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# The Power of PR

The benefits of publicizing Palmetto

# Using PR to Our Advantage

- Publicizing Palmetto allows us to effectively communicate our messages to the news media – and ultimately to the public
- The time devoted to public relations can pay off considerably because the resulting publicity is essentially free and carries with it the type of credibility only achieved through the endorsement of a third party such as the news media

# Negative Press

- The Bradenton Herald has erroneously attributed crimes to the City of Palmetto that did not occur within city limits
- More good public relations are needed to offset the bad press that Palmetto has endured in the past few years
- Without PR, only the negative stories are released to the public because the press doesn't receive the positive messages

# Building a Better Reputation

- A good reputation is something that has to be invested upon with long years of hard work and good public relation
- It is not something that can be easily earned or bought over the counter
- The trend now is to improve reputation through public relations

# How PR has Combated Bad Press

| Bad | Good |
| --- | --- |
| • The recent shootings | • Kingian seminars/MultiCultural Festival/Gun buyback/Reward |
| • Cyclist killed on Green Bridge | • Police Chief /multimodal trail featured in Herald Tribune |
| • Boat Trailers Towed at Palmetto Boat Ramp | • Story featured in several publications ultimately lead to $350,000 in improvement funds and cooperation from BOCC |

# Since Hiring a PR Officer the CRA has:

- Been featured on the front page of The Bradenton Herald
- Been on the front page of the North River News numerous times
- Mentioned on the following TV stations; Bay News 9, Fox 13 News and Channel 7 News
- CRA stories have even appeared on the West Coast of the U.S. in the Bellingham Herald and the Sacramento Bee
- Other publications include; The Bradenton Times, The Herald Tribune, the Chamber of Commerce website and SRQ Magazine

# The Numbers

| Publication | Reach |
| --- | --- |
| Herald Tribune | 30,000 |
| Bradenton Herald | 55,000 |
| Bradenton Times | 160,000 |
| North River News | 10,000 |
| Sacramento Bee | 230,000 |
| Bellingham Herald | 22,400 |
| SRQ Magazine | 30,000 |
| Fox News | 51,000 |
| Channel 7 News | 31,000 |
| Bay News 9 | 60,000 |
| **Grand Total** | **679,400** |

# Attracting New Businesses

- When viewers see our incentives, they are more likely to start a business here
- We are offering the best incentives in Manatee County
- We build-up our taxable properties and earn more money for the CRA through property revenues
- The more attractive Palmetto is to potential residents, the more likely they are to relocate here

# It's Not Just Press Releases

**Videos**

- The CRA has formed a new partnership with Palmetto High School.
- By earning community service hours, PHS students help produce public service announcements
- In return the CRA is allowed to use their equipment

**Archiving**

- Many family histories are stored in the Palmetto Carnegie Library
- The Carnegie is within the CRA district
- Digitalizing those photos and documents would help preserve history
- The Palmetto Historical Commission has offered to pay a summer intern to help archive these items

# It's Not Just Press Releases

**Billboard**

**Internet**

- Utilizing social media, we can promote ourselves
- Our reach is growing everyday
- Blogs

# This is only the beginning

- Right now we employ a part-time public relation officer
- We are working to publicize Palmetto even more

# Thank you for your time

Questions or comments?

PALMETTO
Community Redevelopment Agency