

# Public Relations Report – July 2020

## Overview

For the month of July, back-to-school became a trending topic in the media and it was suggested that Get the Clicks capitalize on it. After reaching out to Orange County Public Schools for additional insight, it was decided by Stephan Boehringer to move in another direction. To that end, hurricane season was chosen as a trend to latch onto regarding media pitching and placement. To continue promoting its position as an integrated marketing agency, Get the Clicks also explored other aspects of PR including speaking opportunities with bar associations and research regarding relevant awards to elevate the company's brand.

## Media Interest Garnered



During the month of July, reporters and publications were pitched regarding hurricane season and what businesses should do to market themselves accordingly.

- Susan Lundine, Manager Editor of the **Orlando Business Journal** expressed interest in receiving a guest contribution from Stephan regarding tips that local businesses can use to navigate hurricane season during the coronavirus. There is also a chance for Stephan to become a regular subject matter contributor with the Orlando Business Journal.
- **Home Business Magazine's** content editor responded and indicated that the magazine welcomes a submission from Stephan to be featured on its website.
- **Bungalower Magazine** responded, but wanted sponsored content instead of media placement. It was decided to not pursue this opportunity.

## Speaking Opportunities

- Teresa Conte is the Executive Director of the **Clearwater Bar Association**. She indicated that she would love an opportunity to meet with Stephan virtually on ways to help Get the Clicks grow its business with the Clearwater Bar Association and for him to be a guest speaker with its organization. She is available August 24<sup>th</sup> through 28<sup>th</sup> for a chat.
- The **Florida Association of Women Lawyers** expressed interest in having Stephan as a guest speaker. Its president is currently looking at dates.
- **Hillsborough Bar Association** has declined.

## **Award Opportunities Identified**

- **Coollest Remote Office Spaces** – Deadline is August 28. Shelter-in-place and other social distancing measures have many settling into working from their homes. Orlando Business Journal wants to hear all about the office workspaces of local employees, what it is like as well as any furry, 4-legged assistants that have been added to your staff. It was decided to pursue this. The nomination is currently being worked on.

## **In Follow Up/Awaiting Response**

- **WKMG News 6**
  - Reporter Louis Bolden was pitched regarding “Hurricane Season Precautions that Businesses Can Take with Data Centers.” He indicated that he is working on a story about contact tracing, but will definitely keep Stephan in mind.
- **Orlando Tech News**
  - Waiting to hear back from editor regarding interview with Stephan about datacenters.
- **News 13**
  - Reporter Curtis McCloud is waiting on decision from assignment editor.
- **Authority Magazine**
  - Opportunity secured. Responses to questions were sent to editor. Waiting to hear back regarding publishing date.
- **Orlando Sentinel (Dewayne Bevil)**
  - Reporter indicated that he wants to do a story with Stephan regarding marketing tips for theme parks navigating coronavirus. During the month, he said he feels that this is more likely once Disney reopened and indicated that there was talk of a big overarching project from the newsroom. He said he will circle back around with his bosses.

## **Publications Pitched During July**

- Orlando Sentinel
- Orlando Business Journal
- Bungalower
- Home Business Magazine
- Entrepreneur
- Orlando Entrepreneur
- Small Biz Daily
- WKMG News 6
- Fox 35
- WFTV Eyewitness News
- Tampa Bay Times
- Tampa Bay Inno

- Florida Sentinel Bulletin
- ABC Action News
- Tampa Bay News 10
- News Channel 8
- Creative Loafing
- WUSF-TV
- iHeart Media Tampa

### **Recommendations**

- Share placements on social media
- Don't be afraid to pivot
- Company news and announcements can also be utilized