



HOW THE PR INDUSTRY IS REACTING TO COVID-19

Written by Jacob Czopek

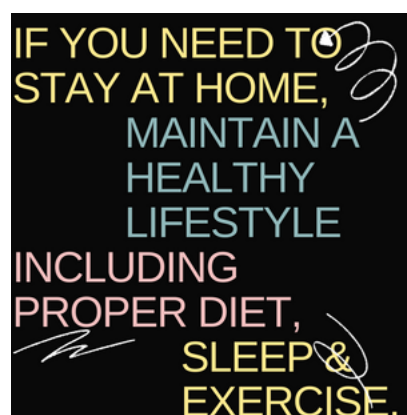
With the recent outbreak of COVID-19 around the globe, many companies are turning towards their PR and communications departments to help spread awareness about the infectious disease. Governors and mayors around the United States are making executive orders to limit the spread of the virus. In our very own state, Gov. Gretchen Whitmer has shut down schools, gymnasiums, restaurants and events containing more than 200 people, along with other public spaces to limit the number of cases. Gretchen Whitmer also recently made an executive order for all residents of Michigan to “shelter in place” so as to slow the spread of COVID-19.



The public needs to be informed more than ever about what medical professionals are recommending to slow, and eventually stop the spread of COVID-19. Public relations professionals around the world are working hard to ensure everyone is receiving accurate information.

In public relations, having a concrete message is the first step to any campaign or project. The second step is figuring out the best way to share the message with your target audience. In social media, releasing a minute-long video showing the ways people can stop the spread wouldn't be the best way to communicate messages. Instead, companies and organizations should release a clear and straightforward infographic so the audience would be able to easily absorb the details. PR professionals are tasked with communicating a clear message on how to prevent COVID-19 and they must do it in a way fit for each medium.

For more information on COVID-19 go to <https://www.cdc.gov/coronavirus/2019-ncov/index.html>





GROUP SPOTLIGHT: BEST FOREVERS

Written by Jacob Czopek



In a recent article posted on Feed Spot, 25 industry experts have ranked the Best Forever's Podcast as the fourth best "Friendship Podcast" on the internet as of March 16, 2020. This is the second consecutive month Best Forever's Podcast has been on the "Top 15 List" for friendship podcasts.

The experts on Feed Spot rank YouTube channels, blogs and podcasts in different niche categories and update their lists by receiving new submissions every few weeks. The Best Forever's client group has been hard at work creating social media graphics, designing a website to hold all of the podcast's content and a "Galentine's Day" tabling event, all of which have helped increase awareness and engagement with the brand.

Account Executive Kamryn Lowler along with strong team members Sara Strohschein, Madison Topolinski, Julia Szwarc and Moriah Anderson have all put in lots of hard work and dedication to their client this semester. This level of commitment is what sets PR Central apart from other student-run PR firms around the state. We are proud to have them as members!

PR CENTRAL SURVEY RESULTS

Written by Jacob Czopek

At the beginning of the month I sent out a simple survey at the beginning of a PR Central meeting asking one question -- What are of public relations are you interested in working in after graduation? Overall I received 32 responses and a range of answers that I had suspected.

- 14 people said they wanted to go into corporate PR
- 6 people said they wanted to go an agency
- 5 people wanted to work for a non-profit
- 7 people chose the "other" option and gave answers like sports PR, public affairs, and publicist.





IMPORTANCE OF CONNECTIONS IN PR

Written by Jacob Czopek

Connections and positive relationships can be some of the most important aspects of public relations. Not having these two crucial components of the professional world could mean missing out on job openings, project ideas and positive collaborations. In public relations, fostering good relations with a client, journalists, the marketing team or the legal team will come in handy because communications and teamwork will go a lot smoother. Here are a few tips on creating connections and maintaining positive relationships.

Exchange Contact Info./Connect on LinkedIn

Most of the time you can find someone's contact information on their business card or resume, but it never hurts to swap phone numbers. This could be the start of a great personal connection. When you connect on LinkedIn, you'll have the opportunity to follow along people's career and have quick access to their contact information. You'll also be able to comment, "like" and share developments in their career.

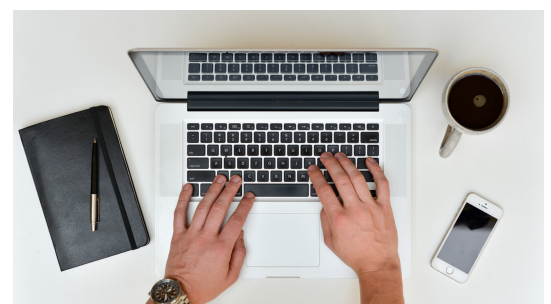


Make Personal Connections

Don't just talk about business related matters -- try to connect with other people through personal interests such as music, movies, sports teams and hobbies. By opening up about your personal interests people are more likely to remember and trust you when working alongside you on a project/objective.

Be Quick and Thoughtful with Responses

No one likes to wait for a reply to an email. Whenever someone responds quickly, it's seen that the person cares about the conversation. Another tip -- try to make emails and responses thoughtful, as this will show you are engaged with the topic of conversation. By being quick with responses people will know that you are a good communicator and dedicated.



Acknowledge Others During Holidays and Celebrations

Sending a quick email to colleagues during holidays can really put a smile on people's faces. Simply put -- it's just a nice thing to do.

Try out some of these tips for yourself. You never know where or when a connection can change your professional life.