

Get the PR balance right

Brand launch and recruitment campaign scores double success

Creating PR campaigns which positively raise an organisation's profile and reputation while ensuring the campaigns remain in-line with the organisation's business aims can be a challenge.

In the case of public schools, there's the added challenge of ensuring PR activity reflects the schools' principles of traditional values, excellence in education, quality care and academic achievement.

An additional feature of undertaking such PR is the implicit understanding that, while the schools' pupils will form a central part of the public relations subject matter, they will not be unduly exploited or exposed to overt media attention.

cp media services has worked with a significant number of private schools in the north west to develop and deliver PR campaigns.

Our work has involved regular issue of press releases on behalf of the schools to local, regional and, sometimes, national media; liaison with media for photo opportunities; creation of school newsletters and end-of-term newspapers; copywriting for websites, and media training for staff.

In all cases, school roles increased by an average of 30% within one-year of cp media services providing media and PR support to them.

A further essential service we have provided to school clients is crisis management in a few, isolated circumstances where some clients have found themselves in the headlines for the wrong reasons rather than the right ones.

Understanding how the media and journalists operate in these circumstances is key to minimising headline coverage and carrying out successful damage limitation. In circumstances such as these, the management of the media requires experience, and an in-depth understanding.

Additionally, managing concerned parents' expectations and creating positive lines of communication with them requires planning, expertise and a thorough knowledge of the principles of good communication.

cp media services has advised school clients on all aspects of media relations and effectively dealt with a number of 'issues' while leaving the clients' reputation intact.

We've delivered PR activity that has been consistent, considered, creative and credible to build our clients' credibility and increase profits.

"Thank-you for all your hard work and expertise in getting the school website up and running. I was very pleased with the end result and feel that it will develop and improve as we add items."

cp media services can provide similar support and guidance for you. Talk to us to find out what we can do for you.