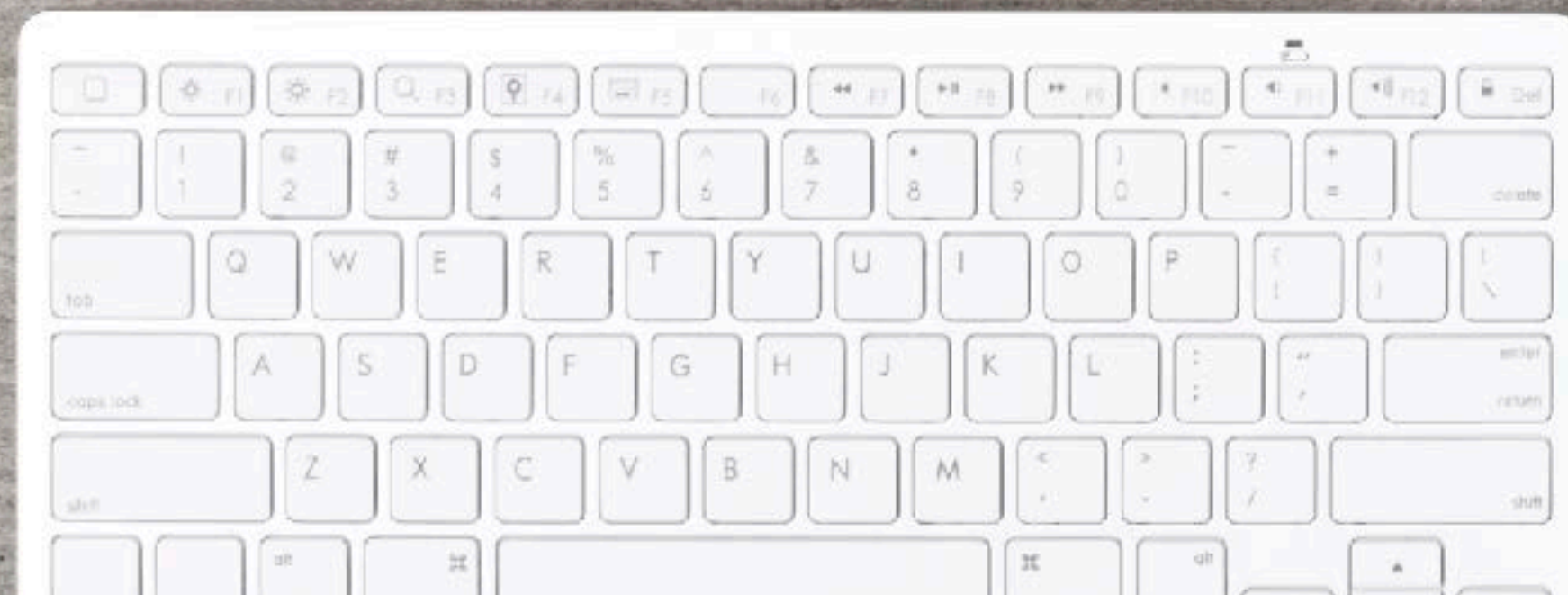


11 West Court Street | P. O. Box 841
Rutherfordon, North Carolina 28139-0841
regionc.org | info@regionc.org

Steve Lockett
Executive Director

Fred Bruden
Chairman

Executive Committee
Max Hopper
Bryan King
Dean Buff
Jimmy Clay
Kathleen McMillin
Jack Shyle
Ashley Wooten






kaysinger
BASIN RPC

**Your
economic development.
partner.**

As the Economic Development District for our region, Kaysinger Basin is the **go to** for economic development strategies and plans that work. We collaborate with partners to ***move ideas to concepts*** and propel them towards successful outcomes.

KAYSINGER.COM



kaysinger
BASIN RPC

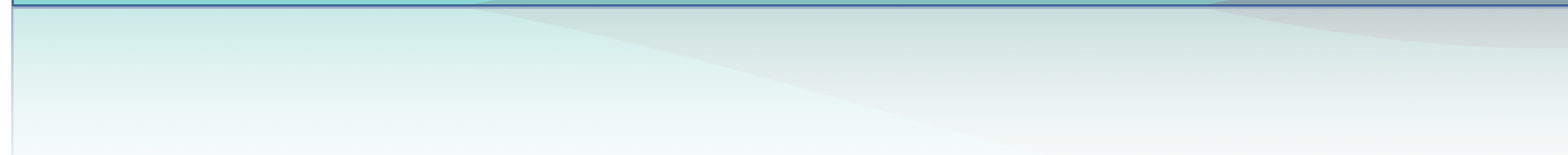
221 NORTH 2ND STREET | CLINTON, MISSOURI | KAYSINGER.COM | 660.885.3393

221 NORTH 2ND STREET | CLINTON, MISSOURI | KAYSINGER.COM | 660.885.3393



kaysinger
BASIN RPC

221 North 2nd Street
Clinton, Missouri



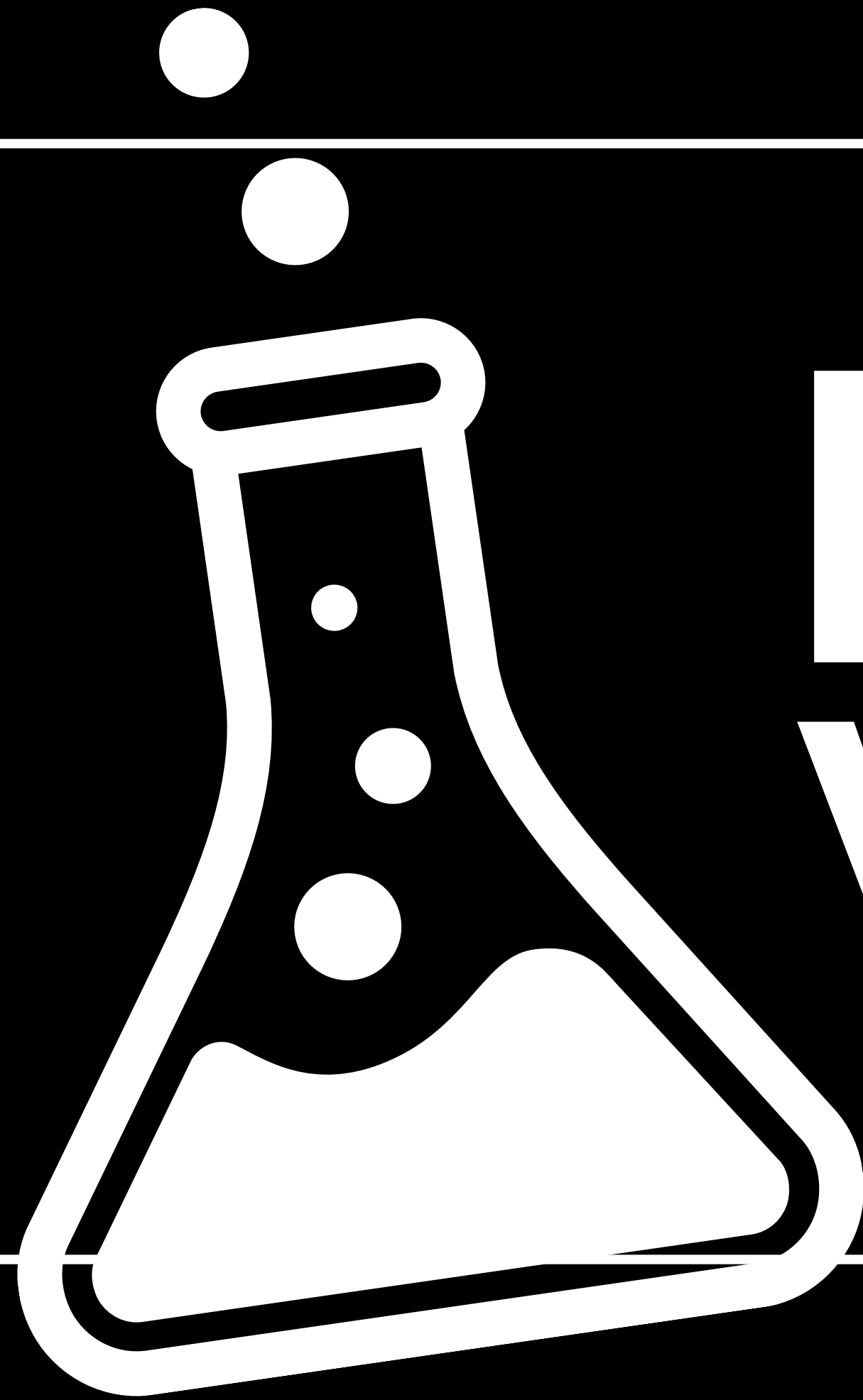
The background features a white base with various teal and light blue geometric elements. In the top left, there are concentric, wavy lines. A large teal circle is partially visible on the left. The bottom right corner is filled with a pattern of small teal dots. Several teal triangles and polygons are scattered throughout the composition. The central text is enclosed in a black rectangular border.

**WHAT MAKES A BRAND
SUCCESSFUL?**

BRAND STORY



Engaging | Authentic | Values Driven



**LAB
WORK**



Vision +
Mission



Audience Identification



Write
the Story

Who are you?

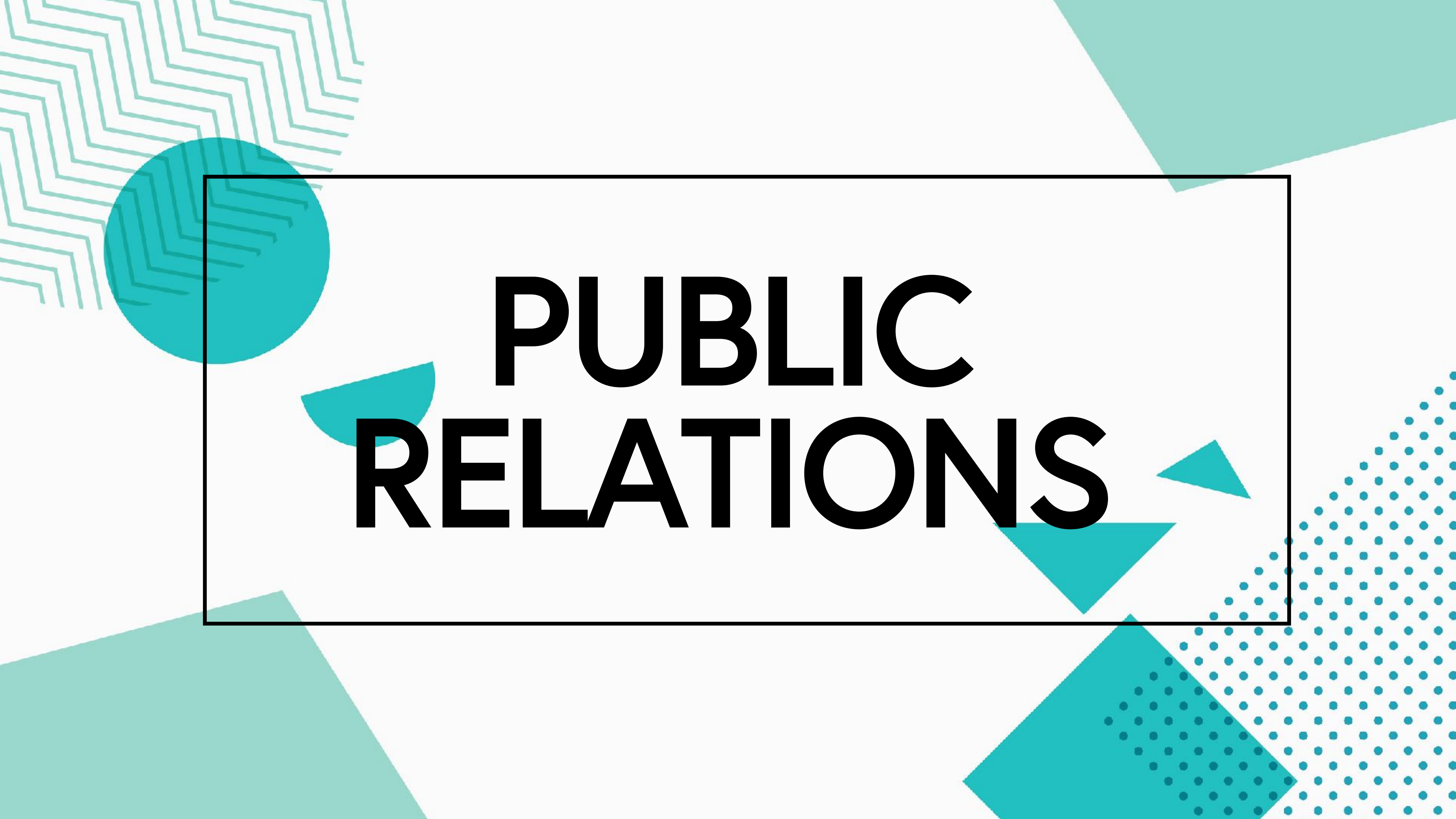
What is your RDO known for?

- Name of your organization - is there an informal use of your name? If so, consider using it here.
- How long has your organization been around?
- What do you get called on most to do? Is it something that people associate with your RDO?

What value do you provide to the region?

- What do you do really well, but may not be as well known for? In other words, you really want to make sure people (partners, members, etc.) know you do this.
- What would *not* have happened as a result of your facilitation, input, actions?

**DISCUSS +
SHARE**

The background features a white base with various teal and light blue geometric elements. In the top left, there are concentric, wavy lines. A large teal circle is partially visible on the left. The bottom left has a light blue triangle. The bottom right contains a teal triangle and a pattern of small teal dots. The central text is enclosed in a black rectangular border.

PUBLIC RELATIONS



**WHAT DO
WE KNOW
ABOUT**




PR?

SUCCESSFUL PR

abc 13 NEWS 67° WATCH

Pardee's expanded monoclonal antibody clinic helping people stay out of hospital

by Caitlyn Penter
Wednesday, September 22nd 2021



VIEW ALL PHOTOS

SEPT. 22, 2021 - As Pardee UNC Health Care has expanded its COVID-19 monoclonal antibody clinic for local residents over the last month, it went from treating 22 patients a day to now up to 36 patients per day. Even with added staff to administer treatment, the clinic is filled to capacity each day to help people with COVID-19 stay out of the hospital. (Photo credit: WLOS Staff)

[f](#) [t](#) [e](#)

HENDERSONVILLE, N.C. — Keeping COVID-19 patients out of the hospital: that's the goal of Pardee's monoclonal antibody clinic.

Appalachian Regional Commission

< News

ARC Announces Nearly \$46.4 Million to Continue Economic Transformation in Region's Coal-Impacted Communities

POWER Initiative Entire Region Press Release

ARC's largest POWER grant package to date will leverage entrepreneurship, workforce development, and infrastructure to bolster re-employment opportunities, create jobs in existing or new industries, and attract new sources of investment.

MATEWAN, WV, September 16, 2021: Today, during a virtual event co-hosted by the [Appalachian Regional Commission](#) (ARC) and the [Interagency Working Group \(IWG\) on Coal and Power Plant Communities and Economic Revitalization](#), ARC announced nearly **\$46.4 million for 57 projects in 184 counties** to support economic diversification in the Region's coal-impacted communities.

**YOU'RE SO
EFFECTIVE
AT PR
THAT...**

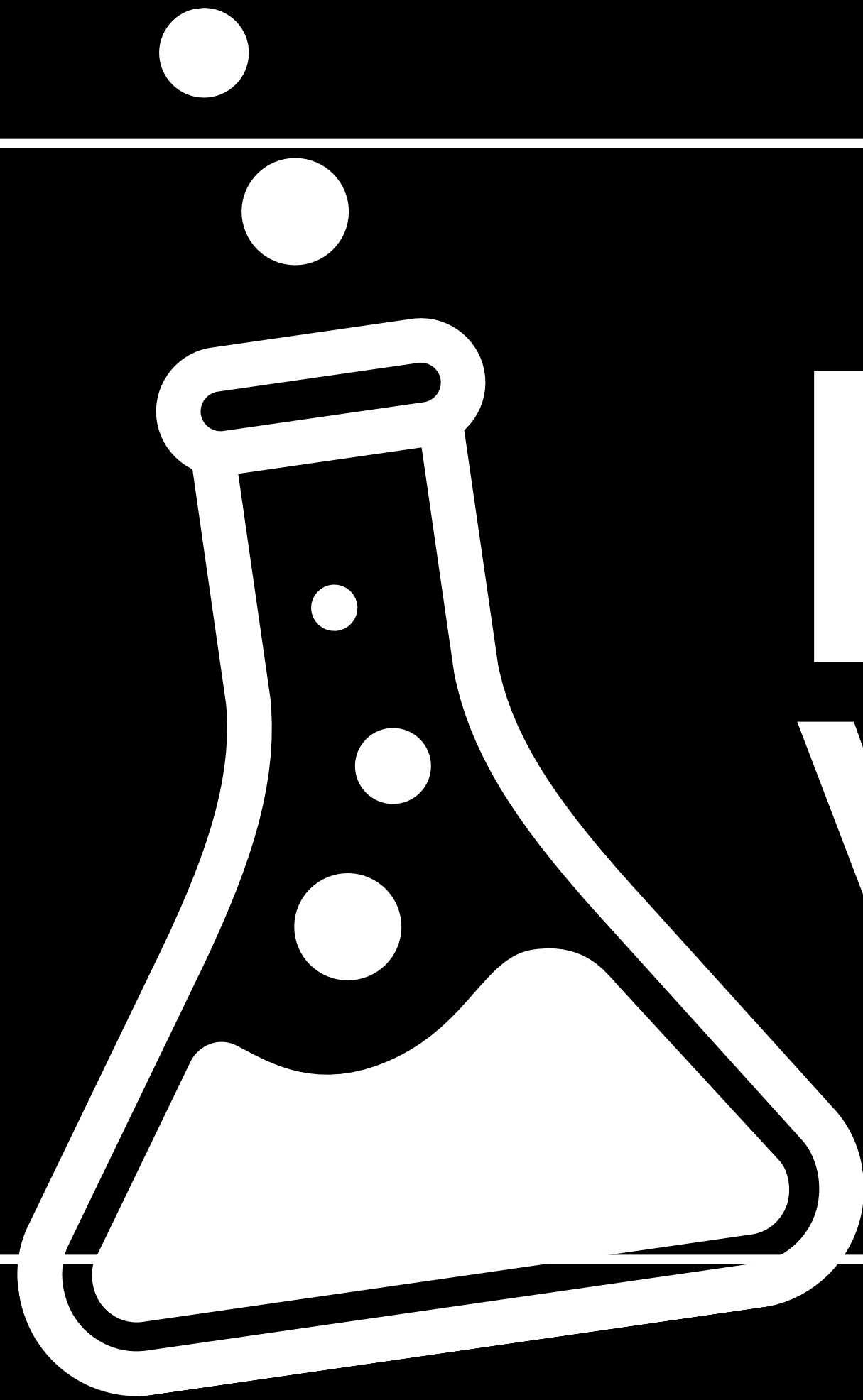
- When you have something to share, ***people see it.***
- When there's a national topic related to your work, ***journalists seek you out.***
- When there's a crisis, ***you manage it quickly.***

MAKE IT A
CONVERSATION,
NOT A SHOUTING MATCH.






IT TAKES
TIME.




**LAB
WORK**




Developing Your PR Strategy



What are you trying
to communicate
and why?



What do you want
to happen as a
result of that
communication?



Who is the best
person to
communicate
this news?



Which media outlets are better suited to support this conversation?



Who has the
audience you
seek to reach?



What is the ideal
time to share
your news?

The background features a white base with various teal-colored geometric shapes and patterns. In the top-left corner, there is a pattern of thin, parallel teal lines forming a zigzag or chevron shape. A large teal circle is partially visible on the left side. A solid teal triangle is in the top-right corner. A teal semi-circle is on the left, partially overlapping the text box. A teal triangle points downwards in the middle-right area. A teal trapezoid is at the bottom. A teal diamond shape is at the bottom right, containing a pattern of small teal dots. A large teal shape with a dot pattern is in the bottom-right corner. A central black-outlined rectangle contains the text.

PR TOOLS

DR
RELEASERS

MEDIA CONTACTS



MEDIA RELATIONS

- Build rapport.
- Stay engaged.
- Don't wait until a crisis to communicate.
- Provide value.

PROTOCOLS

- Templates
- Policy
- Spokespersons
- Holding Statements

Q+A





FORMATION

PR +
BRAND