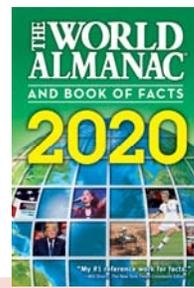
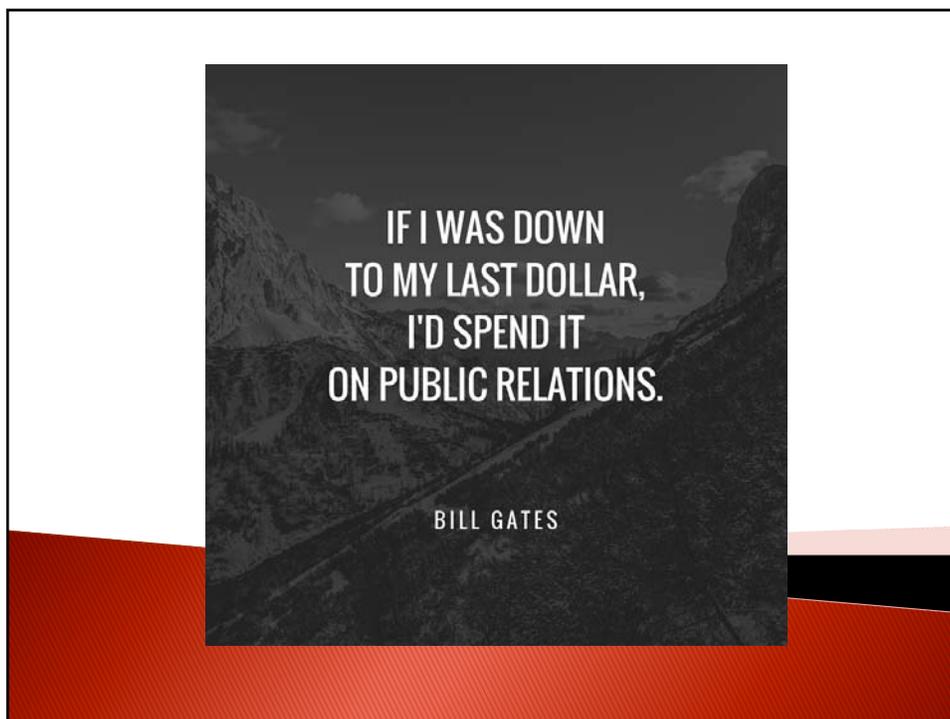


Making Headlines

Damira Bowles
Account Director
Rosen Group PR

Rosen Group PR





What is Public Relations?
Communicating your message
to your desired audience.

PR versus Advertising

- Third-Party Validation
- Earned vs. Paid
- Limited control

The New York Times

DENVER JOURNAL
Craft Brewing Finds a Welcoming Atmosphere



Scott Winson of the Win's End Brewing Company. Colorado once held small-scale brewers. Since Steve Pothol's...

By Dana Finkbeiner
Published: October 2, 2012

DENVER — Each time Scott Winson opens up his one-man brewery in a drab industrial park near downtown, he gets a rush of euphoria, a sensation quickly eclipsed by panic.

Multimedia



Mr. Winson
Rocky Mountain Brewing House

"I feel like I'm in dream mode," said Mr. Winson, 31, a Seattle transplant who started the Win's End Brewing Company in September after being laid off from his job at a mid-market arts consulting company. "I also always worry. Is anyone going to come in?" Fortunately, they are.

Not only are people frequenting Mr. Winson's establishment, they are flocking to the other breweries sprouting up around Denver, which are transforming forgotten neighborhoods into hip hangouts and luring largely young residents to try their hand at the brewing business.

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Effective public relations helps:

- Build your brand
- Educate consumers
- Increase your customer base
 - Engage existing customers
 - Reach new audiences

PR 101: Your Tools

- Media Kit
- Press Releases
- Pitches
- Social Media
- Media Advisories
- Spokespeople

PR 101:Media Kit

- Materials to help tell your story
 - Bios
 - History
 - FAQ
 - Images
 - Press releases

PR 101: Press Release

- How to Write a Successful Press Release
 - Start strong and don't bury the lead
 - Write professionally and stick to the facts
 - Be active, not passive
 - Limit wordiness or jargon
 - Quote the spokesperson
 - Use links, images, infographics
 - Proofread!!!

PR 101: Press Release

FOR IMMEDIATE RELEASE
 Media Contact: Demira Downey
demira@hiiinstitute.org / 646-695-7053



2019 Creative Climate Awards Leverage Art to Inspire Climate Action

Over 20 international artists tasked with making "climate personal and practical" for annual exhibition

NEW YORK, NY: The [Human Impacts Institute \(HII\)](http://www.humanimpactsinstitute.org) today announced its 9th annual Creative Climate Awards (CCA), an exhibition and competition that aims to inspire and motivate local climate action through art. The CCA invites artists and creatives from around the world to submit diverse works of art, ranging from performance and spoken word to film, 3D works and music. A handful of the more than 100 works submitted for consideration will be selected for inclusion in the judging round, which will take place on Monday, November 4, in advance of the exhibition's opening. The 2019 CCA Judges include Lisa Beyer (Director of Global Campaigns, Human Rights Watch), Shabir Gadigala (Senior Producer, DCC Society), Rosa Mendez (Director, Office of Environmental Justice, New York State Department of Environmental Conservation), Marianne Schaefer (Director of Artist Initiatives, Creative Capital) and Steven Springstead (Executive Director, [Wildlungs](http://www.wildlungs.org)).

"Despite what we see in the media, climate change isn't a political issue to take sides on, it's an imminent reality that is affecting day-to-day life," said Tara DePinto, Human Impacts Institute Founder and Executive Director. "There's an abundance of reports coming out daily that detail the effects and consequences of climate change—many of which communities across the world are already having to come to terms with—and yet lots of people are still unclear as to how they relate to the issue of climate change. We need better and more creative ways to communicate the gravity of this issue and inspire people to do more. That's where the Creative Climate Awards and Human Impacts Institute come into play."

Located at the [Teeco Economic and Cultural Office \(TECO\)](http://www.teeco.org) in midtown Manhattan, the CCA exhibition will kick off with an [opening night party](http://www.teeco.org) on Wednesday, November 6, with Delfino as MC. The opening night party will feature live performance and the announcement of the 2019 CCA winners, as well as the giveaway of a roundtrip ticket to Taiwan. The CCA exhibition will remain open to the public on weekdays from 9 AM to 5 PM through December 4.

- **Join the Free Creative Climate Awards Opening Party:** Wednesday, November 6, 6 PM - 9 PM
 - **RSVP here:**
 - **Live performances include:**
 - Rachel Gahler Cole, *Questions for a Dinosaur*
 - Chryenne McKersie, *Free*
 - Sobe Nakhimov, *Unhinged Mind*
 - Lynne Schmidt, *Wood Chipper's Only a Small World When You're Sitting Still*
- **See the exhibit** which will be open from November 6 through December 4, Monday to Friday, 9 AM to 5 PM

The 2019 Selected Artists are: Natasya Akana, Susana (Aldasoro), David Andre, Kimberly Cellas, Elizabeth Chen, Naville Collins, Rachel Gahler Cole, Angeline Gray, Amelie Foster, Julie Grubel, Leah Harper, Patricia Iglesias of Hosi, Mollie Holmer-Cillard, Jacqui Hsu, Sydney Kierrock, Teresa Kozecova, Chryenne McKersie, Sobe Nakhimov, Derek Owens, Glen Bagdasarian, Russell Stein, Levin Shorr, Lynne Schmidt.

To learn more about the Human Impacts Institute, visit www.humanimpactsinstitute.org

About Human Impacts Institute
 Based in Brooklyn, New York, the Human Impacts Institute (HII) is a creative, action-oriented community of arts, policy, science, communications, and business experts committed to creating and sharing innovative approaches to tackling social and environmental challenges. Founded in 2010, the Human Impacts Institute uses individuals and communities as active agents of social and environmental change and leverages art, culture and community to make environmental issues and solutions beautiful, personal, practical, and actionable.

Thanks to support from



Teeco Economic & Cultural Office in New York

PR 101:Pitch

- Questions to consider:
 - What is your story?
 - Why should the journalist and their audience care?
 - What are you asking the journalist to do?
 - Is it relevant to what they cover?

PR 101:Pitch

Hi Ian - Wanted to pass along news of an upcoming event that could be a fit for any NYC round-up and things-to-do stories you are working on: the 9th annual [Creative Climate Awards \(CCA\)](#).

What: Presented by the NYC-based nonprofit [Human Impacts Institute \(HII\)](#), the CCAs are an exhibition and competition that seek to prompt climate action through art.

When/Where: On Nov. 4, the 2019 CCA judges will examine the submitted works of art, awarding a top three. A **free opening night party** introducing the 2019 CCAs to the public will be held on Nov. 6 at the [Taipei Economic and Cultural Office \(TECO\)](#) in midtown Manhattan and will feature six live performances. The CCA exhibit will then remain open to the public at TECO on weekdays through Dec. 4 (9 AM - 5 PM).

Who: This year's CCAs will feature works and performances from a cadre of international artists: Natalya Aikens, Susana Aldanondo, David Andree, Eliza Bent, Kimberly Callas, Elizabeth Case, Neville Cichon, Rachel Garber Cole, Angelina Eng, Amelia Foster, Jude Griebel, Leah Harper, Patricia Heuker of Hoek, Mollie Hosmer-Dillard, Jerome Hsu, Sydney Kleinrock, Teresa Konechne, Cheyenne McKenzie, Aine Nakamura, Derek Owens, Gleb Raygorodetsky, Russell Ritell, Leah Shore and Lynne Schmidt.

We hope you'll consider covering this timely event. Please let me know if you have any questions, would like to attend the judging, opening night and/or exhibit, or are interested in speaking with a representative from HII, an artist or a judge (listed in the release)—happy to help coordinate.

Thank you,
Damira

Top 3 PR MYTHS

PR Drives Sales

PR Means Schmoozing & Controlling the Press

Public Relations is Spin, Slogans, and Propaganda



Client–Agency Relationship

1. Tell great stories
2. Don't be afraid to say NO
3. Communication
4. Find out their goals and expectations... then deliver
5. Deliver not great news in a great way

Agency vs In-House

1. Clients and projects
2. Daily workload
3. Content creation and sharing
4. Crisis management
5. Embracing new trends

Questions?