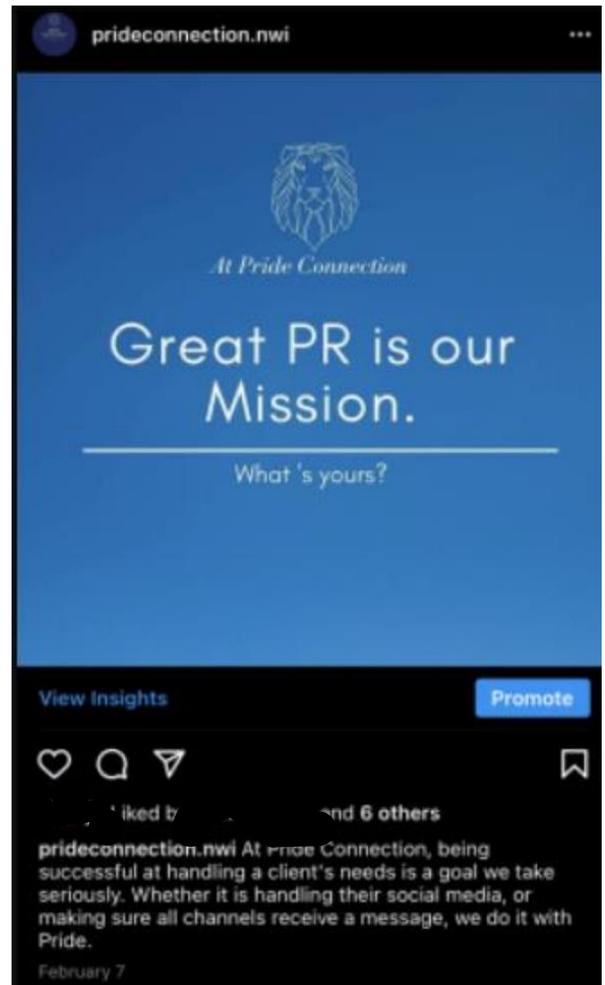


**Pride Connection
Social Media**

Instagram





prideconnection.nwi

"The formulation of a public relations strategy begins with listening, not talking."
-Leonard Saffir

View Insights Promote

Liked by and 9 others

February 3

prideconnection.nwi

“



"None of us got where we are solely by pulling ourselves up by our bootstraps. We got here because somebody - a parent, a teacher, an Ivy League crony or a few nuns - bent down and helped us pick up our boots."

THURGOOD MARSHALL, 1ST BLACK SUPREME COURT JUSTICE IN U.S. HISTORY

View Insights Promote

Liked by and 6 others

prideconnection.nwi Black History Month is a time to be inspired by some of the greatest men and women in American history. Here is a quote from Thurgood Marshall to get you through today. #blackhistorymonth #blackisbeautiful

February 7

"Humility is the surest sign of strength."
- Thomas Merton

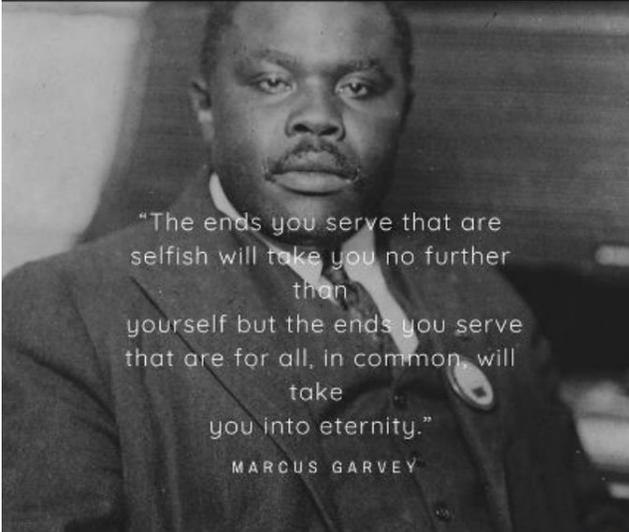
View Insights Promote

Liked by and 6 others

prideconnection.nwi Humility, one of the greatest strengths people have. Here at Pride Connection, we strive to maintain this as we all come from humble roots. This quote from Thomas Merton is one of many that inspire us. Become part of the Pride @prideconnectionnwi.com

#humility #inspiration

prideconnection.nwi



"The ends you serve that are selfish will take you no further than yourself but the ends you serve that are for all, in common, will take you into eternity."
MARCUS GARVEY

View Insights Promote

Liked by and 4 others

prideconnection.nwi Marcus Garvey was a man who was ahead of his time. One thing you can never doubt about him is his mark on Black rights in the United States... more

prideconnection.nwi

We move as a unit.



PRIDE CONNECTION
PUBLIC RELATIONS AGENCY

View Insights Promote

Liked by [profile] and 8 others

prideconnection.nwi Pride Connection is an organization that is built upon teamwork. We move as a unit and when one of us falters we help them with camaraderie. Join us @www.prideconnectionnwi.com #teamwork

February 9

prideconnection.nwi



"Do what you have to do, to do what you want to do."
—
Denzel Washington

View Insights Promote

Liked by [profile] and 6 others

prideconnection.nwi Everyone needs a boost when times are tough. Especially when life throws up challenges to hinder your progress. Here is a quote from Denzel Washington to motivate you to keep going.

#blackhistorymonth #blackexcellence #blackhistory365

"You don't have to be great to start, but you have to start to be great."
- Zig Ziglar



PRIDE CONNECTION
PUBLIC RELATIONS AGENCY

View Insights Promote

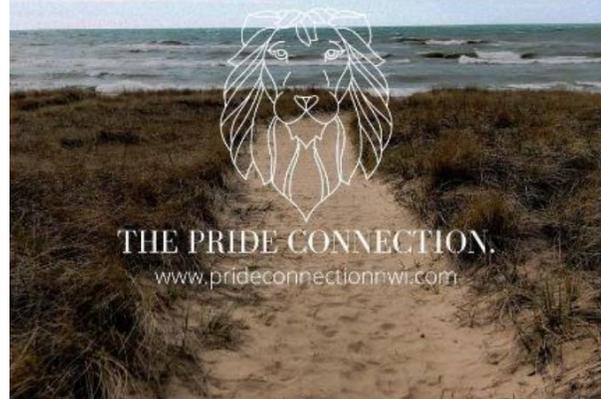
Liked by [profile] and 8 others

prideconnection.nwi At Pride Connection, motivation is the key to get through the day. Quotes like this one from Zig Ziglar not only help us, but they help the community we serve. @www.prideconnectionnwi.com

#motivation

February 10

Be Awesome.
Be Inspiring.
Be everything with...



THE PRIDE CONNECTION.
www.prideconnectionnwi.com

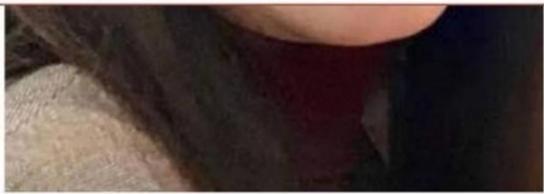
View Insights Promote

Liked by [profile] and 8 others

prideconnection.nwi The soundness of water hitting the sands can inspire us to do great things. At Pride Connection, serene imagery inspires every one of our members. Be inspired by what we can do @www.prideconnectionnwi.com

prideconnection.nwi

LAURENCE COUNTY
Herald-Dispatch



Mccafferty

HAMMOND – A student-based Purdue University Northwest communications team is looking to help a local company raise its profile in a COVID-challenged environment.

Visit the COVID-19 Information Center.

View Insights Promote

Liked by [name] and 9 others

prideconnection.nwi Check out our latest press release made by our PR team! Link is in the bio! #publicrelations #publicrelationsagency #communication
February 11

PRIDECONNECTION.NWI
Posts



View Insights Promote

Liked by [name] and 11 others

prideconnection.nwi "For pet of the week, we have Lyana's dog, Rosie! Rosie is a 9-year-old rat terrier. She loves to bask in the sun whenever she gets the chance.

Her owners call her cat-dog because she is independent and only gives attention to people on her terms.

Rosie also loves naps, she sleeps at least half of every day. This also makes her a great cuddler!" -written by Xavier newsletter contributor.

Systems Theory
What is it?



PRIDE CONNECTION
PUBLIC RELATIONS AGENCY

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Liked by [name] and 10 others

prideconnection.nwi Systems theory is what Pride Connection uses to look at how organizations function. It is used in creating business systems along with analyzing them when looking for issues. Every organization is a system with three key elements: the organization, its publics, and its goals. Each organization must make changes that are consistent with its identity and goals.

Systems Theory



View Insights Promote

Liked by [name] and 6 others

prideconnection.nwi Here is a diagram showing systems theory at work. An organization typically has four or more publics it much reach and adapt to survive.



Meet our Head Chair

SHANNON

[View Insights](#)

[Promote](#)



Liked by [redacted] and 11 others

prideconnection.nwi Meet our head Chair Shannon [redacted]. She is currently majoring in Communications with a concentration in Public Relations. Shannon spends a lot of her free time listening to music and reading books. She also has a knack for spontaneous road trips. Shannon has two dogs and one cat. The two mixed beagle and Australian Shepherds are both 5 years old and named Toby and Rio. While Shannon is not entirely sure of the breed of her 3 year old cat named Winnie, she only knows that she is a bundle of energy. After college, she would love to find a job in Chicago for some experience and at some point move westward across the United States.



Meet our Advertising Director

DEJA

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Liked by [redacted] and 11 others

prideconnection.nwi Meet our Advertising Director, Deja [redacted]. She is currently majoring in Communications and media studies. She is an aspiring singer; in her free time she likes to write and perform music. After graduation Cain plans on moving to the North side of Chicago to pursue a career in the radio/film industry.



Meet our Social Chair

JUSTIN

[View Insights](#)

[Promote](#)



Liked by [redacted] and 8 others

prideconnection.nwi Meet our Social Chair Justin [redacted]. He is currently majoring in Communications with a focus in Public Relations and a minor in Behavioral... more



Meet our Communications Chair

MARISA

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[Promote](#)



Liked by [redacted] and 17 others

prideconnection.nwi Meet our Communications Chair Marisa [redacted]. She is currently majoring in Communications with a concentration in Public Relations and also double-minoring in Advertising and Journalism. Marisa spends her free time journaling, taking care of her succulents, hiking, and cooking new foods. She also has two dogs. An 8 year old terrier mix named Roxie and a 10-year old yorkshire terrier named Sofie. After college she would love to find a job immediately in the Public Relations field. If she could relocate and live somewhere else she would take the job almost instantly since she has not traveled much.



Meet our Treasurer

GRETCHEN

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[Promote](#)



Liked by [redacted] and 9 others

prideconnection.nwi Meet our Treasurer Gretchen [redacted]. She is currently majoring in Communications with a concentration in Public Relations. Gretchen spends most of her free time playing outside with her dog Spud and finding that next best show to binge watch on T.V. After college she would like to work in health communications at a children's hospital.

"Never tell me the odds." - Han Solo



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[Promote](#)



Liked by [redacted] and 5 others

prideconnection.nwi Pride Connection celebrates Black History Month with an honorary post toward one of the most important black businessmen of the 20th century. Edward F. Boyd was one of the first Black executives in U.S. History when he headed an all-black ad team for Pepsi in the late-1940s. He made some of the first advertisements depicting Black families of middle-class status.



Meet our Schedule Coordinator

LYANA

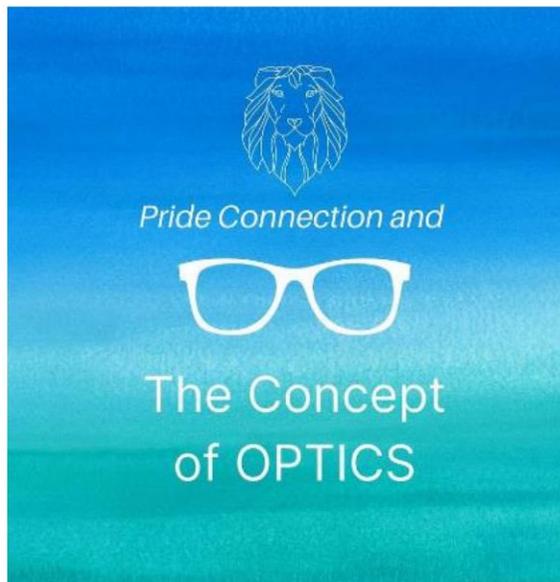
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[Promote](#)



Liked by [redacted] and 11 others

prideconnection.nwi Meet our Schedule Coordinator Lyana [redacted]. She is currently majoring in Hospitality and Tourism with a minor in Public Relations. Lyana spends a lot of her free time staying active by working out, playing with her dogs and going bowling with her friends. She also has a passion for making her clients feel beautiful when she styles their hair. Lyana has multiple different pets. She has three dogs, one cat, and even a pet fish! After college Lyana wants to become a marketing event coordinator and possibly start her own company.



[View Insights](#)

[Promote](#)



Liked by [redacted] and 6 others

prideconnection.nwi One crucial concept for a public relations practitioner is understanding the concept of optics. Optics references how the public sees something as opposed to how it is viewed. This concept is based in subjectivity as one action or decision can be right in one view and can appear wrong in another.



Meet our Newsletter Editor

NINA

View Insights

Promote



Liked by ... and 13 others

prideconnection.nwi Meet our Newsletter Editor Nina ... She is currently majoring in Communications with a concentration in Public Relations. Nina spends most of her free time reading countless books and watching lots of T.V. shows. She has a 4-year old Maltese, Bichon Shih tzu mix that is all white. While Nina is not currently sure where her road leads after college, her goal is to secure a job in her senior year.



View Insights

Promote



Liked by ... and 14 others

prideconnection.nwi Yesterday, Lyana, Megan, Xavier, and Andrea had the opportunity to take on Pride Connection's first presentation. They are just four members of the presentation team and are eager to educate about the importance of a communication audit.



Meet our Graphic Designer

ERIKA

View Insights

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Liked by ... and 11 others

prideconnection.nwi Meet one of our graphic designers Erika ... She is currently double-majoring in Spanish and Communication with concentration in Public Relations. Erika spends most of her free time challenging her mind and body with workouts and loves going to the gym. She also has a small puppy named Milo. After college Erika would love to move to Texas and become a law enforcement officer.

A Checklist of Do's and Don'ts

✓ DO	✗ DON'T
<input type="checkbox"/> Become the trusted voice in the crisis.	<input type="checkbox"/> Lie.
<input type="checkbox"/> Give the crisis your full attention.	<input type="checkbox"/> Disappear.
<input type="checkbox"/> Pull the trigger on your crisis plan.	<input type="checkbox"/> Issue a denial until you have all the facts.
<input type="checkbox"/> Assess what you can do yourself and what you can delegate.	<input type="checkbox"/> Minimize the situation.
<input type="checkbox"/> Find out the facts and connect with authorities.	<input type="checkbox"/> Make a joke about the crisis.
<input type="checkbox"/> Monitor social and traditional media closely.	<input type="checkbox"/> Say "we are taking the matter seriously."
<input type="checkbox"/> Understand the scope of the issue and assess the critical decisions.	<input type="checkbox"/> Repeat the problem or accusation in your statement.
<input type="checkbox"/> Issue a "holding statement" ASAP.	<input type="checkbox"/> Let your fears of liability trump your humanity.
<input type="checkbox"/> Think through every word.	<input type="checkbox"/> Speculate until you understand the facts.
<input type="checkbox"/> Put people first.	<input type="checkbox"/> Be only inwardly-focused.

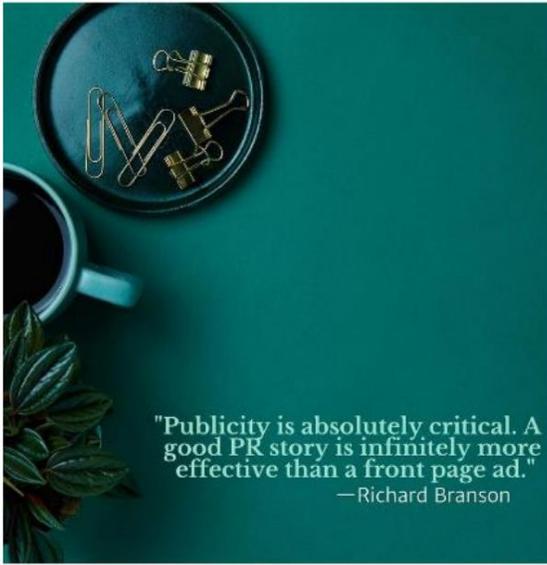
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Liked by ... and 7 others

prideconnection.nwi When a crisis hits, how you respond in the first 15 minutes can make or break your organization – and your reputation. While we all know that crisis management training is critical for leaders and boards today, much of it still tends to be shopworn, focusing on the lessons of yesterday. The new climate of ultra urgency is rarely emphasized sufficiently.



"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad."
—Richard Branson

View Insights

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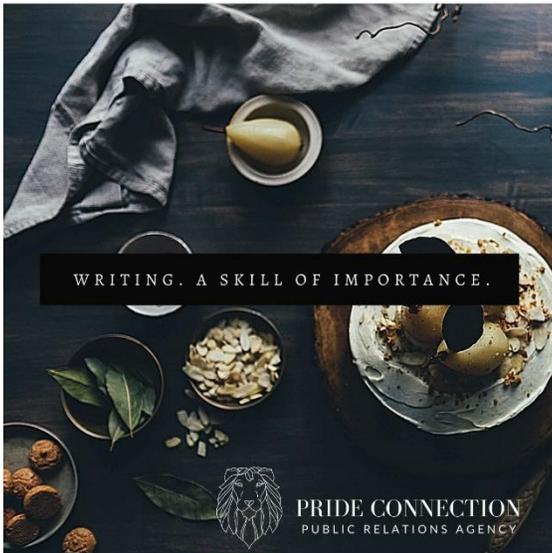


Liked by [profile] and 5 others

prideconnection.nwi This quote from Richard Branson highlights one of the reasons why PR is important for a company to be on top of. Companies must strive to maintain a positive reputation in the eyes of the public as the community at large can make or break one.

#publicrelations #work #community

prideconnection.nwi



WRITING. A SKILL OF IMPORTANCE.

PRIDE CONNECTION
PUBLIC RELATIONS AGENCY



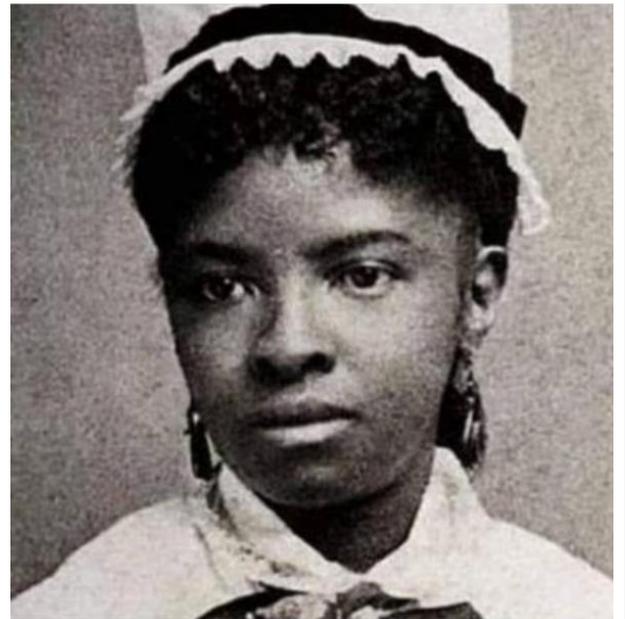
Liked by [profile] and 6 others

prideconnection.nwi Writing is the one of the most crucial skills used in PR. Whether writing a press release, a feature story, a newsletter, or an internal memo, it is the one skill it pays to be good at. Not everyone can conjure a masterpiece of copy and that is okay.

Writing is more than just putting thought to keyboard, it is about communicating a message in a way the audience will be able to understand.

#writing #publicrelations #skillset

March 16, 2021



View Insights

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Liked by [profile] and 6 others

prideconnection.nwi Pride Connection honors another legend of Black History by showing recognition to Rebecca Lee Crumpler. She was the first black woman to graduate from medical school and the first black woman to hold a PhD in the field of medicine. Dr. Crumpler graduated from the New England Female Medical College in 1864.

#blackhistorymonth #blackhistory365 #blackexcellence

February 23

prideconnection.nwi

In PR it is inevitable your business will be featured in media outlets. Having proper media training can improve not just your business reputation, but your image amongst your publics.



Liked by [profile] and 5 others

prideconnection.nwi A business or organization at one point is going to be involved with media outlets. One form of your business adapting to survive is making sure you are not painted in a negative light in the media. Part of this is being prepared to talk to media representatives and most of the time they will be reporters.



prideconnection.nwi



8 views · Liked by prideconnection.nwi In PR it is important to relay an accurate message to the public to earn trust and maintain your credibility.
April 4, 2021



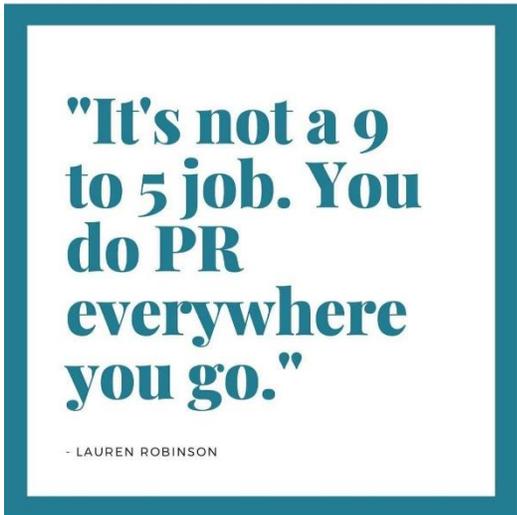
prideconnection.nwi



Liked by and 5 others
prideconnection.nwi When practicing systems theory, you should always keep your publics in mind before making a decision. Any decision you make as a company has more impact than you think!
March 14, 2021



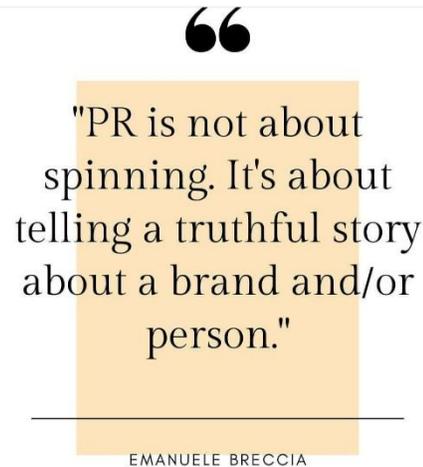
prideconnection.nwi



Liked by 1 and 5 others
prideconnection.nwi Working in the public relations field you never know when a crisis situation may occur. #publicrelations #crisis
April 4, 2021



prideconnection.nwi



Liked by and 6 others
prideconnection.nwi #pr #publicrelations #honesty
March 21, 2021

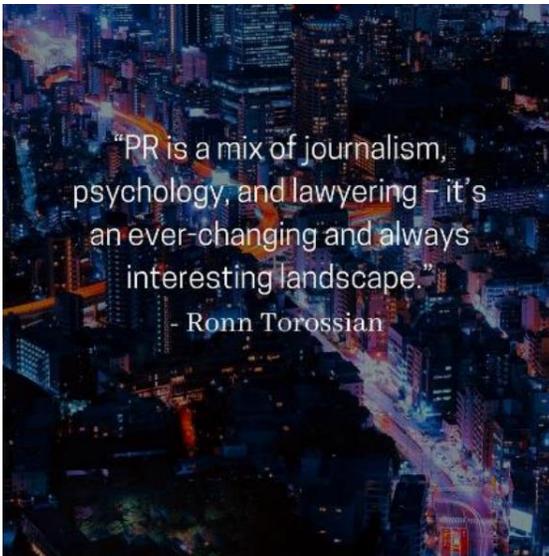


Liked by [profile] and 5 others

prideconnection.nwi Betsy Plank was the first woman of public relations. She resided in Chicago where she became executive vice president of Daniel Edelman. Then became director of public relations planning at AT&T. Plank also was the first woman president of Publicity Club of Chicago and PRSA. She was also the first person to receive three of PRSA's top honors: The Gold Anvil Award, Paul M. Lund Public Service Award, and Patrick Jackson Award for Distinguished Service to PRSA.

Plank founded the Plank Center for Leadership in Public Relations. The center helps develop and recognize diverse public relations leaders, role models and mentors toward ethical public relations. #publicrelations #womenshistorymonth

March 14, 2021



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Liked by [profile] and 3 others

prideconnection.nwi This quote from Ronn Torossian gives insight into what kind of experience a PR professional may achieve. It is a mixture of different factors, yet it is... more



Liked by [profile] and 5 others

prideconnection.nwi By celebrating #blackhistorymonth2021 we look into Dr. Jesse J. Lewis, Sr. He founded one of the first African-American owned public relations firms in America called Jesse J. Lewis and Associates. He brought attention towards African American consumers. This unlocked the market potential for multicultural spending.

"In return for spotlighting African-American spending power, he inadvertently changed the way the media and advertisers portrayed African-Americans through challenging the industry to display parents and families in a positive light." Information from <https://www.prmuseum.org/black-pr-pioneers> Photo from Alabama Newscenter

February 12, 2021



Liked by [profile] and 12 others
prideconnection.nwi SPRING HAS SPRUNG!

As we move forward in our communication audit we recognize the important of social gatherings. The group was small of course, and OUTDOORS.

Special thanks to @ [profile] for hosting!

UPDATE ON PROGRESS: We are currently half way through the audit and working on external and internal interviewing.

April 1, 2021

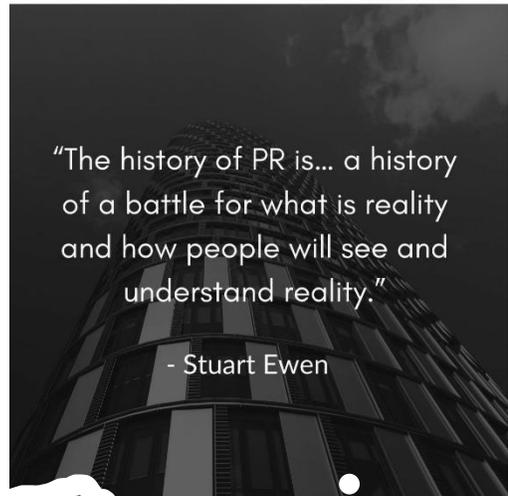
prideconnection.nwi



Liked by [profile] and 4 others
prideconnection.nwi "To be considered a professional in business communication one must be qualified on four levels." #publicrelations

February 21, 2021

prideconnection.nwi



Liked by [profile] and 4 others
prideconnection.nwi This quote from Stuart Ewen offers a perspective into the mentality of many professional PR practitioners. Simply, we want to help businesses better understand the people they serve.

#publicrelations #inspiration

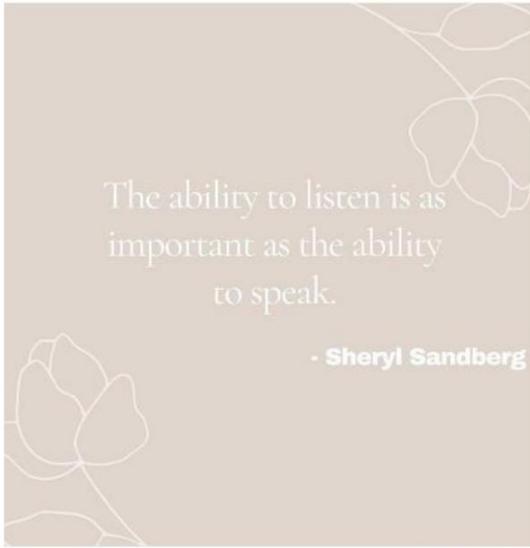
April 19, 2021

prideconnection.nwi



Liked by [profile] and 7 others
prideconnection.nwi #publicrelations #work #skills

February 21, 2021



- Sheryl Sandberg

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Liked by [name] and 7 others

prideconnection.nwi Two-way communication is the premise of what Sheryl Sandberg is saying. While one could talk about communication as if it were a business tactic, it is really a personal habit. Here at Pride Connection, we've all have learned how to communicate from watching and interacting with others. We are proud to say that our team can communicate openly and fluidly within our organization.



View Insights

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Liked by [name] and 13 others

prideconnection.nwi Today Ethan, Russel, Abbey, Andrea and Shannon took on another client presentation for Pride Connection. They gave insight on how important it is to perform a communication audit for an organization.

We are currently searching for a client. If your organization is interested in a communication audit please visit our website. Link is in the bio! #nwi #publicrelations #prideconnection



WHAT IS BENCHMARKING?

PRIDE CONNECTION

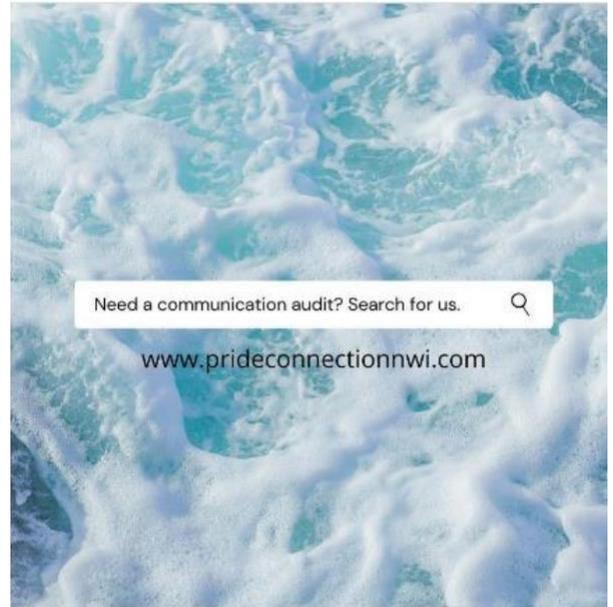
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Liked by [name] and 12 others

prideconnection.nwi Our students are diligently working to find a client to perform a communication audit on. We are excited to share a bit about what a communication audit provides: Benchmarking



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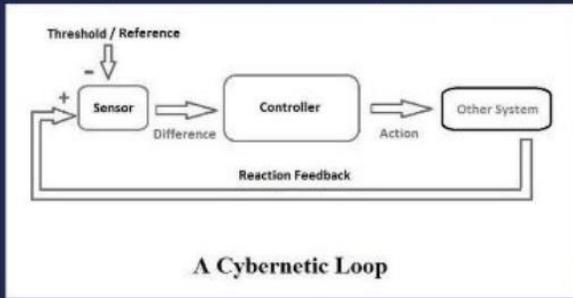
Liked by [name] and 8 others

prideconnection.nwi As with our last post explaining what a communication audit is, we are diligently working hard to find clients. We are Region Based and Region Proud. If you are looking for a consultant agency to perform an audit, look for us.

#prideconnectionnwi #publicrelations #northwestindiana

February 28

Cybernetics Explained



Cybernetics is similar to a thermostat in function as there are many adjustments to be made. If a business makes adjustments over its lifetime, it practices cybernetics. Cybernetics also involves feedback. A business gets feedback from the community at large and if there is something that needs to be changed, then the adjustment is made.

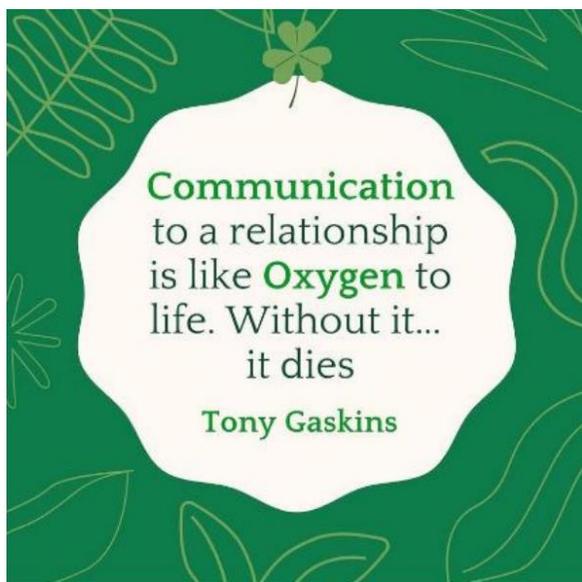
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Liked by [name] and 9 others

prideconnection.nwi Cybernetics is an approach for exploring systems and is used in the Public Relations field to explore how a business adapts to its environment. In theory, the concept should work similar to a thermostat as people make adjustments to it depending on how warm or cool they want the room to be. A business should make as many adjustments as possible over its lifetime by adapting and evolving in reaction to the world around it.



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Liked by [name] and 8 others

prideconnection.nwi When an organization faces a crisis, they must communicate in a correct manor to solve the issue. If they do not, the organizations reputation or... more



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PUBLIC RELATIONS AGENCY

WE SERVE
Local Businesses.

Ready to work with us?
www.prideconnectionwi.com

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17 views · Liked by [name] and [name]

prideconnection.nwi A new month brings new possibilities. Don't let this one fall to the wayside.

#prideconnectionwi #publicrelations #spring #northwestindiana



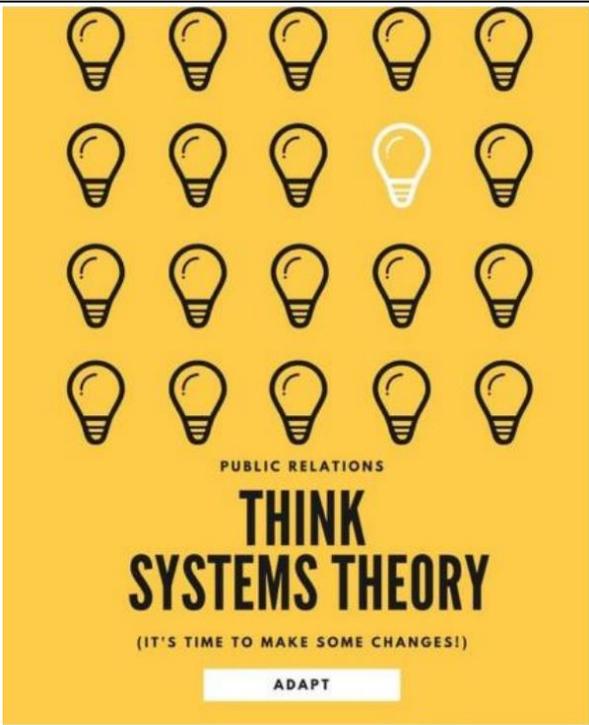
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Liked by [name] and 6 others

prideconnection.nwi When it comes to system theory, adopting to feedback and the changes around you is important. Make sure that throughout these changes, you continue to represent your goal statement.



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Liked by _____ and 6 others

prideconnection.nwi If you want to have a successfully ran company, it would be wise to invest in system theory. An accomplished company adjusts to the changes around them instead of trying to fight them. You can start the process at any time and improve your company by getting feedback from your publics!



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18 views · Liked by _____ and _____

prideconnection.nwi Today we recognize and celebrate the achievements of women around the world. Happy International Women's Day! #IWD2021



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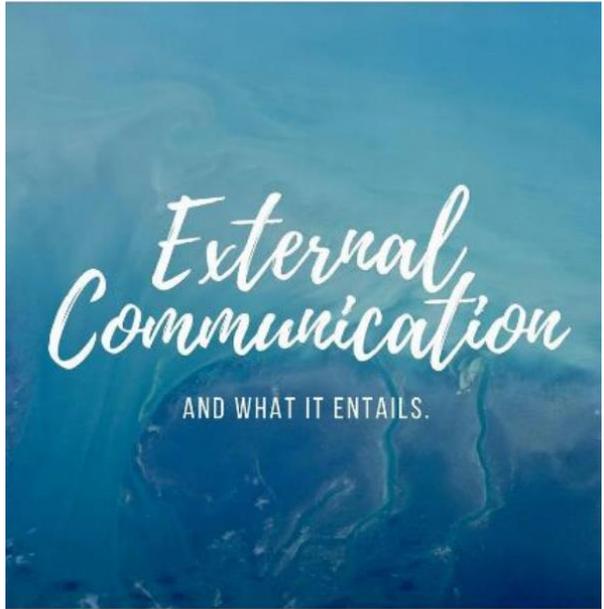
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Liked by _____ y and 5 others

prideconnection.nwi This inspirational quote from renowned car designer Frank Stephenson rings true. If one always ascribes to playing things safe and never take a risk out of fear, opportunities will always pass them by.

#motivation #selfesteemboost #selfimprovement



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Liked by _____ nd 5 others

prideconnection.nwi External communication is one of the most important tools a business can use in Public Relations. It is how it can make it a name for itself. It is how a company can reach its target audience. Whether it is a news story or a press release, it is an important investment. #communication #prideconnectionnwi #publicrelations



PRIDE CONNECTION

And the importance of why businesses hold...



MEETINGS

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Liked by . and 7 others

prideconnection.nwi At a public relations consulting agency, one aspect we want clients to understand is the importance of understanding and holding a meeting.

Meetings are important for any business or group setting, yet meetings should not take place for the sake of them. Before scheduling a meeting three considerations should be made.

The first is the need criteria. Participants need to be informed about something of importance.

"The best communicators are agents of change-responsible change to enable our institutions to serve better. And in the process to fulfill and balance responsibilities to customers and clients, owners, employees and the community of which were a part."

Betsy Plank

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Liked by, and 6 others

prideconnection.nwi #publicrelations #womenshistorymonth #communication



Publicity

can make or break a business.

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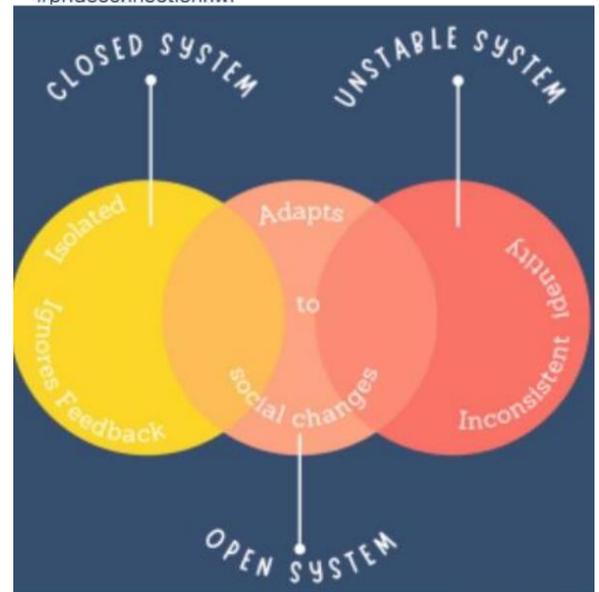


Liked by and 6 others

prideconnection.nwi Publicity is one aspect of external communication. It comes in two favors: positive and negative. In the world of PR, it pays for a business or an individual to strive for good publicity. When it comes to handling a crisis, publicity is a key element that must be considered before a company takes its next step.

Negative press may get your business in the eyes of the average layman, but it can destroy reputations, careers, or at its absolute extreme, lives.

#communication #businesstips #prtips #prideconnectionnwi



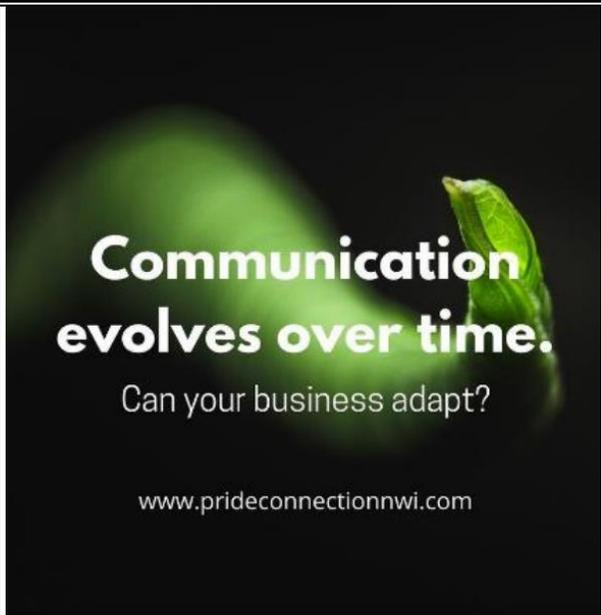
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Liked by and 4 others

prideconnection.nwi Systems theory is about having a balanced company when it comes to receiving and responding to feedback. If you alter your company too much your identity will become inconsistent. And if you don't adapt at all, we guarantee that it will make it that much harder to survive.



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Liked by [redacted] and 5 others

prideconnection.nwi People who do PR for a living understand that the ways of communication evolve over time. What may be the current way of delivering a... more

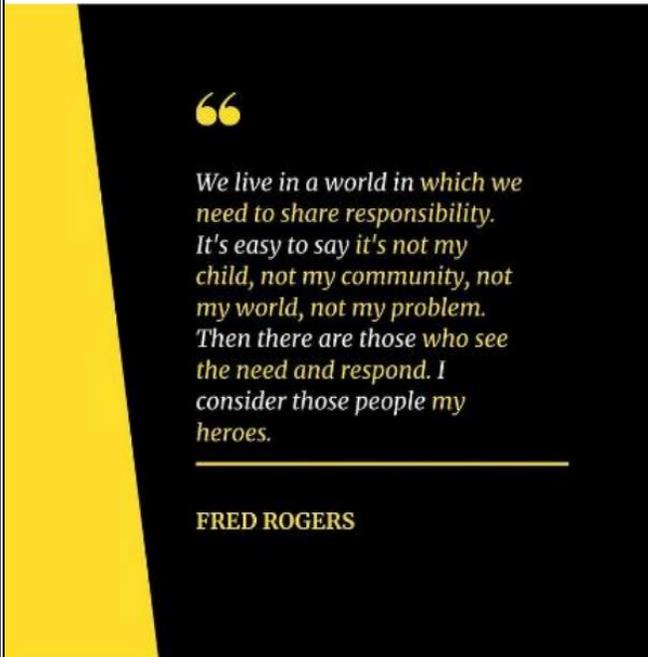


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8 views · Liked by [redacted] and [redacted]



View Insights

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Liked by [redacted] and 5 others

prideconnection.nwi Responsibility is something many may shirk, but it is something needed for all humans to come together.

#inspiration #mindfulness #life



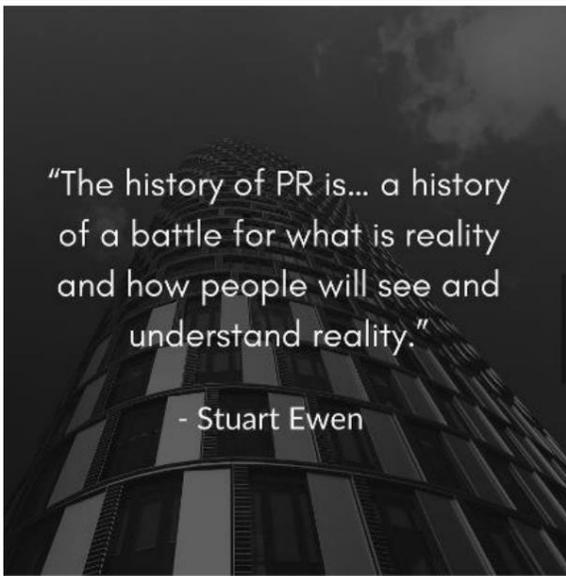
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Promote



Liked by [redacted] and 3 others

prideconnection.nwi PR of an organization puts forth a newsletter, an annual report and an article. #publicrelations



- Stuart Ewen

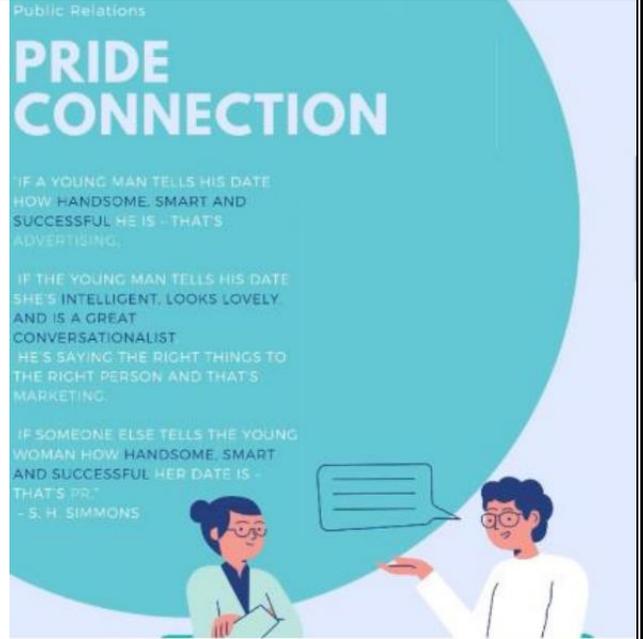
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Liked by [redacted] and 4 others

prideconnection.nwi This quote from Stuart Ewen offers a perspective into the mentality of many professional PR practitioners. Simply, we want to help businesses... more



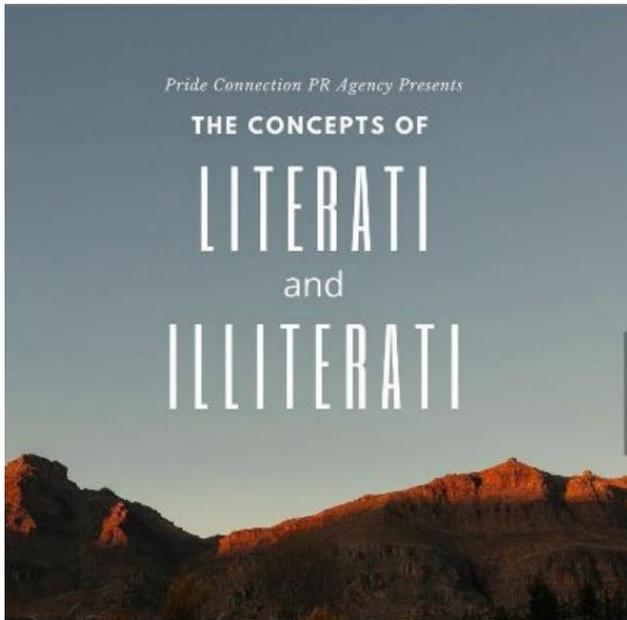
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4 views · Liked by [redacted] and [redacted]

prideconnection.nwi At first, Public Relations can seem like a difficult field to understand. But in reality, Public Relations is about credibility, communication, and creativity.



View Insights

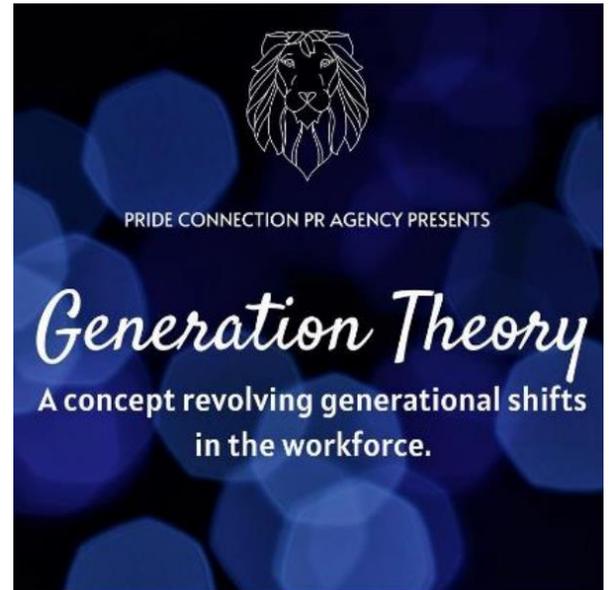
Promote



Liked by [redacted] and 3 others

prideconnection.nwi The concepts of Literati and Illiterati are used to describe two categories of people. Literati are individuals who are well-educated and interested in literature. Illiterati are those individuals who are the opposite, not well-versed in a particular subject or activity.

In PR, these two groups of people are always in interaction as communication flows between them. The flow of information between a business and organization needs to be credible for it to stick. In an age where being literati is frowned upon by some, a business needs to communicate strategically to their audience.



View Insights

Promote



Liked by [redacted] and 4 others

prideconnection.nwi Generation Theory is a concept in public relations revolving around the generational shifts that occur over a span of 20 years. Each shift has four associated cyclical patterns of behavior that each shift produces.

- Idealist – this group is so named because it questions the principles and authority of the generations before them.
- Reactives – this group grows up in a world dominated by Idealists, yet politically dominated by the next group, the Civics.

Facebook



Welcome to the Pride Connection Facebook page! We are a non-profit student organization that prides itself in creating, communicating and connecting to build the highest quality relationship between an organization and its publics. Like our page to see more about public relations and our team!

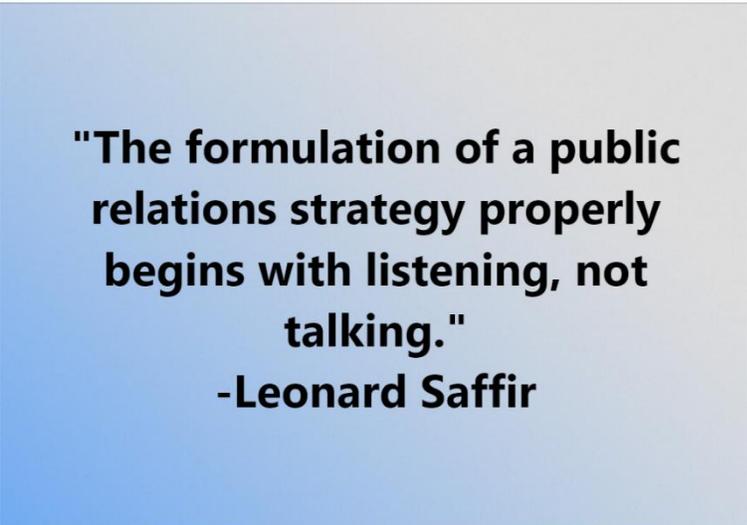


21 likes · 1 comment · 2 shares

At Pride Connection, being successful at handling a client's needs is a goal we take seriously. Whether it is handling their social media, or making sure all channels receive a message, we do it with Pride.

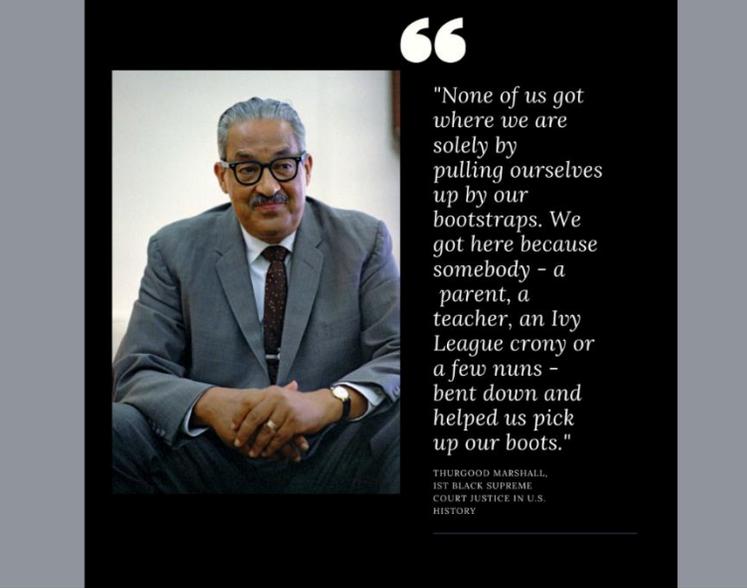


Megan Wolski and 13 others



28 likes · 4 comments

Black History Month is a time to be inspired by some of the greatest men and women in this nation's History. Here is a quote from Thurgood Marshall to help you. #BlackHistoryMonth



You, Megan Wolski and 13 others · 1 comment

Pride Connection
February 9, 2021 · 🌐

Humility, one of the greatest strengths people have. Here at Pride Connection, we strive to maintain this as we all come from humble roots. This quote from Thomas Merton is one of many that inspire us. Become part of the Pride @prideconnectionnwi.com
#humility #inspiration

"Humility is the surest sign of strength."
- Thomas Merton

👍❤️ 13

1 comment

Pride Connection
February 9, 2021 · 🌐

Marcus Garvey was a man who was ahead of his time. One thing you can never doubt about him is his mark on Black rights in the United States. Here is a quote to inspire you. #BlackHistoryMonth #blackexcellence #marcusgarvey

"The ends you serve that are selfish will take you no further than yourself but the ends you serve that are for all, in common, will take you into eternity."
MARCUS GARVEY

👍❤️ 14

Pride Connection
February 9, 2021 · 🌐

Pride Connection is an organization that is built upon teamwork. We move as a unit and when one of us falters we help them with camaraderie.
Join us @www.prideconnectionnwi.com #teamwork

We move as a unit.

PRIDE CONNECTION
PUBLIC RELATIONS AGENCY

👍❤️ 19

3 comments

Pride Connection
February 11, 2021 · 🌐

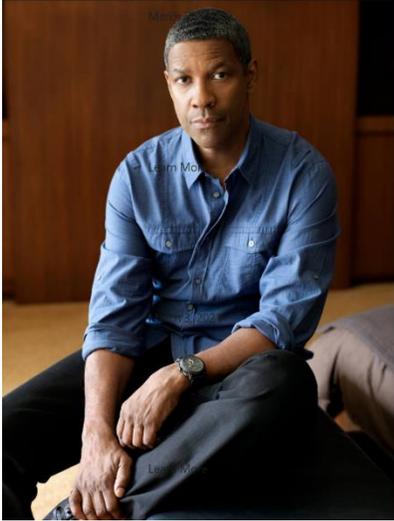
Check out our latest press release made by our PR team!
https://www.lpheralddispatch.com/.../article_1be36b47...



LIPHERALDDISPATCH.COM
Purdue Northwest's Pride Connection wants to help local company
HAMMOND — A student-based Purdue University Northwest communications team is looking to help a local company raise its profile in a COVID-challenged environment.

👍❤️👏 You and 16 others

1 comment 1 share



"Do what you have to do, to do what you want to do."

—
Denzel Washington

Pride Connection
February 10, 2021 · 🌐

Everyone needs a boost when times are tough. Especially when life throws up challenges to hinder your progress. Here is a quote from Denzel Washington to motivate you to keep going.

#blackhistorymonth #blackexcellence #blackhistory365

👍❤️👍 12

👍 Like 💬 Comment ➦ Share

Write a comment...
👍 🗨️ 📷 📧 📧 ➦

Pride Connection
February 10, 2021 · 🌐

At Pride Connection, motivation is the key to get through the day. Quotes like this one from Zig Ziglar not only help us, but they help the community we serve. @www.prideconnectionnwi.com #motivation

Pride Connection
February 10, 2021 · 🌐

The calmness of water hitting the sands can inspire us to do great things. At Pride Connection, serene imagery inspires every one of our members. Be inspired by what we can do @www.prideconnectionnwi.com #inspiration #awesome

"You don't have to be great to start, but you have to start to be great."
- Zig Ziglar



Be Awesome.

Be Inspiring.

Be everything with...



THE PRIDE CONNECTION.
www.prideconnectionnwi.com

👍❤️ 16

3 comments

👍❤️👍 17

3 comments



Pride Connection
February 11, 2021 · 🌐

"For pet of the week, we have Lyana dog, Rosie! Rosie is a 9-year-old rat terrier. She loves to bask in the sun whenever she gets the chance.

Her owners call her cat-dog because she is independent and only gives attention to people on her own terms.

Rosie also loves naps, she sleeps at least half of every day. This also makes her a great cuddler! written by Xavier newsletter contributor

Lyana - Research Director, Schedule Coordinator and Creative Team member

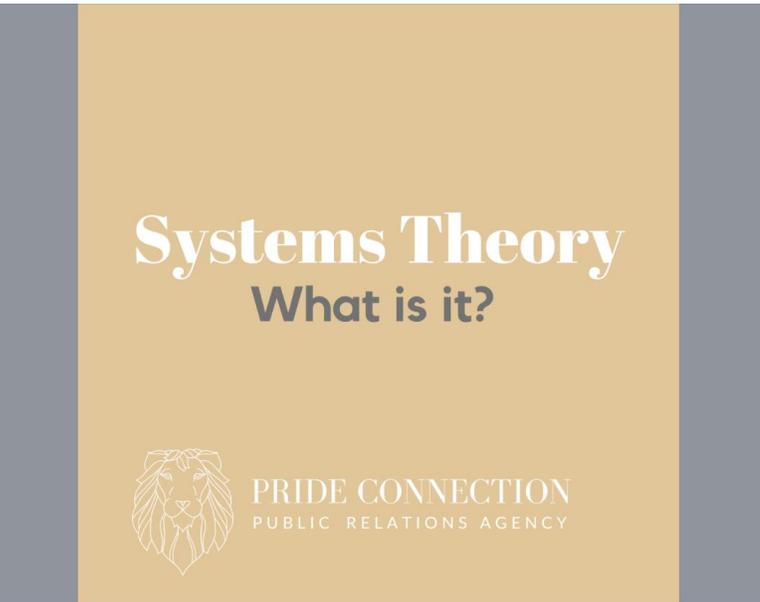
👍❤️ You and 13 others

👍 Like 💬 Comment ➦ Share

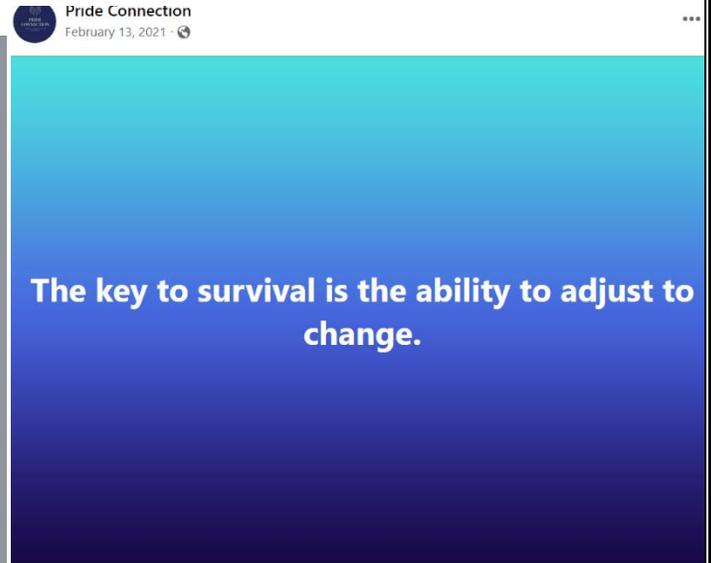
Write a comment...
👍 🗨️ 📷 📧 📧 ➦

Systems theory is what Pride Connection uses to look at how organizations function. It is used in creating business systems along with analyzing them when looking for issues. Every organization is a system with three key elements: the organization, its publics, and its goals. Each organization must make changes that are consistent with its identity and goals.

#prideconnectionwi #systemstheory



10



10

1 comment



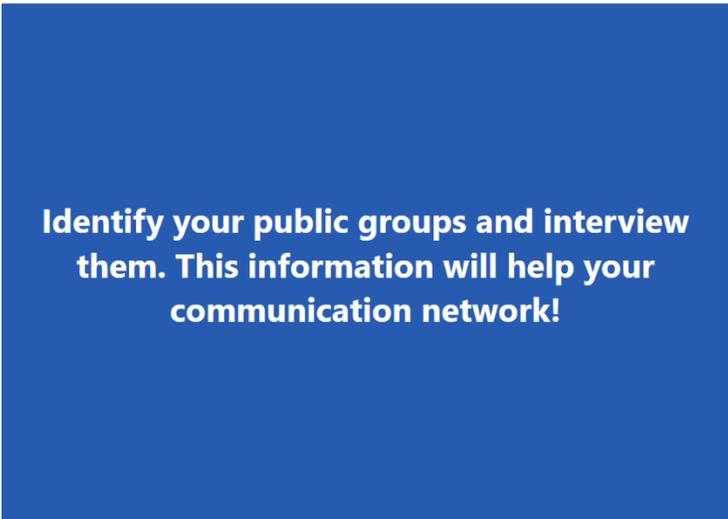
Pride Connection
February 12, 2021

By celebrating #blackhistorymonth2021 we look into Dr. Jesse J. Lewis, Sr. He founded one of the first African-American owned public relations firms in America called Jesse J. Lewis and Associates. He brought attention towards African American consumers. This unlocked the market potential for multicultural spending. "In return for spotlighting African-American spending power, he inadvertently changed the way the media and advertisers portrayed African-Americans through challenging the industry to display parents and families in a positive light." Information from <https://www.prmuseum.org/black-pr-pioneers> Photo from Alabama Newscenter [See less](#)

13

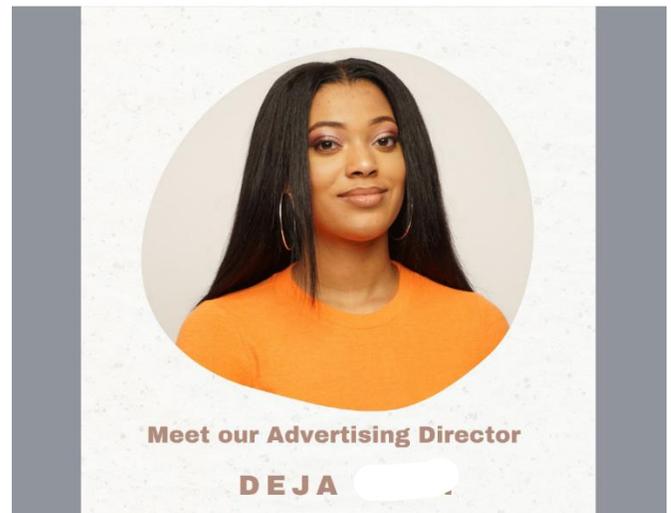
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Pride Connection
February 13, 2021



9

Meet our Advertising Director, Deja . She is currently majoring in Communications and media studies. She is an aspiring singer; in her free time she likes to write and perform music. After graduation Cain plans on moving to the North side of Chicago to pursue a career in the radio/film industry. "If you want something that you never had, you have to do something you never did." - Thomas Jefferson



Megan Wolski and 11 others

Meet our Social Chair Justin . He is currently majoring in Communications with a focus in Public Relations and a minor in Behavioral Psychology. Justin spends his free time studying to be a polyglot. He currently studies English, French, Spanish, American Sign Language, and Italian. Hayden's plans for after college are to Continue growing my business as a public speaker and constituent consultant for the US child welfare system.

"The question isn't who's gonna let me it's who's gonna stop me." - Ayn Rand



Meet our Social Chair

JUSTIN

12

Meet our Communications Chair Marisa . She is currently majoring in Communications with a concentration in Public Relations and also double-minoring in Advertising and Journalism. Marisa spends her free time journaling, taking care of her succulents, hiking, and cooking new foods. She also has two dogs. An 8 year old terrier mix named Roxie and a 10-year old yorkshire terrier named Sofie. After college she would love to find a job immediately in the Public Relations field. If she could relocate and live somewhere else she would take the job almost instantly since she has not traveled much.

"You can do anything you put your mind to" - Benjamin Franklin



Meet our Communications Chair

MARISA

13

5 shares

Meet our head Chair Shannon . She is currently majoring in Communications with a concentration in Public Relations. Shannon spends a lot of her free time listening to music and reading books. She also has a knack for spontaneous road trips. Shannon has two dogs and one cat. The two mixed beagle and Australian Shepherds are both 5 years old and named Toby and Rio. While Shannon is not entirely sure of the breed of her 3 year old cat named Winnie, she only knows that she is a bundle of energy. After college, she would love to find a job in Chicago for some experience and at some point move westward across the United States.

"Be yourself, everyone else is taken." Oscar Wilde



Meet our Head Chair

SHANNON

12

Meet our Treasurer Gretchen . She is currently majoring in Communications with a concentration in Public Relations. Gretchen spends most of her free time playing outside with her dog Spud and finding that next best show to binge watch on T.V. After college she would like to work in health communications at a children's hospital.

"Never tell me the odds." - Han Solo



Meet our Treasurer

GRETCHEN

You and 15 others

4 comments

Meet our Schedule Coordinator Lyana . She is currently majoring in Hospitality and Tourism with a minor in Public Relations. Lyana spends a lot of her free time staying active by working out, playing with her dogs and going bowling with her friends. She also has a passion for making her clients feel beautiful when she styles their hair. Lyana has multiple different pets. She has three dogs, one cat, and even a pet fish! After college Lyana wants to become a marketing event coordinator and possibly start her own company.
"Not all those who wander are lost." - J.R.R Tolkien



Meet our Schedule Coordinator

LYANA

You and 13 others

Pride Connection celebrates Black History Month with an honorary post toward one of the most important black businessmen of the 20th century. Edward F. Boyd was one of the first Black executives in U.S. History when he headed an all-black ad team for Pepsi in the late-1940s. He made some of the first advertisements depicting Black families of middle-class status.

#blackhistorymonth #blackbusinessmen



You and 11 others

March 5, 2021

Learn More

Pride Connection and

March 3, 2021

The Concept of OPTICS

Learn More

Pride Connection
February 17, 2021 · 🌐

One crucial concept for a public relations practitioner is understanding the concept of optics. Optics references how the public sees something as opposed to how it is viewed. This concept is based in subjectivity as one action or decision can be right in one view and can appear wrong in another.

Being a master of optics requires balance; too much emphasis towards it and every decision will be dictated by it. If there is little-to-no emphasis of optics, then businesses will... **See more**

You and 14 others

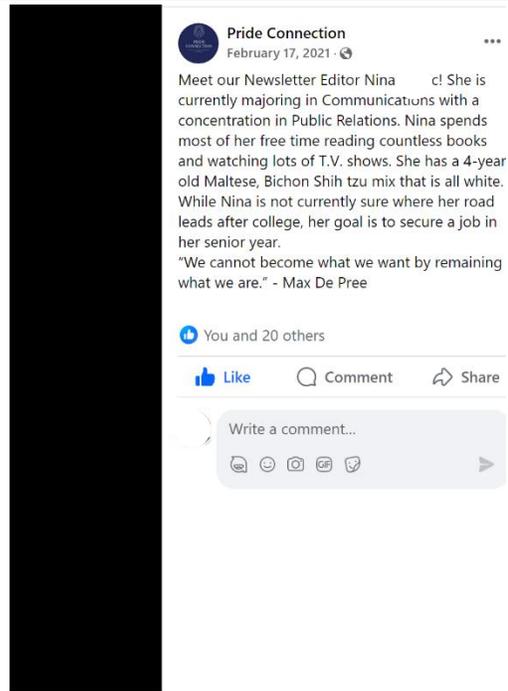
Like Comment Share

Write a comment...



Meet our Newsletter Editor

NINA



Pride Connection
February 18, 2021 · 🌐

Yesterday, Lyana, Megan, Xavier, and Andrea had the opportunity to take on Pride Connection's first client presentation. They are just four members of the presentation team and are eager to educate about the importance of a communication audit.

Pride Connection is still in search of a client. If your business is interested in an in-depth communication audit and would like to set up a presentation for more information, please visit our website for contact info. [#prideconnection](#) [#nwi](#)



You and 19 others

5



March 5, 2021

Learn More

Meet our Graphic Designer

ERIKA



Pride Connection

February 20, 2021 · 🌐

Public relations and marketing seem similar right? Public relations deals with all of an organization's publics. Marketing is more focused with its customers. [#themoreyouknow](#) [#publicrelations](#)

👍❤️ You and 12 others



You Have 15 Minutes To Respond To A Crisis: A Checklist of Do's and Don't's

DO	DON'T
<input type="checkbox"/> Become the trusted voice in the crisis.	<input type="checkbox"/> Lie.
<input type="checkbox"/> Give the crisis your full attention.	<input type="checkbox"/> Disappear.
<input type="checkbox"/> Pull the trigger on your crisis plan.	<input type="checkbox"/> Issue a denial until you have all the facts.
<input type="checkbox"/> Assess what you can do yourself and what you can delegate.	<input type="checkbox"/> Minimize the situation.
<input type="checkbox"/> Find out the facts and connect with authorities.	<input type="checkbox"/> Make a joke about the crisis.
<input type="checkbox"/> Monitor social and traditional media closely.	<input type="checkbox"/> Say "we are taking the matter seriously."
<input type="checkbox"/> Understand the scope of the issue and assess the critical decisions.	<input type="checkbox"/> Repeat the problem or accusation in your statement.
<input type="checkbox"/> Issue a "holding statement" ASAP.	<input type="checkbox"/> Let your fears of liability trump your humanity.
<input type="checkbox"/> Think through every word.	<input type="checkbox"/> Speculate until you understand the facts.
<input type="checkbox"/> Put people first.	<input type="checkbox"/> Be only inwardly-focused.
<input type="checkbox"/> Correct any errors of fact that are already public.	
<input type="checkbox"/> Contact your key audiences (employees, board, shareholders).	

TEMIN AND COMPANY

Pride Connect
February 18, 2021

Meet one of our graphic designers Erika . She is currently double-majoring in Spanish and Communication with concentration in Public Relations. Erika spends most of her free time challenging her mind and body with workouts and loves going to the gym. She also has a small puppy named Milo. After college Erika would love to move to Texas and become a law enforcement officer.
"Good decisions come from experience. Experience comes from making bad decisions." - Mark Twain

You and 14 others

Like Comment Share

Write a comment...

Pride Connection
February 20, 2021

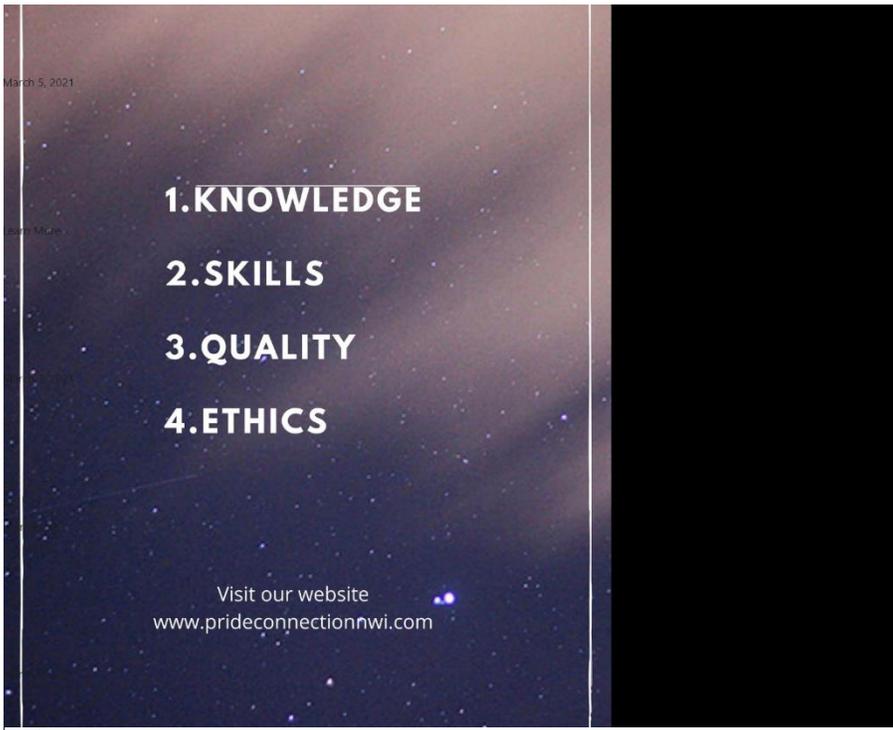
When a crisis hits, how you respond in the first 15 minutes can make or break your organization – and your reputation. While we all know that crisis management training is critical for leaders and boards today, much of it still tends to be shopworn, focusing on the lessons of yesterday. The new climate of ultra urgency is rarely emphasized sufficiently.

In those first 15 minutes of a crisis, your response must be exactly the right message, delivered in exactly the right words, to the right audiences, in just the right way – or you will have to deal with your mistakes for days, weeks, even months to come. Immediate response and indelible accountability – that's a tall order for any leader. [See less](#)

You and 11 others

Like Comment Share

Write a comment...



Pride Connection
February 21, 2021 · 🌐

"To be considered a professional in business communication one must be qualified on four levels:"

👤 You and 8 others

👍 Like 💬 Comment ➦ Share

Write a comment...

🗨️ 📷 📺 📧 📧



👤 You and 10 others

1 share



Pride Connection
February 23, 2021 · 🌐

Pride Connection honors another legend of Black History by showing recognition to Rebecca Crumpler. She was the first Black woman to graduate from medical school and the first woman to hold a PhD in the field of medicine. Crumpler graduated from the New England Female Medical College in 1864.

#blackhistorymonth #blackhistory365 🇺🇸
#blackexcellence

You, and 9 others

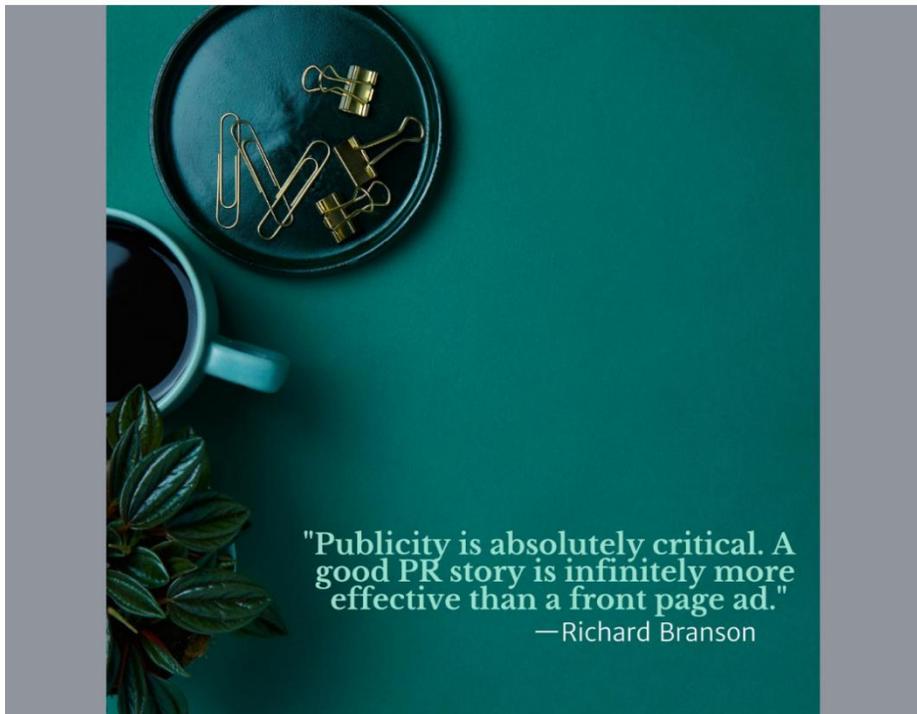
Like 🔍 📧 📧 📧 📧 📧

Write a comment...

🗨️ 😊 📷 📺 📺 📺

This quote from Richard Branson highlights one of the reasons why PR is important for a company to be on top of. Companies must strive to maintain a positive reputation in the eyes of the public as the community at large can make or break one.

#publicrelations #work #community



"Publicity is absolutely critical. A good PR story is infinitely more effective than a front page ad."
—Richard Branson

👍❤️ You and 13 others 1 comment

Two-way communication is the premise of what Sheryl Sandberg is saying. While one could talk about communication as if it were a business tactic, it is really a personal habit. Here at Pride Connection, we've all have learned how to communicate from watching and interacting with others. We are proud to say that our team can communicate openly and fluidly within our organization.



You,

and 18 others

2 comments 1 share

Today Ethan, Russel, Abbey, Andrea and Shannon took on another client presentation for Pride Connection. They gave insight on how important it is to perform a communication audit for an organization.

We are currently searching for a client. If your organization is interested in a communication audit please visit our website. [#nwi](#) [#publicrelations](#) [#prideconnection](#)



You

and 10 others

6 shares

Our students are diligently working to find a client to perform a communication audit on. We are excited to share a bit about what a communication audit provides: Benchmarking

There are two types of benchmarking: direct and exemplary. Direct are similar business while exemplary are leaders in their industry.

Our students have just begun their benchmarking reports for exemplary corporations of 2021 and are eager to begin their direct benchmarking reports for their client.



WHAT IS BENCHMARKING?

PRIDE CONNECTION

What is it?

Benchmarking is comparing the structure, processes, and goals of a company to others in the same industry

Why is it useful?

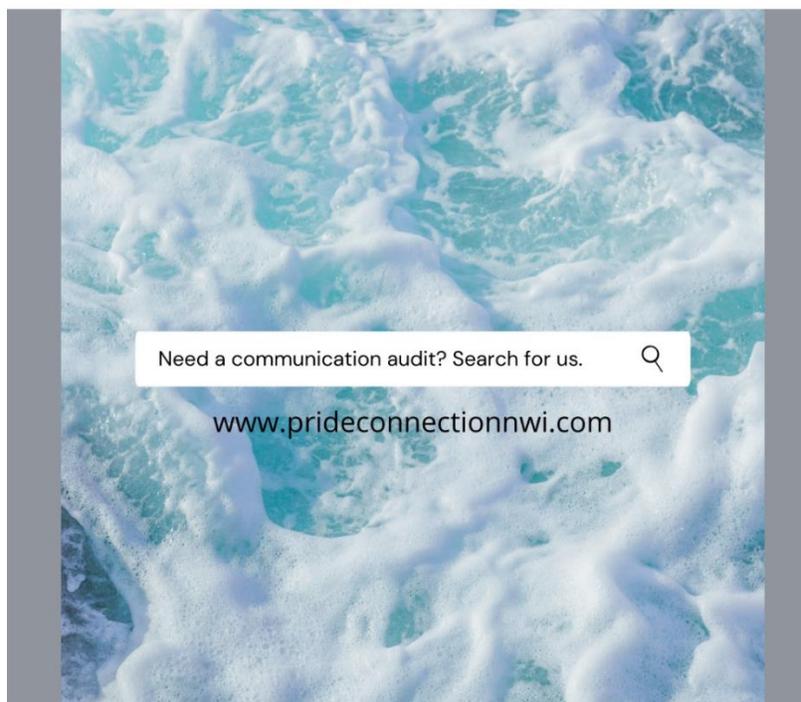
By researching the best companies in the industry, it is the fastest, least expensive way to get new ideas

  You and 7 others

1 share

As with our last post explaining what a communication audit is, we are diligently working hard to find clients. We are Region Based and Region Proud. If you are looking for a consultant agency to perform an audit, look for us.

[#prideconnectionwi](#) [#publicrelations](#) [#northwestindiana](#)



  You and 7 others

[https://www.prdaily.com/5-crisis-comms-essentials/...](https://www.prdaily.com/5-crisis-comms-essentials/)

You never know when a crisis will occur in your company. PR Daily has provided a framework on how to handle a situation. Check it out!

Cybernetics is an approach for exploring systems and is used in the Public Relations field to explore how a business adapts to its environment. In theory, the concept should work similar to a thermostat as people make adjustments to it depending on how warm or cool they want the room to be. A business should make as many adjustments as possible over its lifetime by adapting and evolving in reaction to the world around it.

#prideconnectionwi #publicrelations

PRDAILY.COM

5 crisis comms essentials - PR Daily

Follow this framework to calmly, confidently shepherd your colleagues through choppy skies. ...

You and 7 others

A new month brings new possibilities. Don't let this one fall to the wayside.

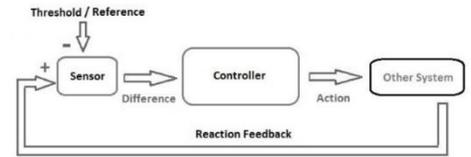
#prideconnectionwi #publicrelations #spring #northwestindiana



You, ... and 11 others

1 share

Cybernetics Explained



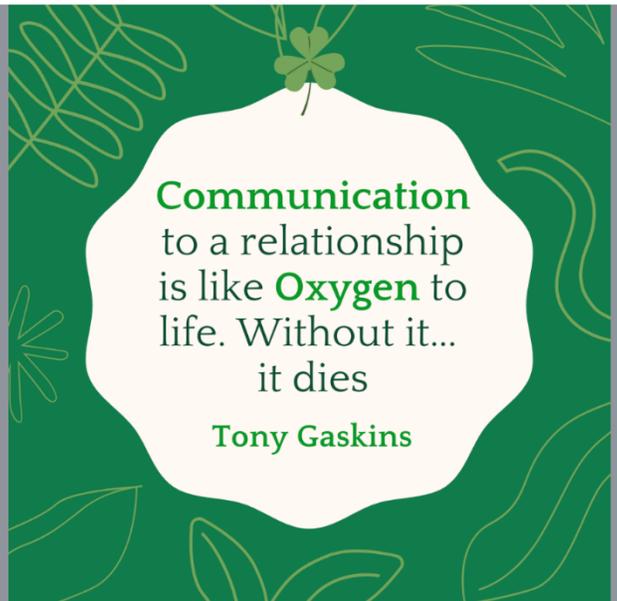
A Cybernetic Loop

Cybernetics is similar to a thermostat in function as there are many adjustments to be made. If a business makes adjustments over its lifetime, it practices cybernetics. Cybernetics also involves feedback. A business gets feedback from the community at large and if there is something that needs to be changed, then the adjustment is made.

You, ... and 10 others

When an organization faces a crisis, they must communicate in a correct manor to solve the issue. If they do not, the organizations reputation or even the organization as a whole may die. Many companies have not communicated with the public or have communicated in a way that diminishes their reputation.

#communication #team #strongertogether #business #publicrelations



You and 12 others

If you want to have a successfully ran company, it would be wise to invest in system theory. An accomplished company adjusts to the changes around them instead of trying to fight them.

You can start the process at any time and improve your company by getting feedback from your publics!



PUBLIC RELATIONS

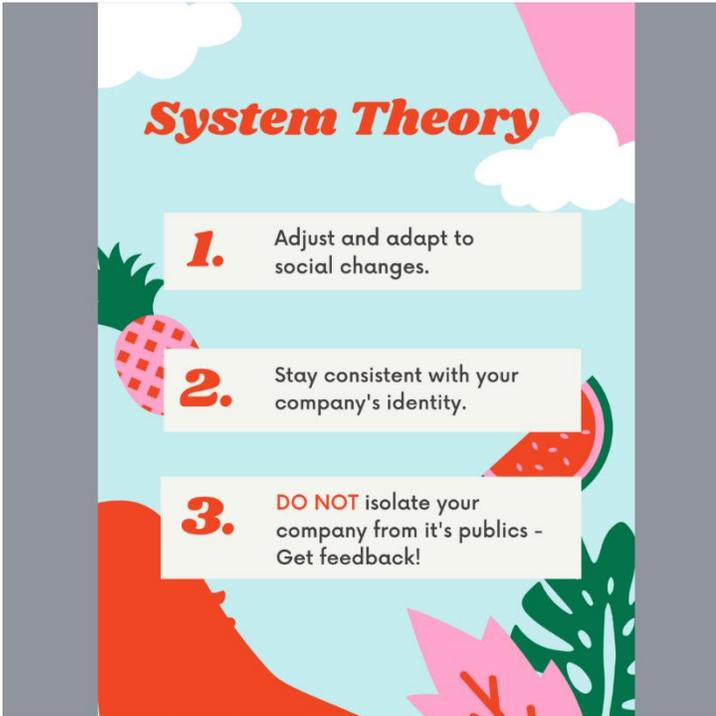
THINK SYSTEMS THEORY

(IT'S TIME TO MAKE SOME CHANGES!)

ADAPT

 You and 13 others

When it comes to system theory, adopting to feedback and the changes around you is important. Make sure that throughout these changes, you continue to represent your goal statement.



System Theory

- 1.** Adjust and adapt to social changes.
- 2.** Stay consistent with your company's identity.
- 3.** **DO NOT** isolate your company from it's publics - Get feedback!

 You and 15 others



PRIDE CONNECTION

And the importance of why businesses hold...

MEETINGS



Pride Connection
March 6, 2021 · 🌐

At a public relations consulting agency, one aspect we want clients to understand is the importance of understanding and holding a meeting.

Meetings are important for any business or group setting, yet meetings should not take place for the sake of them. Before scheduling a meeting three considerations should be made.

The first is the need criteria. Participants need to be informed about something of importance.

The second consideration is making sure everyone who must be at a meeting attends it. If someone important is not at a meeting, time will be wasted.

The third consideration is making sure the meetings are participative for everyone. Meeting are not productive or eventful if communication in them flows one-way or no one can speak their mind.

#prideconnectionwi #publicrelations #businesstips See less

You and 17 others

1 🗣️



Write a comment...

This inspirational quote from renowned car designer Frank Stephenson rings true. If one always ascribes to playing things safe and never take a risk out of fear, opportunities will always pass them by.

#motivation #selfesteemboost #selfimprovement



"Playing it safe is the biggest obstacle for progress; the ultimate suffocation of the arts and creativity. No risk means no challenge, no change means predictability."

FRANK STEPHENSON

You and 20 others

1 comment

Today we recognize and celebrate the achievements of women around the world. Happy International Women's Day! #IWD2021



20

3 share:

External communication is one of the most important tools a business can use in Public Relations. It is how it can make it a name for itself. It is how a company can reach its target audience. Whether it is a news story or a press release, it is an important investment.
 #communication #prideconnectionwi #publicrelations

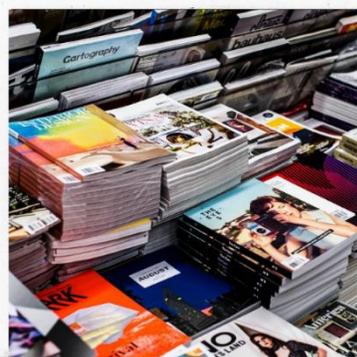


15 1 comment

Publicity is one aspect of external communication. It comes in two favors: positive and negative. In the world of PR, it pays for a business or an individual to strive for good publicity. When it comes to handling a crisis, publicity is a key element that must be considered before a company takes its next step.

Negative press may get your business in the eyes of the average layman, but it can destroy reputations, careers, or at its absolute extreme, lives.

#communication #businesstips #prtips #prideconnectionwi



Publicity can make or break a business.

20 1 comment



Pride Connection
 March 14, 2021

Betsy Plank was the first woman of public relations. She resided in Chicago where she became executive vice president of Daniel Edelman. Then became director of public relations planning at AT&T. Plank also was the first woman president of Publicity Club of Chicago and PRSA.

She was also the first person to receive three of PRSA's top honors: The Gold Anvil Award, Paul M Lund Public Service Award, and Patrick Jackson Award for Distinguished Service to PRSA.

Plank founded the Plank Center for Leadership in Public Relations. The center helps develop and recognize diverse public relations leaders, role models and mentors toward ethical public relations. [See less](#)

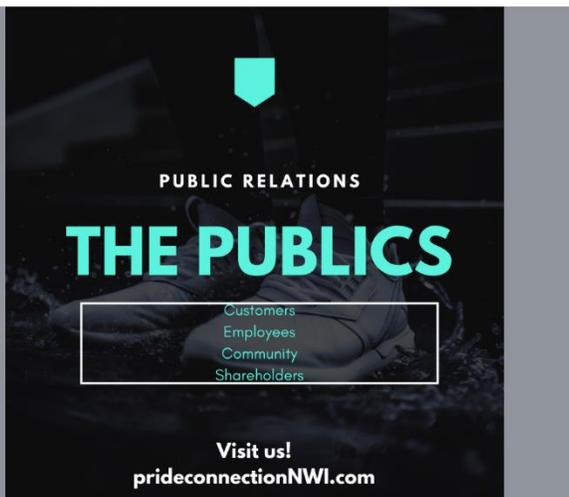
14

Writing is one of the most crucial skills used in PR. Whether writing a press release, a feature story, a newsletter, or an internal memo, it is the one skill it pays to be good at. Not everyone can conjure a masterpiece of copy and that is okay.

Writing is more than just putting thought to keyboard, it is about communicating a message in a way the audience will be able to understand.

#writing #publicrelations #skillset

When practicing systems theory, you should always keep your publics in mind before making a decision. Any decision you make as a company has more impact than you think!



20 1 comment



You and 22 others 3 comments

Communication evolves over time.

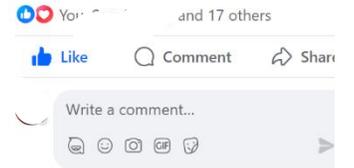
Can your business adapt?

www.prideconnectionnwi.com

People who do PR for a living understand that the ways of communication evolve over time. What may be the current way of delivering a message today may be outdated five or ten years from now. In the 20th century, a press release would be featured in a business magazine or a newspaper. Now that same release would be shared as a link to a website in a Facebook or Twitter post.

Even though social media is one of the main outlets of communicating with consumers, it helps to realize even these platforms may fall to the wayside in the future.

#communication #evolution #adaptability #publicrelations See less



Here are a few tips on how to have a successful PR career!



15 tips for a successful PR career

Dave Fleet @davefleet

- Be a sponge
- Stay on top of the news
- Focus on details
- Learn to juggle
- Learn to write
- Embrace numbers
- Measure through the lifecycle
- Provide solutions
- Learn to stay level-headed
- Know what you don't know
- Learn the difference between objectives, strategy and tactics
- Become a trusted advisor
- Learn from your mistakes
- Think outside your bubble
- Understand converged media

You and 18 others

3 comments

“

"PR is not about spinning. It's about telling a truthful story about a brand and/or person."

EMANUELE BRECCIA

18

1 comment

Responsibility is something many may shirk, but it is something needed for all humans to come together.

#inspiration #mindfulness #life

"PUBLIC RELATIONS DESCRIBES THE ACTIONS A BUSINESS OR ORGANIZATION TAKES TO SHAPE PERCEPTIONS OF ITS BRAND AND DEVELOP RELATIONSHIPS WITH ITS CUSTOMER BASE, TARGET AUDIENCE, PARTNERS, AND OTHER IMPORTANT STAKEHOLDERS."

“

We live in a world in which we need to share responsibility. It's easy to say it's not my child, not my community, not my world, not my problem. Then there are those who see the need and respond. I consider those people my heroes.

FRED ROGERS

20

21

Planning for a Crisis

March 5, 2021

Every business must prepare for the unexpected.
Don't be like the companies below.

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March 3, 2021

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Pride Connection
March 22, 2021

Every company or business needs a plan to handle a crisis. Things happen in the world that are often out of the control of a business. A scandal, bankruptcy, or crisis can bring the end to a business in one form or another. Each of these corporations have been involved in a scandal in the past 21 years. Some survived, while others went down in history as the worst crisis management stories ever.

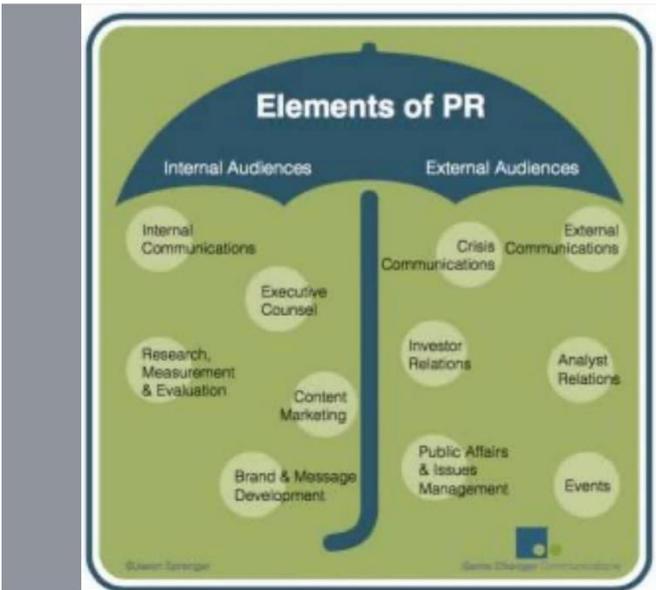
Handling these events is up to a business having a focused and prepared public relations team. One step in a crisis plan is to be proactive within your publics, if it means contacting and maintaining positive relationships with shareholders, news reporters, members of the community you serve: do it.
#business #leadership #publicrelations See less

26

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As I'm sure you're well aware by now, whether you work in PR or not, it's really hard to define public relations. According to the Public Relations Society of America (PRSA), the leading trade organization in our industry, "public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."
Here is a diagram of the different elements of PR.



Systems Theory

Systems Theory is about diagnosing and analyzing a problem within a company by looking at the organization itself, its publics, and its goals.

0:04 / 0:05

25 1 comment 26

System Theory is about adapting to feedback and willingness to change.

The 4 Step Process

- Research**
Use data to come up with ideas
- Plan**
Find the best way to attain your goal
- Communicate**
Make sure everyone is on the same page
- Evaluate**
Learn to improve by getting feedback

0:04 / 0:05

SPRING HAS SPRUNG!

As we move forward in our communication audit we recognize the important of social gatherings. The group was small of course, and OUTDOORS.

Special thanks to @lyanaburrink for hosting!

UPDATE ON PROGRESS: We are currently half way through the audit and working on external and internal interviewing.

26 1 comment 1 share

27



Pride Connection
March 27, 2021

In PR work, promotion is a skill every practitioner must recognize or become knowledgeable in. Promo can be a simple ad for your business, or an extravagant multimillion dollar campaign complete with merch, press releases, and outdoor advertising.

Some examples of promotion: creating flyers for a business, an advertisement on a city bus, a public press conference.

No matter the implementation, promotion of a business, organization, or agency is one aspect that ensures their survival.

#pr #branding #advertising
#prideconnectionwi See less

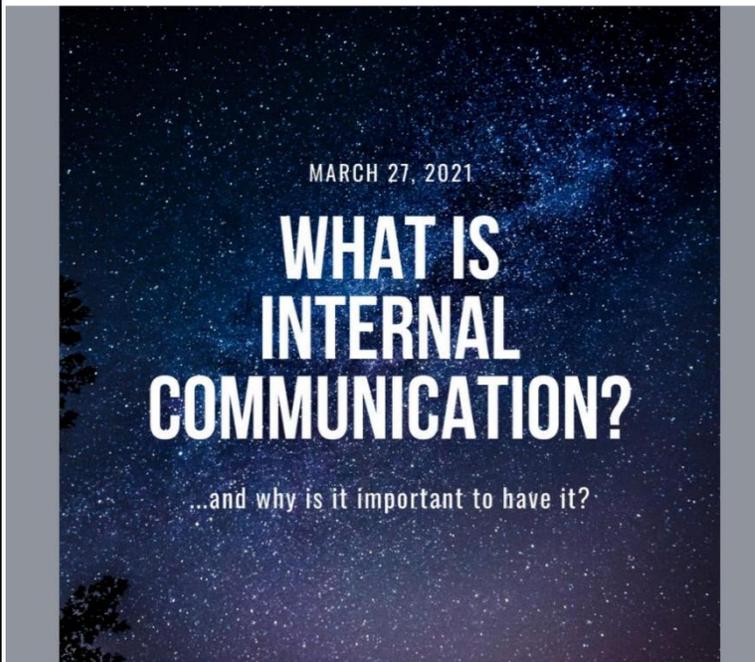
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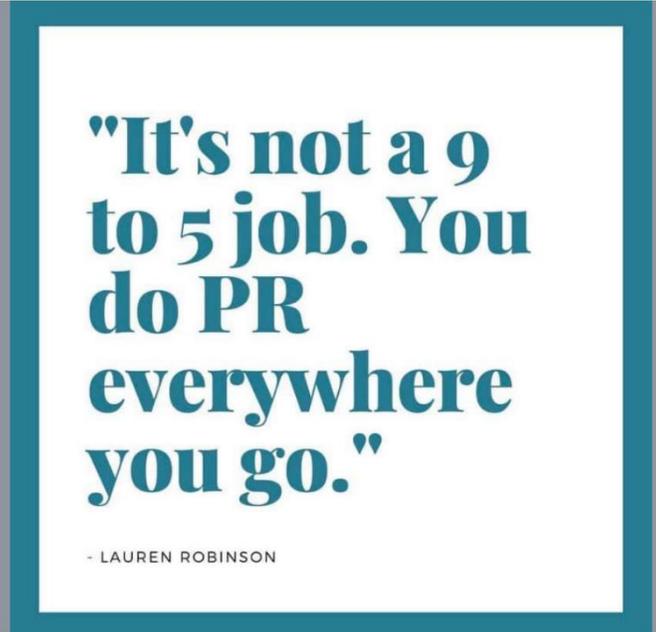
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The job of maintaining internal communication is one task many companies must implement to ensure their survival. Are those internal memos making it to every person? Are employees able to make suggestions to their supervisors that can improve operations? Are there processes available for internal feedback? These questions must be considered for the person who coordinates these positions.

Working in the public relations field you never know when a crisis situation may occur.



28 1 comment



You and 26 others



Pride Connection
April 5, 2021

Focus groups are one of the three forms of formal communication research along with interviews and surveys. These are designed to generate discussion among participants and come closest to replicating the experience a discussion creates in the public sphere. In PR, focus groups come in handy when practitioners need more input than just a one-on-one interview.

Typically, focus groups contain some practitioners and ten-to-fourteen participants. A circular format of chairs is arranged to have everyone face each other. The greatest benefit of conducting focus groups is the discovery of the most persuasive arguments the

See less

21 31

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March 5, 2021



In PR it is inevitable your business will be featured in media outlets. Having proper media training can improve not just your business reputation, but your image amongst your publics.

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CHICAGO'S VERY OWN
WGN9

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April 5, 2021

A business or organization at one point is going to be involved with media outlets. One form of your business adapting to survive is making sure you are not painted in a negative light in the media. Part of this is being prepared to talk to media representatives and most of the time they will be reporters.

There are three basic rules to dealing with news media:

- Do not refuse to talk to them. Putting off a reporter will only drum up more interest from the public with questions and is only a temporary solution to an issue.
- Always tell the truth. Lying to a reporter may feel like an easy option, but the truth will get out after exhausting ways to keep it going.
- Be prompt when dealing with the reporter. They have a job and the sooner you get back to them and respect their time, the more respect a news agency will command for your business.

#business #publicrelations #mediarelations See less

28

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Most relevant

It's an interesting post thank you

Write a comment...



"The most important thing in communication is to hear what isn't being said." -Peter Drucker

PRIDE CONNECTION

COMMUNICATION IS EVERYTHING



0:04 / 0:05

March 5, 2021



PRIDE CONNECTION PR AGENCY PRESENTS

Issue Management

WHY IT IS IMPORTANT TO RECOGNIZE AND HANDLE THE DIFFERENT KINDS OF ISSUES.

Pride Connection
April 12, 2021

In public relations, issue management is one of the processes that practitioners engage in when a crisis occurs. There are four categories of issue a practitioner will face in their career. The best kind of issue to deal with is the latent category.

- Latent issue – This kind of issue is posited by researchers or activists.
- Emerging issue – Over time, an issue elevates its emerging status where it is picked up in academic or business journals.
- Hot issue – A hot issue is anything that is in current debate and recognized by mainstream society.
- Fallout issue – anything that is a former hot issue that can still reemerge depending on circumstances surrounding it.

#publicrelations #businesstips #issuemanagement See less

28

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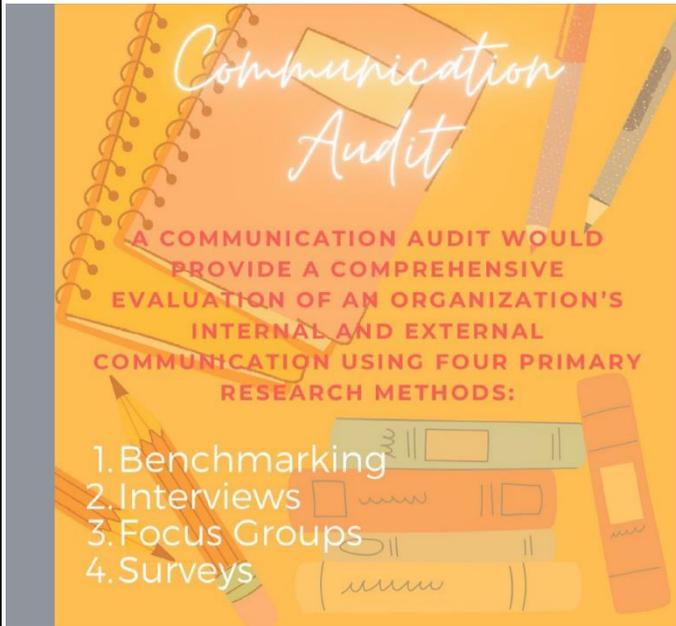
What IS a communication audit?

A communication audit takes a look into the relationships built with internal and external public's of an organizations.

The importance of having a communication audit ties into systems theory. The ability to adjust to feedback from research methods such as a com audit. #communications

This quote from Stuart Ewen offers a perspective into the mentality of many professional PR practitioners. Simply, we want to help businesses better understand the people they serve.

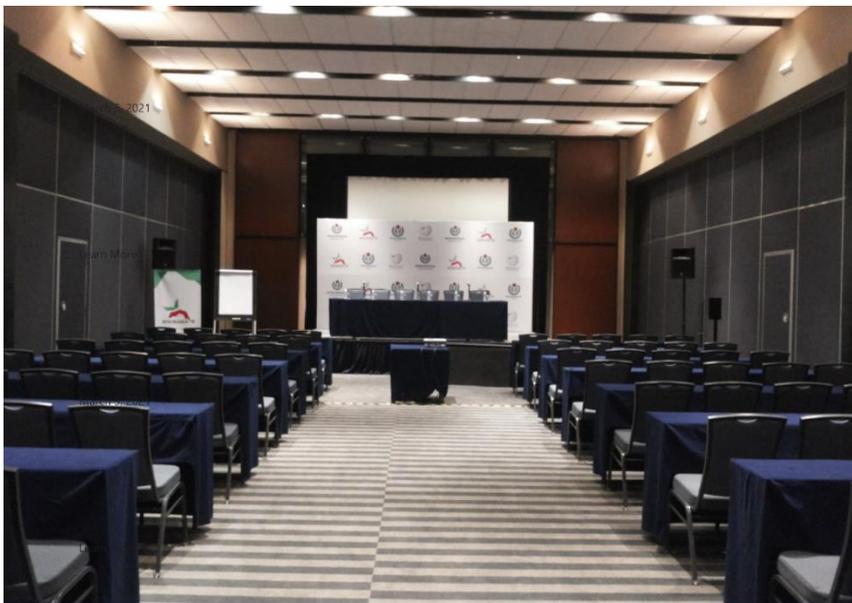
#publicrelations #inspiration



36

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14



Pride Connection
April 12, 2021

An event that is all too common in the PR field is the media conference. In the public eye this was referred to as a press conference but despite the evolving terminology the concept is the same. A spokesperson has quite a bit to juggle during a media conference yet controlling factors in their favor can make their job flow smoothly.

Controlling the tone of the conference – A spokesperson can control the tone of a media conference through planning and influencing the following factors.

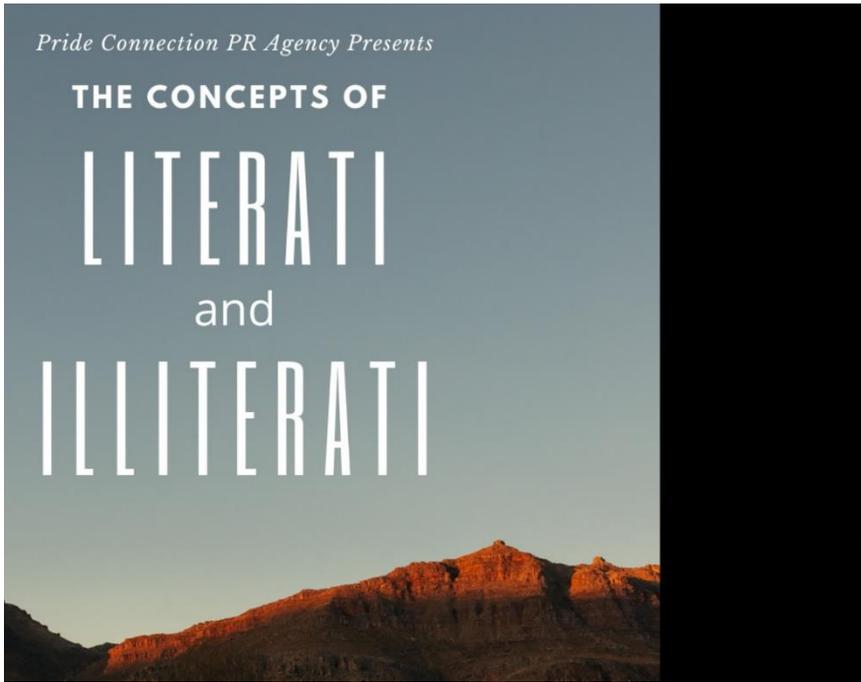
- o Selecting the physical setting – a media conference venue can be controlled by the spokesperson depending on the importance of the issue.
- o Choosing which reporters to call on – unknown reporters are usually going to be antagonistic with their questions. An alert spokesperson will observe their audience and call on the reporters who are neutral/unbiased with their questions.
- o The way a spokesperson responds to question – a spokesperson in control of the conference will organize reporters in order and take time to respond to each set of questions they may have

o Planned statement at the beginning of a conference – This gives the spokesperson an opportunity to set the tone and get the important topics out of the way first.

#publicrelations #mediamanagement #spokesperson #businesstips See less

35

2



APR 19, 2021

The concepts of Literati and Illiterati are used to describe two categories of people. Literati are individuals who are well-educated and interested in literature. Illiterati are those individuals who are the opposite, not well-versed in a particular subject or activity.

In PR, these two groups of people are always in interaction as communication flows between them. The flow of information between a business or organization needs to be credible for it to stick. In an age where being literati is frowned upon by some, a business needs to communicate strategically to their audience.

#businesstips #publicrelations #communications See less

16

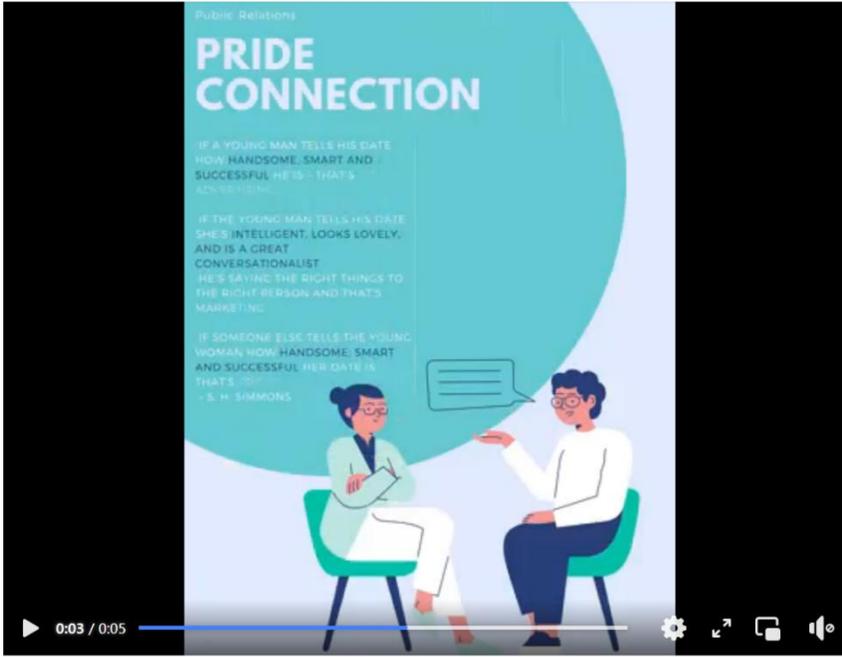
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Most relevant

I like your content
2y Like Reply

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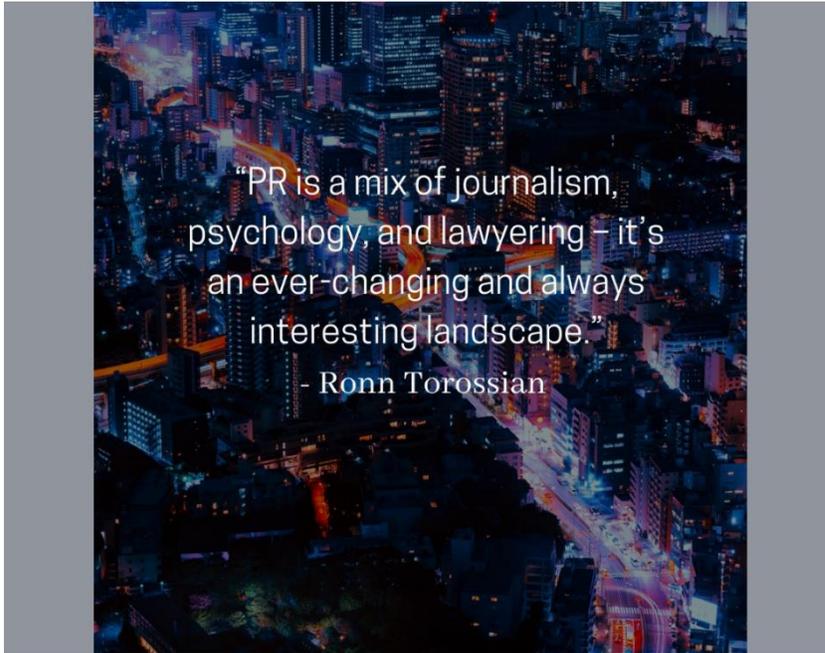
At first, Public Relations can seem like a difficult field to understand. But in reality, Public Relations is about credibility, communication, and creativity.



13 1 comment

This quote from Ronn Torossian gives insight into what kind of experience a PR professional may achieve. It is a mixture of different factors, yet it is because of this mix that allows us to do what we do.

#publicrelations #prideconnectionwi #inspiration



2

