PART OF A PUBLIC RELATIONS STRATEGY:
TELLING SAUK COUNTY’S GREAT STORY
Relating to Whom?

Strategic
Mutually Beneficial Relationships
Publics

Publics for Sauk County Government:
Constituents/those served
Media
Other key stakeholders

Keri Olson - July 17, 2013
What Public Relations Can Do

Build
Enhance
Inform
Educate
Influence
Motivate
Change

Keri Olson - July 17, 2013
The Right Message to the Right Publics

By building positive awareness of the work and services of Sauk County and your department, you can:

- Help create and reinforce accurate perceptions and

- Connect to the important issues and values of your public(s)

- Build a communications strategy
Using The Right Methods

- Press releases and media alerts
- Press conferences
- Brochures
- Newsletters
- Speeches and speaking engagements
- Events
- Websites and social media
What is Your Message?

What’s newsworthy and of interest to your audience

Develop clear message points

Enhance and clarify your message by linking it to larger news topics and current/emerging trends

Illustrate your message with human interest stories to add relevancy, interest, understandability