dovetail solutions®

elevating *the* art *of* communication

media relations process report

what is media relations?

Every organization has accomplishments, leaders and industry expertise worthy of recognition.

Few organizations know how to translate their work into stories that are newsworthy.

why commit to media relations?

- Enhanced Brand Awareness & New Clients
- Strengthened Client Relationships
- Improved Culture
- Employee Engagement
- Fortified Brand Integrity

how? the media relations process

it all begins with a media assessment

determining an organization's existing media profile and potential storylines.

and then it can dovetail into a customized media relations plan.

tactics may feature:

- **organization-based announcements**
  - press releases
  - local media interviews
  - media events & press conferences
- **thought leadership**
  - byline columns
  - media sourcing
  - awards (project, people or organization-based)
- **tier 1 national media**
- **crisis mitigation**
  - **...and crisis communications & issues management if needs arise**

media relations in action with The Neenan Company

The Neenan Company is a longstanding Fort Collins-based architecture, construction and development firm. Founded in 1966, the company employs more than 140 industry experts.

crisis communications & issues management

2011: A crisis on a Neenan project spurred a whirlwind of negative media coverage for 5 months…including cover stories in the state's leading newspaper.

- *dovetail solutions counseled Neenan through the process.*

project-focused PR

While rehabilitating the Neenan brand, we focused on news about project successes.

- ***Press Releases:*** *Distributing positive Neenan project news to local and trade media, garnering significant coverage in relevant markets across the nation.*

- ***Local Media Interviews:*** *Coordinating with reporters in each project's local media market to develop deeper stories about the project's impact.*

- *TV interview with Denver's ABC affiliate about the new Performing Arts School that Neenan delivered for Mapleton Public Schools.*

- ***Media Events:*** *Planning groundbreaking and grand opening ceremonies.*

- *Grand opening ceremony for historic redevelopment project in Denver. dovetail solutions arranged for Denver mayor to speak and earned 6 media hits across local print/online/TV media and trade publications.*

thought leadership

After Neenan's brand was fortified, we began blending in media coverage positioning the company's expertise.

- ***Media Sourcing:*** *Building relationships with media to establish Neenan as a subject-matter expert.*

- *Neenan featured in School Construction News' annual Architect Roundtable.*

- ***Awards***

- ***Company****: Neenan wins Colorado Biz Magazine's Top Company Award.*

  Project*: DJC Oregon recognizes a hospital project with its Top Projects Award.*

  People*: Neenan's Chief Business Development + Marketing Officer honored with BizWest's 40 Under Forty Award.*

- ***Byline Columns:*** *Pitching op-eds, case studies and thought leadership columns.*

- *Column published in Spaces4Learning focused on the benefits that adaptive reuse projects offer for school facilities.*

tier 1 national media

2023: New York Times reporter sees Neenan's prior Spaces4Learning column and interviews Neenan as an expert source.

"We've used dovetail solutions since 2011. They provide us with creative thinking and strategies in addition to robust media. From the media perspective, they have helped us earn coverage, increase thought leadership, and win awards. Their crisis communications are top notch. Our work with dovetail is critical to our overall success, I can't imagine our business or my job without this wonderful team of people."

–Mackenzie Daley, Chief Business Development + Marketing Officer, The Neenan Company

ready to start dovetailing?

learn more at dovetailsolutions.com