

Sheila Nero -- Public Relations Spotlight

As Director of PR for VFI Marketing, I had the responsibility of leading “the Green PR Team” in publicizing a national water conservation tour. I handled both PR logistics and staff workflow to get every event promoted.

Our mission was to educate the public in water conservation while positioning our client, a well-known plumbing manufacturer, as the solution and antidote to wasteful water practices. The client leveraged our positive PR into its sales efforts.

My team handled the advance publicity, often garnering preview articles, and was tasked with generating positive PR and also encouraging a wide community coalition of targeted groups to attend.

My team publicized more than 400 community events, with a script that was flexible enough to be personalized to each locale. We e-mailed and faxed press releases that I wrote, and followed up with calls based on telephone scripts that I produced. We attached pdf fliers, which I wrote, to the follow-up emails. We distributed a video that I directed, and timed it to Earth Day 2011.

Our client was large enough to have a separate social media team, so we did not handle that duty by design. However, I have those skills. In devising our media lists using a method I required, we made extensive use of online research. We then compiled our contact lists into a master database.

The public events, held virtually every weekday, were the backbone of the tour.

After each event, I measured the results using a media monitoring service, a vendor, and interviewing the tour ambassador, who I also supplied with a script. I then wrote client reports each week, attaching the best TV clips.