

 Kathleen McEntee
and Associates, Ltd.



PR: Who Needs It?



 Kathleen McEntee
and Associates, Ltd.



“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

- PRSA

To Accomplish Business Objectives

What is PR?





How Do People Find You/Your Company?



Km Kathleen McEntee
and Associates, Ltd.

EXAMPLES:

SOUTHWEST AIRLINES

**HARRY & MEGHAN VS.
BUCKINGHAM PALACE**

**SILICON VALLEY BANK
FAILURE**



PR: Who Needs It?



LEVERAGING PR



- POSITION YOU/YOUR COMPANY
 - GET AHEAD OF A PROBLEM
 - MAKE AN ANNOUNCEMENT

IT'S ABOUT YOUR BRAND
IT'S CONNECTING WITH YOUR PUBLIC

 Kathleen McEntee
and Associates, Ltd.



TYPES OF PR COMMUNICATION

MEDIA RELATIONS | COMMUNITY RELATIONS

INTERNAL (EMPLOYEE) COMMUNICATION

CRISIS COMMUNICATIONS

PUBLIC AFFAIRS | ONLINE/SOCIAL MEDIA

STRATEGIC COMMUNICATIONS



PAID | EARNED | SHARED | OWNED
ADVERTISING

MEDIA COVERAGE | REVIEWS | MENTIONS

SOCIAL MEDIA CONTENT SHARING

SOCIAL MEDIA | PRESS RELEASES | EMAILS
VOICEMAIL | BROCHURES | LETTERS | WEBSITE
BLOG | DIRECT MAIL

PR
MEDIUMS




PR: Who Needs It?

EVERYONE!



 Kathleen McEntee
and Associates, Ltd.



Kathleen McEntee
Kathleen McEntee and Associates, Ltd.
KMcEntee@KMcEnteeAssoc.com
O - 312-242-1606
C – 312-501-1950



Kathleen McEntee
and Associates, Ltd.