



# HC BDC Public Relations Training

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# IT'S ALL ABOUT REPUTATION MANAGEMENT

- Public Relations (PR) is the management of the reputation of a person, place or thing through mass media (publishing, internet or broadcast).
- Publicists work with reporters, editors, producers, and public events coordinators to get clients featured in mass media and public speaking opportunities.
- PR strictly focuses on generating earned media opportunities.

# REPUTATION MANAGEMENT TOOLS

## What People Think We Do



## What We Actually Do



## HOW DOES ADVERTISING AND MARKETING DIFFER FROM PR?

- Advertising - reputation management through paid ad space or paid airtime.
  - “Paid Media” and/or Promotions
- Marketing - reputation management through direct consumer contact.
  - “Owned Media”/Intellectual Property
  - This is what social media falls under.
- Advertising and marketing are controlled by the brand - PR is NOT!

## WHY IS PR SO EFFECTIVE?

- “Earned media” - can’t buy it and you didn’t create it so it tends to have more weight.
- Protected speech/Freedom of the Press.
- Issues with Social Media like shadowbanning, purges, and geotagging.
- As you form or build your reputation in the public space you are using the reputation of the journalist and your publicist.
- Also, PR serves to amplify and protect your brand.

EVERY **BRAND** HAS A STORY

# THE 5 W's

## FIVE THINGS YOU NEED TO KNOW TO HAVE A SUCCESSFUL MEDIA CAMPAIGN

- What is your brand story?
- What is your brand identity?
- What is the reputation you wish to have?
- What are the strengths, weaknesses, opportunities or threats?
  - Start to capitalize or build counter-arguments
- What makes you newsworthy?





# OWN YOUR NARRATIVE

- **Getting ahead of the Interview**

- Ask for interview/story topics and themes in advance of the interview
- Created 3-5 talking points. This is the message you want to convey during the interview. Stay on message.
- For filmed interviews ( Documentary): Ask for video/film release form BEFORE filmed interviews read carefully and discuss the terms of filming before it begins

- **Discretion**

***Set clear ground rules regarding what you feel comfortable sharing with the media***

- YOU MUST SAY THESE TERMS: Speak “off the record” (reporter cannot use content for publication), “on the background, no attribution to you” (reporter can publish content but will not source subject by name) or “deep background or anonymous” (reporter can publish content but not attribute the source) to contribute to a story while not being directly quoted.
- At anytime during a media engagement you can go on or off the record or interchange either of the dynamics.

## KNOWLEDGE IS KEY

- Be knowledgeable about as many facets of industry at large and its impact.
- You are your are the expert regarding your brand's product service.
- Be prepared to educate.
  - Not all journalists are familiar with the industry and some hold internalized prejudices and programming
  - Misinformation

**NOT HAVING PR- OR- WRONG PR COULD HAVE YOU A\$\$ OUT**

# CEASE AND DOSIST: The Weed Company Formerly Known as ‘hmbldt’ Has Changed Its Name

<https://lostcoastoutpost.com/2017/dec/18/cease-and-dosist-weed-company-formerly-known-hmbldt/>

*Before*



vs.



*After*

# NAVIGATING PR DISASTERS ON YOUR OWN



# HIRING THE RIGHT PR COMPANY IS KEY

**Hiring a PR company/consultant with cannabis experience is critical**

- Familiar with nuisances and key aspects of the industry
- Understand the culture of specific regions and target audiences
- Understand the different laws that govern state by state
- Have a readily available network to tap into on your behalf
- Skilled in crisis management

## PR TIPS SPECIFIC TO HUMBOLDT COUNTY/ALTERNATIVE AGRICULTURE

- Humboldt County heritage and public perception.
  - Redefine image by reclaiming and putting your own spin on how you are perceived. Perception is reality and this shapes your reputation!
    - Outlaw vs. Iconoclast/maverick
- Engaging with the media - do your homework.
  - Google is your friend!
    - Embrace the 4 Ws of Media Vetting
      - What is the name of the media outlet?
      - What is the name of the journalist?
      - What subject matter or articles have they written in the past?
      - What is the overall tone of past pieces and interviews?

“THE PITCH MASTER” & “THE CLIENT WHISPER” WILL ALWAYS EMPOWER YOU!

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