

PR for Purpose-led businesses

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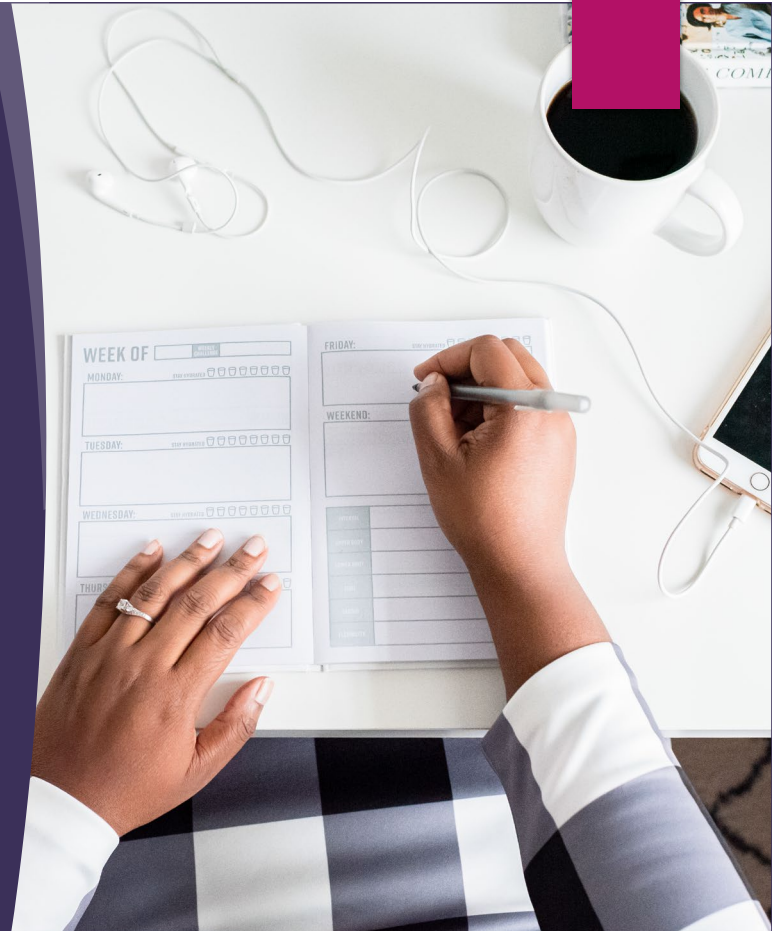


ELMA GLASGOW

PR FOR BRANDS MAKING A
POSITIVE IMPACT

Your webinar

- ▶ **About me**
- ▶ **Introduction to PR**
 - ▶ What is public relations?
 - ▶ PR myth-busting!
 - ▶ Key benefits of PR for social enterprises
 - ▶ PR toolkit
- ▶ **PR Strategy**
 - ▶ What's included in a basic strategy?
- ▶ **Getting into the press**
 - ▶ How to find your target media
 - ▶ How to find journalists' contact details
 - ▶ Structure of a press release
 - ▶ Current media trends
- ▶ **My course, coaching and consultancy**



About me

- ▶ 25 years' experience in PR working with brands including The British Red Cross, Comic Relief, Warner Bros., Universal, Sony, Scope and SMEs. Delivered coverage in business and consumer press locally, nationally and overseas.
- ▶ Trained journalist and copywriter - write for the press and for businesses. Written speeches (Terry Waite MBE) and TV scripts.
- ▶ Recent PR: Farmerama podcast & cultural project. Currently: new Boxpark, ethical fashion & beauty.
- ▶ My not-for-profit experience is woven into my PR; consumer needs are changing fast...
 - ▶ Authenticity, transparency and integrity
 - ▶ Promoting a purpose, not just products or services
 - ▶ Handling sensitive issues



EADT

BBC
LOOK EAST -
EAST



the guardian

EDP

BBC
RADIO
Cambridgeshire

ITN

Red

THE
VOICE
BRITAIN'S BEST BLACK NEWSPAPER

itv NEWS
ANGLIA

southlondonpress

Independent London Weekly News & Magazine. Established 1865. Serving the community for more than 150 years.

CAMBRIDGE
news

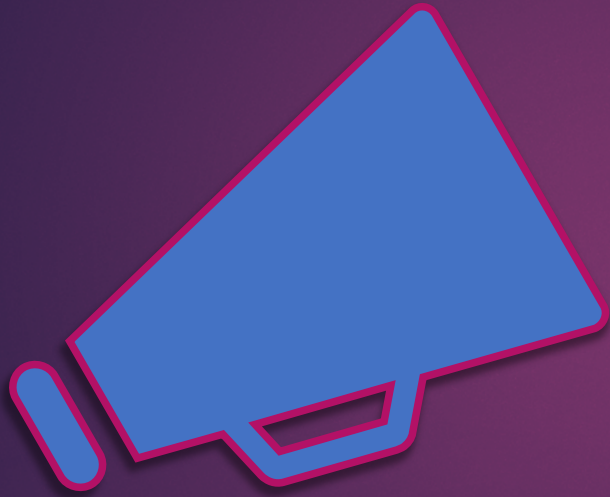
BBC
RADIO
Three Counties

BERKSHIRE
LIFE

THE  TIMES
THE SUNDAY TIMES

Mirror

THE
Sun



Introduction to PR

What is Public Relations?

- ▶ Diverse and very powerful area of marketing.
- ▶ Includes media relations, events, crisis management, blogging, social media, internal communications, community engagement and more!
- ▶ Establishes, nurtures and manages your reputation among the people that matter, e.g. customers, investors, community.
- ▶ Delivered through stories, e.g. business news, personal story of 'against all odds', customer story, product launches, supply chain story, impact story.
- ▶ People trust brands covered by the media more than adverts.
- ▶ Trigger a big increase in sales and enquiries.

PR myth-busting!

- ▶ A press release = coverage
- ▶ Journalists aren't interested in positive stories
- ▶ Getting national newspaper coverage is the most important thing
- ▶ Adverts are more effective than editorial
- ▶ PR is expensive
- ▶ You need a celebrity to get into the media
- ▶ Journalists only want sensational stories

Benefits of PR for social enterprises

- ▶ Coverage is evidence for funding reports and bids.
- ▶ Media amplifies your voice and provides a platform for positive change.
- ▶ By sharing your stories you can influence, raise awareness, educate.
- ▶ Boosts your own reputation, profile and brand story.
- ▶ Attracts like-minded employees, suppliers, investors and beneficiaries/ service users.
- ▶ Publicly demonstrate your impact over time.

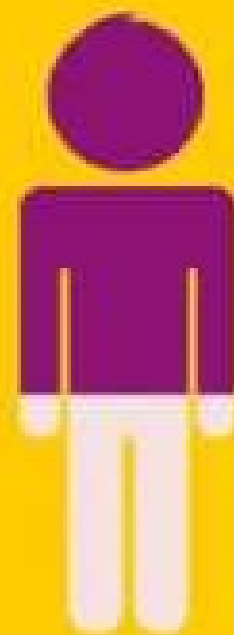


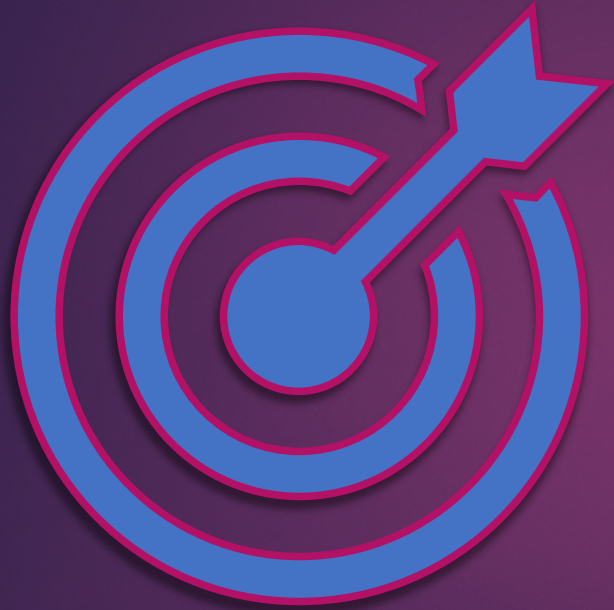
PR toolkit

- ▶ Well-presented and media-friendly impact reports – jargon-free, statistics, highly visual.
- ▶ Certification, accreditation, awards and memberships to support your reputation and transparency
- ▶ Content library - images, video, testimonials, quotes, endorsements, awards, blog, case studies, survey results.
- ▶ Established social media profile and engagement.
- ▶ Your expertise and opinions, e.g. D&I, public health, education, MH, business, finance, environmental justice, food security.
- ▶ Your ability to move *fast*.
- ▶ Honesty and authenticity – you can only achieve so much.
- ▶ Partnerships – leverage more opportunities.

streetUK

SOCIAL IMPACT
REPORT – 16/17





PR Strategy

How a basic strategy can help



ENSURES YOU'RE SAYING THE
RIGHT THING, AT THE RIGHT
TIME, TO THE RIGHT PEOPLE, IN
THE RIGHT WAY.



A STRATEGY IS BETTER FOR
SUSTAINED, POSITIVE
COVERAGE AND FUELS YOUR
BUSINESS GROWTH



DEVELOPS MEDIA RELATIONS,
BOOSTS CHANCES OF
COVERAGE, HELPS YOU TRACK
SUCCESS

Basic strategic planning includes



Setting your goals, PR strategy objectives and tactics



Creating concise messaging – your ‘why’ and your uniqueness



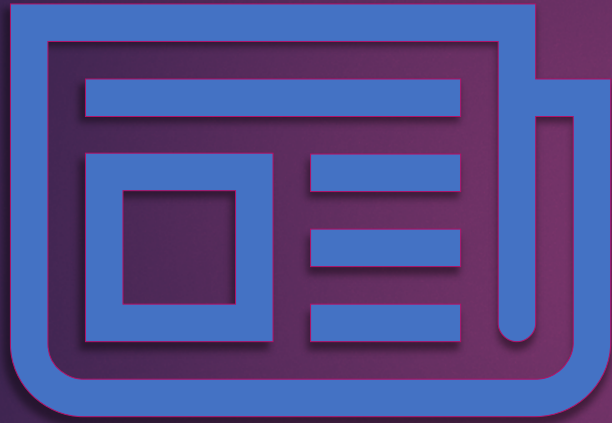
Identifying target audience



Planning your timeline



Identifying your USP



Getting
into the
press

Thousands of outlets to choose from!

- ▶ Print: academic, trade, business and consumer newspapers, magazines, journals, periodicals, newsletters
- ▶ Digital: websites, podcasts, social media, blogs, vlogs, newsletters
- ▶ Broadcast: TV, radio
- ▶ Events (virtual and in-person): talks, workshops, webinars, sponsorship
- ▶ Coverage: hyperlocal, local, regional, national, international

Media matchmaking



- ▶ Find the media that your audiences are likely to be reading/ watching/ listening to.
- ▶ Find titles that cover issues that you deal with, e.g. ecology, education, wildlife, disability, travel, food, yoga, technology.
- ▶ Make a list of media titles and find journalists' contact details.
- ▶ Take note of what journalists are frequently writing about.
- ▶ Follow on social media for personal interests.

How to find contact details

- ▶ Who do you need to speak to?
 - ▶ *Print and online written press: journalists and editors.*
 - ▶ *Broadcast: planners, researchers, presenters and producers*
 - ▶ *Podcasts: producers and presenters*
- ▶ Twitter, LinkedIn and Instagram
- ▶ Programme or publication websites – About Us or Contact Us
- ▶ Journalists who've covered one of your stories before.
- ▶ Journalists who've covered a similar topic before.
- ▶ Google, e.g. journalist Metro mental health
- ▶ Friends and family!
- ▶ Use a press database

Structure of a press release

‘Press Release’

‘Date’ – the date you’re issuing the press release (or if under embargo, the date the embargo is lifted)

Title – short, snappy and attention-grabbing

Introduction – summary of the whole story in 2 or 3 short sentences.

Body of the story – 3 or 4 paragraphs including 1 or 2 short quotes from key spokespeople commenting on the story.

‘Ends’

‘Notes to Editors’

‘For more information, contact:’ full name, email and phone number. Also, add your website link (*make sure your social media is looking polished, up-to-date and reflects your brand*)

Short paragraph - your business background such as a brief history, location/s, and any awards or key accreditations.

Current media trends

COVID

Business,
unemployment
& economy

Innovative
solutions

Staycations

Good news
stories

BLACK LIVES
MATTER

Social and
racial injustice

People of colour
spokespeople &
commentators

Academics, the
arts, authors,
beauty and
fashion

CLIMATE
CHANGE

BREXIT

LOCKDOWN/
CHRISTMAS

Clips from video
conferences,
summits,
launches, etc

Live video
interviews

Small businesses in the media



Best free yoga and meditation online

Peta Bee

Saturday April 04 2020, 12.00am,
The Times



Your home makes a great yoga studio

GETTY IMAGES

Breathing Tree

Where: breathingtree.co.uk

Rebecca Dennis is among the most sought after “transformational breathwork” experts and her free *And Breathe* podcasts feature breathing exercises around a weekly theme — chakra meditation, anxiety relief and better sleep.

WOMAN AND HOME

01 DEC, 2018



THE JEWISH NEWS LOVES CUCUMBER CLOTHING

14 MAY, 2020



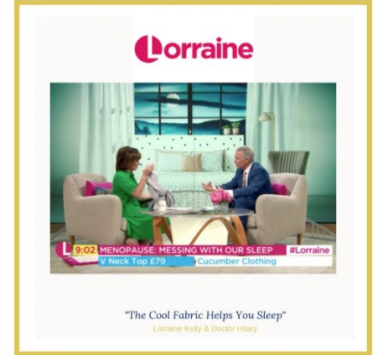
THE TELEGRAPH

09 JUL, 2019



CONTACT

CUCUMBER



Lifestyle coverage



While Oatly's intentions may be good, the situation highlights the challenges in "ethical" and conscious shopping. Oat milk has benefits compared to other non-dairy options, including a need for less water and less herbicide than almond or soy milk, but its large-scale production can still have problems. As Sian Conway, a self-described "ethical marketing strategist" and founder of Ethical Hour, wrote in a tweet, the situation reveals flaws in the food system: "Sustainable brands can't go mainstream & create widespread change without investment. Investment comes at a cost to the environment that means 'conscious consumers' can't shop their values even when they try."

Oatly's huge popularity in the United States has helped spur the rise of new oat milk products, including from competitors like Chobani. "Oat milk sales

Let's do this together

Edited by **SIOBHAN McNALLY**



NHS 111
https://111.nhs.uk/covid-19
All councils are co-ordinating emergency support services – see your local website for help or to get involved.
See the NHS website nhs.uk/coronavirus for the latest updates on Covid-19.
For latest information on the Government's response to coronavirus, see gov.uk.
HMRC has set up a tax helpline on 0800 0159 559 to support businesses.
See mirror.co.uk for the latest breaking news.

Mental health helplines:
MIND 0300 123 3393
mind.org.uk/
Anxiety UK 03444 775 774
anxietyuk.org.uk/
Samaritans
www.samaritans.org.uk
Refuge 0800 2800 247
(24-hour helpline)
refuge.org.uk/
Alcoholics Anonymous
0800 917 7650 (24-hour helpline)
alcoholics-anonymous.org.uk/

For a full list of helplines, go to nhs.uk/conditions/stress-anxiety-depression/mental-health-helplines/

If you're feeling a bit lonely, please don't suffer in silence. There are loads of volunteers out there who would love a chat with you every week.
Esther Rantzen's helpline, The Silver Line, 0800 470 8090
Independent Age 0800 319 6789
Age UK 0800 055 6112
Friends of the Elderly 0200 335 1110

If you or someone you know is finding it hard to cope, and needs practical help, or someone to talk things through with, call the FREE Red Cross support line 0800 1962651 (available 10am-6pm daily).

If you would like to sign up to the Mirror's coronavirus email newsletter full of the up to date stories and information go to...
mirror.co.uk/newsletter



**THOUGHT
FOR THE
DAY**
"You don't stop laughing when you grow old, you grow old when you stop laughing."

Today is officially knees-up Friday. Not only is it the first Friday after lockdown measures were eased, but it's my unofficial birthday. Yesterday was my actual 51st, but today I'm celebrating with a socially-distanced BBQ and four friends. I know a total of six are allowed, but I have to include my trainee Demanor daughter even though her current party trick is to sigh so loudly every time I speak that a terrible darkness descends, filling everyone with a sense of foreboding, hopelessness and creeping terror. Basically she's going through her Dark Lord phase.

I had to admit to myself that she'd outgrown her pet name Bobbie when she showed me her latest video edit of an amputee cartoon character she'd created. "She didn't actually have her leg cut-off!" my goth child explained. "It's more of a metaphor for the damage that the world has inflicted."

"That's lovely, darling," I trilled. "So do you think we should serve sparkly bubbles at my party... or blood of hellhounds?"

I'm here with you every day on our community pages, bringing you funny readers' letters, snaps and jokes, competitions to find the best-looking backyard and the silliest pet selfie.

I'd also love to hear about memories of your best ever UK staycations. Send me some pictures and tell me where you went and with whom, and why it was so memorable – the good reasons and bad!

Send the message to siobhann.mcnally@mirror.co.uk or write to me at Community Corner, PO Box 100, Winchester SO23 3RP.

Siobhan

SINGING ON THE TELEPHONE

Finally someone has realised that our older community are not all hooked up to the net and building an epic Sinatra playlist.

Jazz singer Helen McDonald is going old school and offering a telephone jazz singalong for music lovers of a bygone age.

Drawing from the American Songbook to sing jazz standards and classic torch songs like Lady Day's God Bless the Child or Ella's How High the Moon, the entertainer will be taking requests and singing along with participants on the blower.



WHAT THE BUTLER WORE

Sparta's best export, Gerard Butler, is going to be heartbroken I can't join him and his celebrity mates for the first Big Gilly Quiz tonight in aid of Children's Hospices Across Scotland (CHAS).

BLOSSOMING FRIENDSHIPS

Hen night drinks favourite Blossom Hill is launching Fridays for best mates to win a bottle of their Gin Fizz Rhubarb and a bunch of flowers. Running for four consecutive Fridays until 26 June, all you have to do is post a photo of you and your friend on Instagram, explaining why you're the best of mates and tag @BlossomHill, using the hashtag #TogetherLetsBlossom. As I prefer to call it #TogetherLetsGetOurBlossomsOut. I'm going to enter this photo of me and my best mate, naval track Ali Rayden, with the hashtag #GlendaSlags for those who remember Private Eye's parody of a female columnist.

MY BEAUTIFUL BACKYARD

When I received a letter last week from John Williams describing how he was battling "difficult gardening conditions with hard night frosts, severe winds and now drought", I wondered which uninhabitable Arctic tundra he was emailing from.

Turns out John was about two hours down the road from me, which just shows you how little I noticed my own extreme gardening weather. Basically I have this one plant which wilts every so often and reminds me to get the hose out.

John writes: "I live in sunny Cheltenham, Gloucestershire, where we're very lucky to have the beautiful Cotswolds countryside on our doorstep. "My wife and I are looking forward to having our two children and four grandchildren in our garden to celebrate our golden wedding anniversary in early June." Congratulations to you both – you've been married almost as long as I've been alive, and I bet you don't argue half as much as I do with myself.



If you have a story to tell about your beautiful backyard, please send pictures of your garden and a snap of yourself to siobhann.mcnally@mirror.co.uk – and don't forget to tell us where you live.

He emails, "Lockdown has been a very challenging time. As a rule I don't pay much attention to authority, but on this occasion I did as I was told. "I've been in my studio for the past 10 weeks coming up with a new piece and, after seeing how corrupt Johnson and Cummings have been, I painted The Muppeteer as a wall."

If only there had been some clue years ago Boris was a bumbling fool, eh?



My new social distancing shoes have arrived

JOIN in and be a part of our amazing new community. Share your tips, pictures and hobbies, tell us the quote you live by, or nominate your hero of the day. Whatever is happening in your life and whatever you're talking or thinking about, we want to hear it. Email us at siobhann.mcnally@mirror.co.uk, write to Community Corner, PO Box 791, Winchester SO23 3RP, or join the conversation on this Facebook group www.facebook.com/groups/coronavirusnewsupdates

SILLIEST PET SELFIE
Good egg David Anderson from Chelmsley Wood, Birmingham, is looking after his god-daughter Courtney's pet dragon Flash and walking her gorgeous black pug Ace while she recovers from leg surgery.

He says of the unlikely couple, "When they're together in his back garden, Ace will sniff Flash and then sit by her. Flash is 10 years old and sometimes Ace tries to play with her, but she's old and just wants to be in the sun."

Flash and Ace sound like a superhero duo –



Artist EVEWRIGHT and young people behind v

The design of the community art project was inspired by the Black Panther film



COMPLETE: Artist EVEWRIGHT

IPSWICH IS now home to a group of local young people.

The Voice and Business East Monthly

'Bring your dancing shoes, hungry bellies, family and friends...'

A two-day arts and food festival called Art Eat is coming to Ipswich Waterfront next month. We found out more about the two organisers DAISY LEES and IONA HODGSON and what we can expect.

HOW DID YOU TWO MEET?

We are both from a large international community in East Bergholt called Old Hall that was set up 45 years ago and where both our fathers still live. Being raised in a lifestyle centred around growing food and living together, we both have an integral sense of the importance of community which we bring to our work.

WHERE DID THE IDEA FOR THE ART EAT FESTIVAL COME FROM?

Iona works with visual arts and marketing, while Daisy works with music and community projects. We wanted to put our skills and contacts together. We work well together and have complementary skills. The process was organic and the first idea was to host an art fair with music; an important part of the initial idea was to increase interest and provision of visual arts in Ipswich, and bring high quality creatives to the town. Cathy Frost from Love One suggested we thought about street food, and the idea of Art Eat began to take shape. We included street food to widen the potential audience for the festival. If the art does not tempt you, the food will.

WHAT CAN PEOPLE EXPECT FROM ART EAT?

Two great days out, loads of live music and DJs.



THIS IS A CULMINATION OF TWO YEARS' WORK - WHAT HAS BEEN INVOLVED IN MAKING ART EAT HAPPEN?

Reaching out to organisations and community groups, businesses and Ipswich Borough Council. Building lots of essential partnerships, producing complex budgets and grant applications for funders, setting up a C.I.C, creating and launching a sponsorship appeal, a huge amount of planning, community engagement, and the development



Daisy Lees and Iona Hodgson are the organisers of the Art Eat festival in Ipswich

Picture: ELMA GLASGOW/ T. MARSHFIELD

funding. Art Eat will be a biannual event.

THERE IS A STILL TIME FOR BUSINESSES TO BECOME CORPORATE SPONSORS OF THE EVENT. TELL US MORE.

The event is free for everyone and has massive benefits for Ipswich, and local sponsorship and support is vital to the success of the festival. The opportunity to sponsor Art Eat is still open. Local businesses interested in investing directly in positive socially engaged projects can contact us through the website. There is a host of fantastic benefits for sponsors including access to a large, new and wonderful audience which we have been building for the past two years.



OUR MESSAGE TO 'THINKING OF COMING TO

weekend of it. Come for both a hotel, and bring your shoes, hungry bellies, id friends. Don't forget to round coin for the me, your community spirit, le, and a desire to have an awesome weekend to close the summer. Last but not least, use public transport if you can. See you

soul. There's a common perception that art is an optional extra in life but we feel that everyone can enjoy

which specialises in marketing artists and creative production services. She works with visual

world. Daisy is involved with festival and tour programming, as well as art projects with schools.

Eat Festival celebrates that. Part of the plan for Art Eat is to attract residents across Suffolk. Ipswich is

Beginner's PR Course for Ethical Entrepreneurs

- ▶ Launches on Monday 11 January
- ▶ Three modules over six weeks
- ▶ Text, video and three live group sessions
- ▶ Optional one-to-one coaching
- ▶ Contributions from national journalists and bloggers and an acclaimed press photographer
- ▶ £399 (one-off or two monthly instalments)
- ▶ Early Bird promo available
- ▶ Automated version - £199
- ▶ <https://elmas-pr-academy.thinkific.com/>

PR Coaching

- ▶ Power Hour – Strategy sessions >> £99
- ▶ Creative Coaching – Brainstorming stories and angles >> £60
- ▶ Press Release Super Shine – Edit and polish >> £60
- ▶ www.elmaglasgowconsulting.com/prcoaching

Thank you.

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Instagram: @pr_for_wellness_ethical_brands

LinkedIn: @ElmaGlasgow

Facebook: @ElmaGlasgowPR

Linktree: linktr.ee/pr_for_wellness_ethical_brands – links to

articles, blogs, newsletter sign up and more.

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