



## The 3 Myths of Public Relations

Public relations is a great way to get attention for any product, service or organization, especially with multicultural audiences. Multicultural audiences often have their own set of publications and media channels in any given market, and by appealing to these along with the mainstream publications, there are many opportunities to reach the audiences. The first step to great PR, however, is to get past public relations myths that can hold back any organization when it comes to getting the placements they are looking for.

### 1. Public Relations is FREE

Public relations does have fantastic ROI. It is not unheard of to place editorial coverage in national publications worth more than \$10,000 ad dollars. What's important to keep in mind is that a placement like that comes from one of two things; 1. A story that's so hot off the presses, no publication can resist (these are somewhat rare) and 2. Relationships built with media over a long period of time, paired with an excellent pitch and well-articulated information. If you have the biggest story since Brad and Jen broke it off, public relations will come easy and likely cost very little. If, on the other hand, your biggest story is your new product or your company's 25th anniversary, you're going to be relying on those relationships your PR professional has built and on their excellent writing and pitching abilities. That professional has a salary or contract requirement, professional needs like software and media monitoring tools and other expenses. But, do the math, hiring a professional to assist you with public relations really pays off in the end.



### 2. Public Relations is FREE

Does it look like we're repeating? That's because we are! In addition to investing in your public relations staff, with publication page-counts diminishing, there is an increasing pay-to-play aspect to public relations. While PR is supposed to be "free," in the sense that you don't literally pay the publication, sometimes publications will not run stories for those who do not also place advertising. This doesn't have to be discouraging though. With the right consultant on your side, any organization can leverage these pay-to-play opportunities to turn a small advertising budget into a huge public relations success and double or triple their money.

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### A Message From Renee – President & CEO of Singleton & Partners



Whenever a company's advertising budget suffers, the first inclination is to look for some "free advertising" or "public relations." While public relations "done right" might have a much greater ROI

than advertising, it should hardly be classified as free advertising. In fact, many organizations attempt to initiate a public relations campaign with no budget, only to find that the time they have spent has been wasted because they aren't getting results. The great ROI that one can expect from public relations starts with the "I" – investment.

Successful public relations efforts can land an organization editorial coverage worth hundreds, thousands or tens of thousands of ad dollars. But, in order to do so, the organization needs a stellar public relations professional that can turn accolades and launches into newsworthy, relevant stories. This professional needs excellent writing skills, the ability to network and build relationships with media and the availability to respond quickly to any opportunities that may arise.

Hiring a full-time public relations professional is already an investment, but plan to add to that fees for public relations and media software that gives your public relations professional access to media databases and press channels. Without access to this, public relations campaigns, especially multicultural campaigns, can be extremely difficult, time-consuming and inefficient. In order to quantify your successful placements, it's

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With a keen knowledge of publications, circulations and the reader-loyalty of any given multicultural publication, the right consultant can help you select the best publications with which to develop an advertising/public relations relationship. For example, if a publication's readers are extremely loyal, and it has a wide, interactive reader base, it would make sense to devote a portion of your advertising budget to the publication so that you are at the top of their list for public relations

opportunities for the rest of the year. Someone tuned in to the publications can help you make these decisions. Planning a small advertising budget along with your public relations efforts will help you maximize ROI, both on advertising and PR.

### 3. Public Relations Space = Ad Space

While your article in the latest multicultural publication might be worth \$500 ad dollars, that's not necessarily the best way to look at the worth of PR, though it's a good starting point. When you pick up a publication, what's the first thing you do with it after you've scanned the cover and contents? Start reading content. Does anyone actively look at the advertisements and read them, or pay attention to their messages? Not typically. The reality is that your \$500 ad is down there on page eight begging for attention, fighting with the ten other ads on the page for visual interest. Your placement on the other hand, in a story on the top ethnic restaurants in the region, is part of the editorial content – the reason people purchase or pick-up the publication in the first place. Not only is your establishment seen as more credible because it appears in the editorial copy, people are more likely to actually read about it and visit your website or come into your shop when they walk by. For this reason, it's not entirely accurate to compare PR and ad space. PR ROI can be determined by the amount one would spend on a similarly-sized ad, but it's important to remember that it's worth so much more than the equivalent ad.

crucial to have a staff member collect clippings and follow up on potential placements, or employ a clippings service.

Does it sound expensive? While public relations can boost your image and customer base with a huge reach and engaging content, it is important to plan to invest in your public relations efforts. One way to minimize initial costs and maximize ROI is to work with a firm like Singleton & Partners on your multicultural public relations efforts. We already have established relationships with multicultural media, and our top-notch copywriters and PR professionals can make your message stand out. If you're ready to see how Public Relations can take your organization to the next level, let Singleton & Partners share our expertise with you!

- Renee S.

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 Singleton & Partners

## About Us

Singleton & Partners is a full-service marketing firm committed to creating partnerships between mainstream America and its many diverse communities. We help our clients connect with women, African-Americans, Asian-Americans, Hispanics and other multicultural audiences. Our experienced professionals develop innovative marketing plans tailored to reach each unique audience. We are proud of our consistent track record of yielding maximum return on investment for our clients.

Singleton & Partners is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE) and Encouraging Diversity Growth & Equity (Edge) business.

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