

Components of a Winning PR Team

PR News Business Leadership Bootcamp
March 14, 2016





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U.S. Green Building Council

@marisalong @usgbc #leaders16



Reinforce stability in order to
embrace change

Make a Plan & Meet Demands

@marisalong @usgbc #leaders16





**GREEN BUILDINGS
FOR EVERYONE
WITHIN THIS
GENERATION**



USGBC HEADQUARTERS

WASHINGTON, D.C.





LEED IS GLOBAL
REGIONAL
LOCAL



A close-up photograph of a person's hand holding a silver pen, poised to write on a document. The document has faint, illegible text. In the background, a white computer keyboard is visible, and the rest of the scene is softly blurred, suggesting an office or workspace environment. The lighting is bright and even.

Make a Plan

Plan for Success

- » Identify strengths and weaknesses
- » Engage stakeholders
- » Set goals for growth
- » Advocate for your needs
- » Anticipate and tackle turnover

Team Responsibilities

- » Media relations
- » Social media
- » Corporate communications
- » Online/blogging
- » Stakeholder relations
- » Public affairs
- » Multimedia
- » Speakers bureau
- » Member magazine
- » “Client” support
- » Event & product promotion
- » Research & data collection

Wish List of Skills

- » Strong writers and editors
- » Organizers & planners
- » Creative/big picture thinkers
- » Relationship builders
- » Sellers
- » Advocators

Plan for Success

- » Identify strengths and weaknesses
- » Make “must-have skills” list
- » Get “client” feedback
- » Set goals for growth
- » Advocate for your needs
- » Anticipate and tackle turnover

A close-up photograph of a person's hand holding a silver pen, poised to write on a document. The document has faint, illegible text. In the background, a computer keyboard is visible, and the overall scene is softly blurred, suggesting an office or workspace environment. The lighting is warm and focused on the hand and pen.

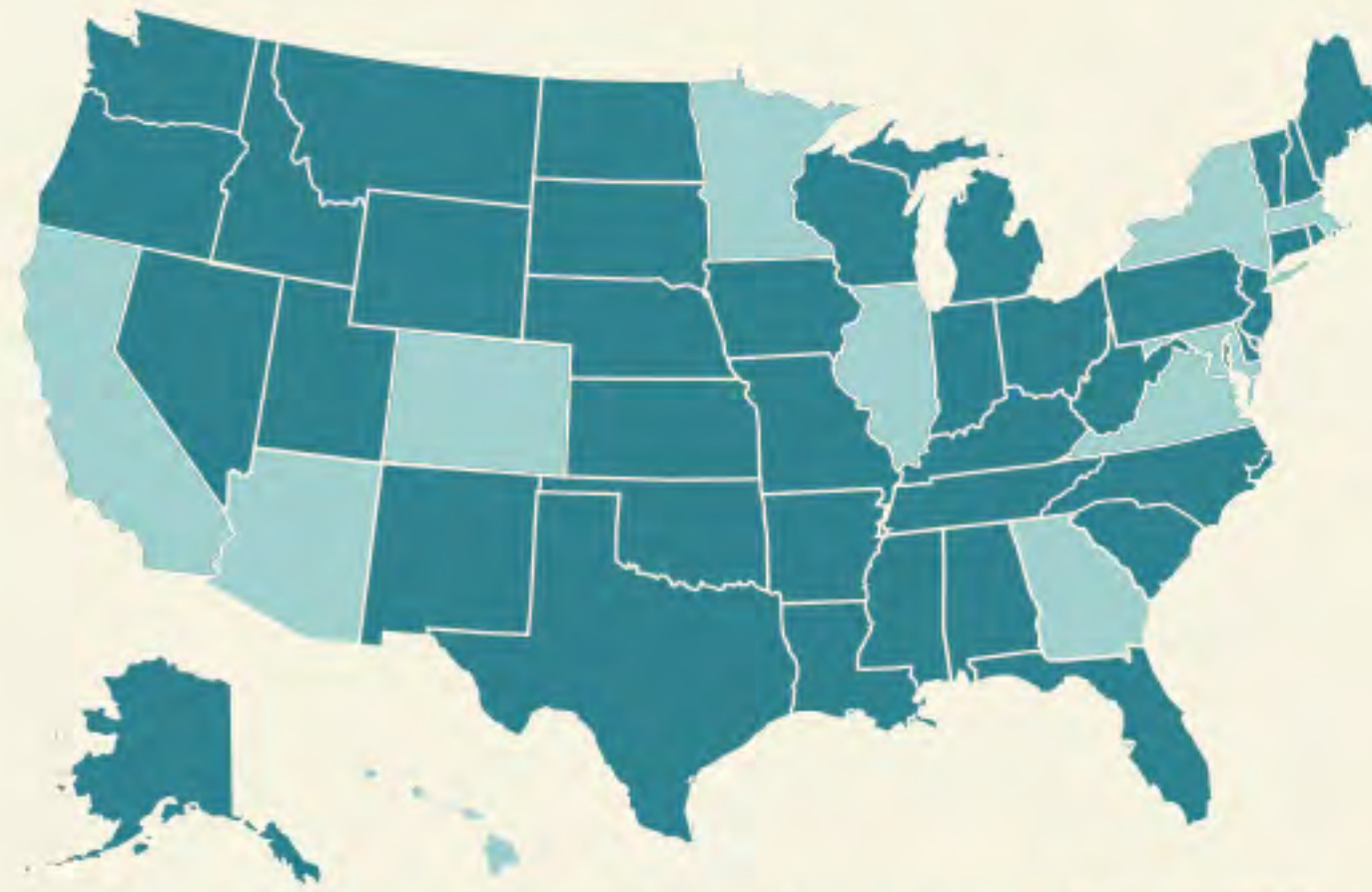
Meet Demands

Meet Demands

- » Set goals and accountability
- » Plan for growth
- » Create compelling campaigns
- » Give your metrics a makeover

TOP 10 STATES FOR LEED

☆ 2014 ☆



WITHIN THE TOP 10 STATES FOR LEED IN 2014, THERE WERE:

1,662

TOTAL PROJECTS

Certified in 2014*

4,502 TOTAL PROJECTS CERTIFIED GLOBALLY IN 2014

251.7

MILLION SQUARE FEET


Certified in 2014*

675.7 MILLION TOTAL SQ. FT. CERTIFIED GLOBALLY IN 2014

*DOES NOT INCLUDE DC NUMBERS

THE RANKINGS

STATE RANKINGS CALCULATED BY DIVIDING SQUARE FOOTAGE CERTIFIED IN 2014 BY STATE POPULATION.

1  **ILLINOIS**
POPULATION: 12,830,632*

3.31

SQ. FT.
CERTIFIED PER
PERSON IN 2014



174
PROJECTS
CERTIFIED IN 2014

2  **COLORADO**
POPULATION: 5,029,196*

3.14

SQ. FT.
CERTIFIED PER
PERSON IN 2014



102
PROJECTS
CERTIFIED IN 2014

 **MARYLAND**
POPULATION: 5,773,552*

2.70

SQ. FT.
CERTIFIED PER



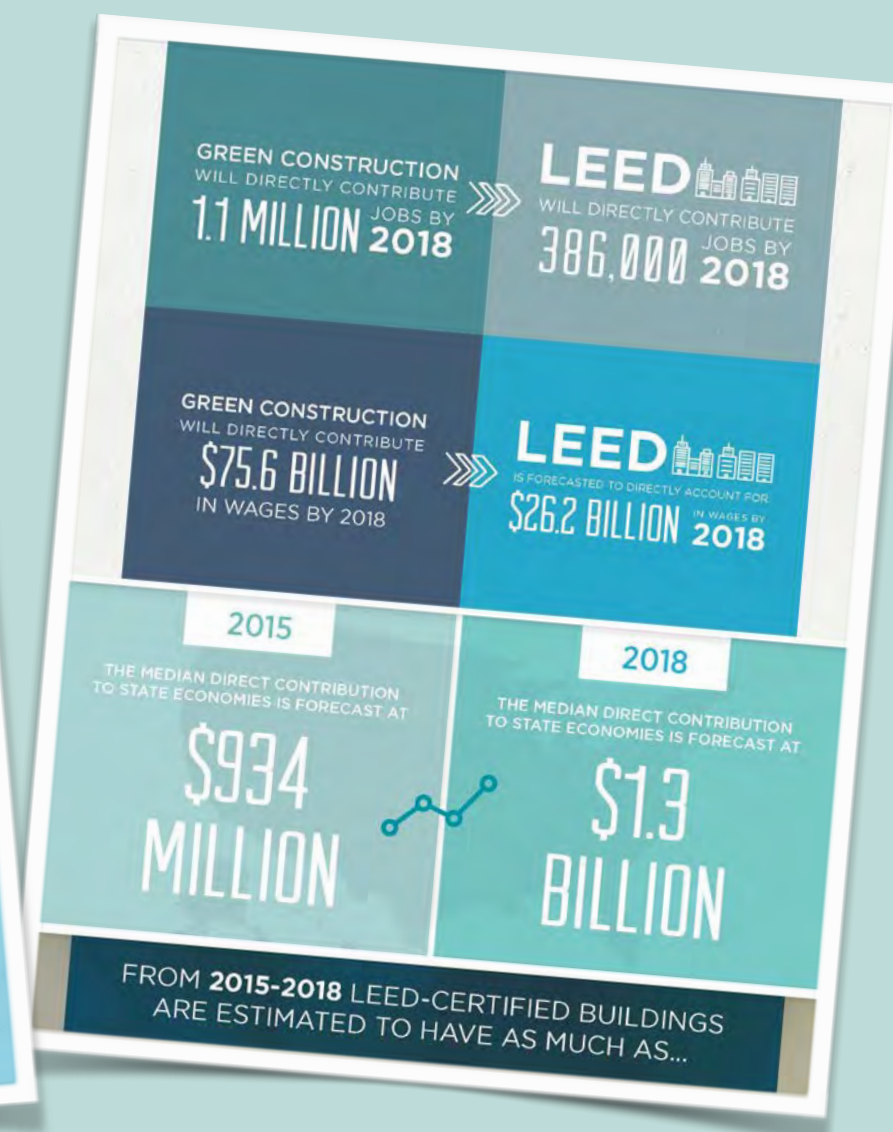
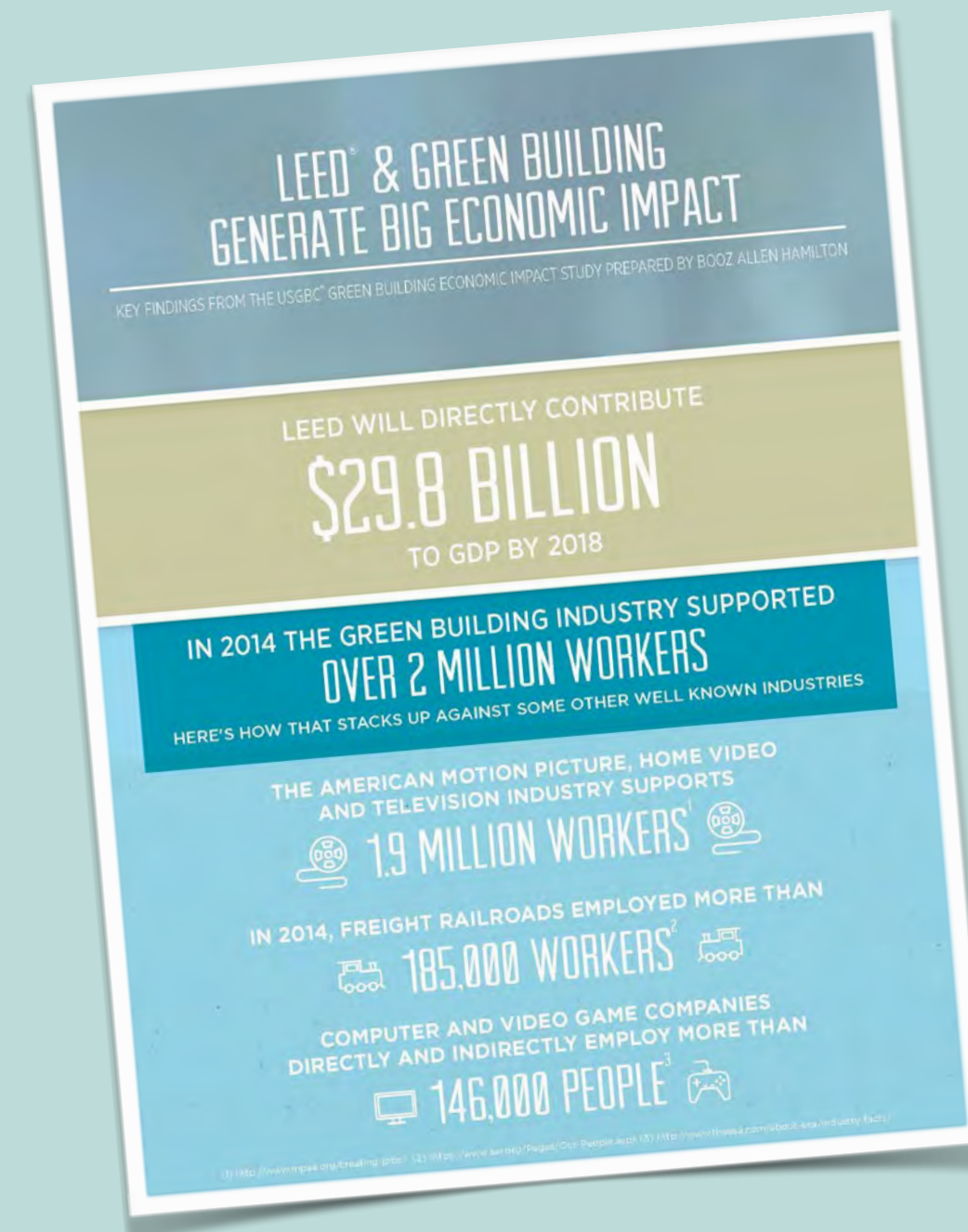
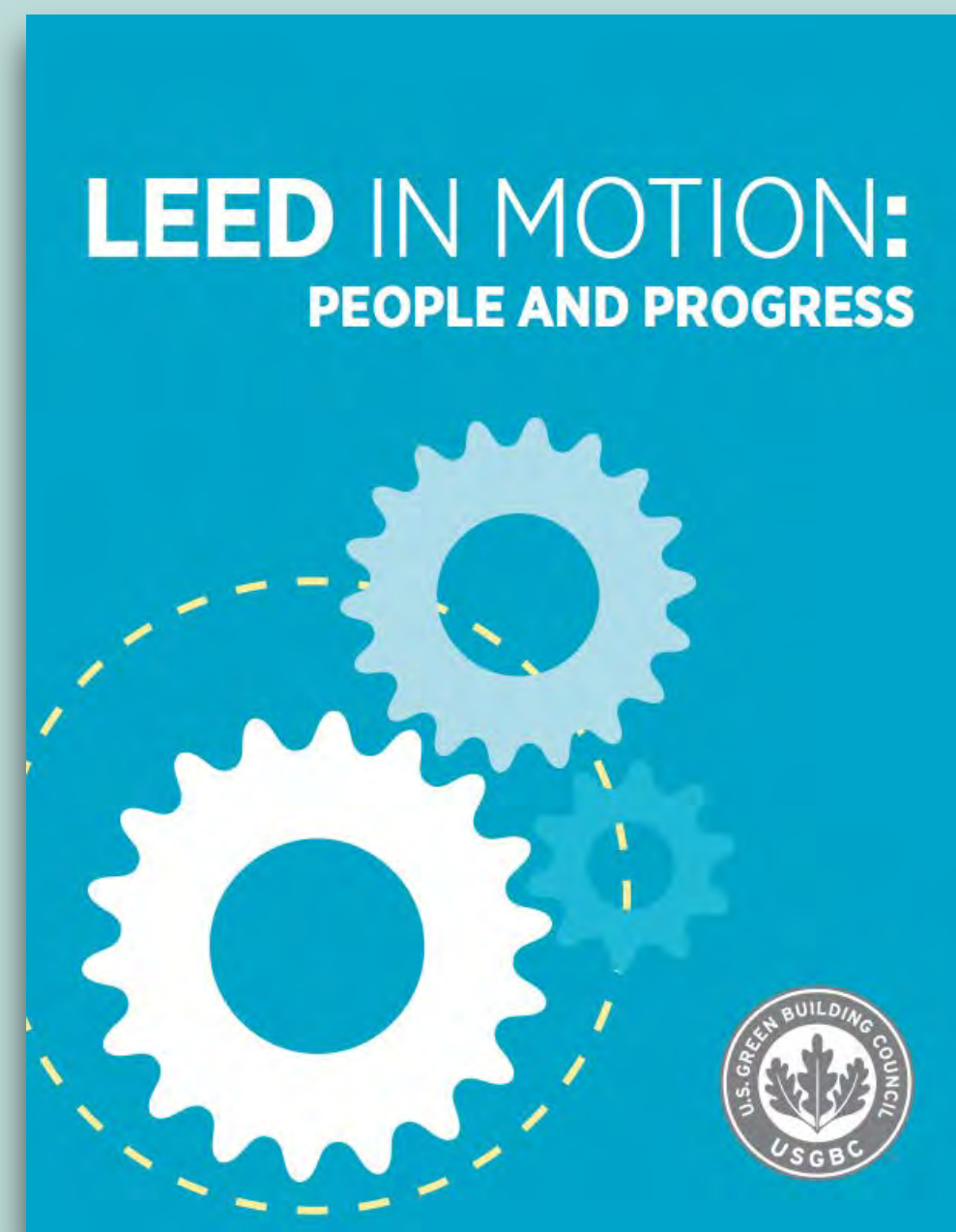
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Multifaceted PR Campaigns

- » Targeted media outreach
- » Direct stakeholder engagement
- » Tailored social media support
- » Policy maker outreach
- » Multimedia/visuals
- » E-marketing/online articles
- » Dynamic metrics and reporting

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DIGEST

DRILLING Public input on guidelines

The Bureau of Land Management said Friday it plans to write new guidelines for using a provision that allows for expedited environmental reviews of oil and gas development on public land following a judge's order to stop using its existing guidance.

This time, the public will have a chance to comment as the agency writes new rules for using so-called categorical exclusions of certain land from extra environmental reviews.

Conservation-minded groups and the energy industry have pushed for a consistent interpretation of how categorical exclusions should be used.

VETERANS Tax credits for jobs praised

SAN ANTONIO — U.S. Labor Secretary Hilda Solis on Friday applauded the jobs stimulus plan proposed by the Obama administration.

Solis came to San Antonio to talk about job initiatives for veterans. She touted the tax credits proposed by President Barack Obama to encourage businesses to hire those leaving combat zones. The proposal would provide firms with \$5,600 in tax credits for hiring veterans who were unemployed for at least six months. The credit would grow to \$9,600 for hiring veterans who were disabled while serving in the military.

— WILLIAM PACK

RUSSIA Rosneft shares will be sold

Russian news agencies said Friday the government plans to sell up to 15 percent in top oil producer Rosneft next year for \$6.7 billion.

COURT Lawyer gets 7 to 21 years

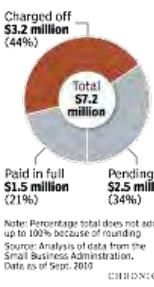
NEW YORK — An Ohio lawyer convicted of helping to drive an automotive-chemical company to bankruptcy and loot it of millions of dollars in a stock scheme was sentenced Friday to seven to 21 years in a New York prison.

State Supreme Court Justice Gregory Cero called it "a case of greed" that belied the attorney's claims that he was betrayed by the company's former CEO. The lawyer, James Margulies, called his involvement with Industrial Enterprises of America the worst choice of his life. Former CEO John Mazzaro has pleaded guilty to plundering the company.

ASSOCIATED PRESS

UNPAID DEBT

Houston businesses took out \$7.2 million in government-backed loans for 9/11-related damages, and taxpayers now are on the hook for nearly half.



Source: Houston-area business recovery fund. Note: Pending loans do not yet add up to 100% because of rounding. Source: Analysis of data from the Small Business Administration, data as of Sept. 8, 2011.

Government writes off a load of 9/11 small-business loans

■ 44 percent in Houston area not collectible

By PURVA PATEL
HOUSTON CHRONICLE

The federal government has written off nearly half of the \$7.2 million in disaster loans it made to Houston businesses affected by the 9/11 terrorist attacks.

According to a Houston Chronicle analysis of data from the Small Business Administration, 45 Houston-area businesses took out low-interest government-backed SBA loans intended to help businesses recover from federally declared disasters. The data included information through September 2010.

The government has charged off 44 percent of those loans. Statewide, businesses received \$35.3 million in the small business loans, and the government has written off 39 percent.

Houston-area borrowers have paid off about \$1.5 million, or 21 percent of the SBA loans, and the remainder are still pending. The SBA says privacy rules prevent it from disclosing how many of the area's pending loans are late or close to default.

The agency says it looks for reasonable assurance that borrowers can repay their loans but charges off loans once it determines they're uncollectible. Loans were made at 4 percent interest to small businesses that suffered a direct result of the attacks themselves or because of terror-related rules and shutdowns imposed from

Please see 9/11, Page D2



LEED-CERTIFIED: Kevin Frankel, vice president of Frankel Building Group, has all his homes meet Leadership in Energy and Environment Design standards, including these residences on the 3700 block of Westernman. "We think it's a necessity for resale in the future," he says. "Green is about value."

BUILDER DIGS INTO GREEN

Company finds value in constructing homes to meet environmental standards

Old worries exert new drag on stocks

By DANIEL WAGNER and FRANCISCA LEVY
ASSOCIATED PRESS

NEW YORK — The problems that have weighed on investors all summer — European debt and fear of a new recession in the United States — hammered the stock market Friday. The Dow Jones industrial average fell more than 300 points.

The plunge erased the week's gains for stocks and sent the Dow below 11,000. It had not closed below that level since Aug. 23, after several weeks of extraordinary volatility.

The European Central Bank said a top official, Jaeger Stark, was resigning almost three years before the end of his term in 2014, revealing deep disagreement over how to solve economic problems in Europe.

Traders fear that one of the continent's heavily indebted economies has sent the Dow below 11,000.

Investment up, but not tourism

■ Summit puts focus on trade along the border

By DAVID HENDRICKS
STAFF WRITER

HO CHI MINH CITY, Vietnam — When Intel went about setting up its chip factory in Vietnam, it found an oddity: Local laws did not govern every aspect of the building.

The government had no comprehensive laws for the building. The government had no comprehensive laws for the building.

Kevin Frankel, vice president of the family-run custom builder, said committing to environmental efficiency was a way for the company to differentiate itself — particularly amid the real estate downturn. Now things are starting to look up.

This year, the Houston-based company expects to sell as many as 19 homes, up from 12 last year. Frankel spoke with the Chronicle's Nancy Suroff about the high-end home-building business, the green movement and the latest trends in the custom homes. Edited excerpts:

Slowly, Asia's Factories Begin to Turn Green

By MIKE IVES
JAN. 7, 2014



\$1 billion plant, about 10 miles from downtown Ho Chi Minh City, embraces environmental and sustainability measures beyond those required by Vietnam's laws. Justin Mott for The New York Times

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ARTICLES

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Capital Area Food Bank Selected as 2015 Greenbuild Legacy Project

Published on 5 Jun 2015 Written by Fleming Roberts Posted in Media

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IN MEDIA 06.12.2015



CREDIT SYNERGIES measure conditions.

Principles of LEED (0+M) Principles of LEED (0+M) Principles of LEED (0+M) Principles of LEED (0+M)

PRESS RELEASE

Washington, D.C.
Food Bank (CAFB)
food studio design



USGBC

@USGBC

Follows you

Developers of #LEED. Green buildings and communities for all.

Washington, DC

usgbc.org

Joined November 2008

20 Followers you know

Following

TWEETS 12.5K FOLLOWING 14.7K FOLLOWERS 93.5K FAVORITES 8,420

Tweets Tweets & replies Photos & videos

Pinned Tweet

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The #LEED Green Associate credential is your gateway to green. We've created this credential for...

instagram.com/p/4CacTerLMH/

6 3

USGBC @USGBC · 1h

"If bldgs are a major contributor to #climatechange, what's the solution?" @go_gba @Arch2030 @SEA2030 @AuroraSharrard bit.ly/1CdXnLP

2 3

COMMUNICATIONS
AT&T's response
The company tells the government that its bid for T-Mobile is justified. PAGE D2

MARKETS AT A GLANCE

Index	Value	Change
Dow	10,992.13	-303.68, -2.7%
Nasdaq	2,467.99	-61.15, -2.4%
S&P	1,154.23	-31.67, -2.7%
Oil	\$87.24	-\$1.81, -2.0%
Natural gas	\$3.918	-\$0.05, -1.6%

Meet Demands

- » Set goals and accountability
- » Plan for growth
- » Create compelling campaigns
- » Give your metrics a makeover

TOP 10 STATES CAMPAIGN

The Top 10 States for LEED campaign was once again one of USGBC's most trafficked PR campaigns to date. Prior to the launch, the campaign focused on targeted engagement and outreach to LEED project owners, high-level members, USGBC Chapters, policymakers and the larger green building community. This helped drive recognition in each of the states, as well as within the green building community, when the list was released on February 4, 2015.

MEDIA OUTREACH

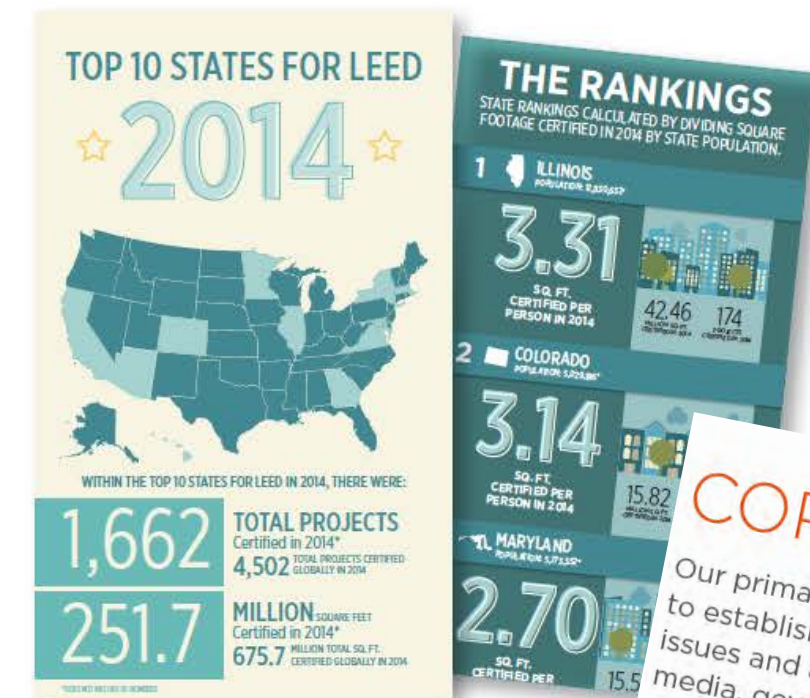
In the first week of the release of the list, there were more than 57 print placements equivalent to nearly 30 million media impressions and every state on the list garnered coverage.

USGBC sent out a national press release on PR Newswire, which was picked up on 214 with a potential total audience of 18 million visitors. Individual releases were also distributed in media in each state, and targeted pitching occurred prior to the official release date.

A few print media highlights include:

- [The Chicago Tribune: Illinois ranks No. 1 for energy-saving construction](#)
- [The Chicago Sun-Times: Illinois tops rankings for Green Buildings](#)
- [St. Louis Post-Dispatch: Illinois is tops for LEED development](#)
- [Minnesota Star-Tribune: Minnesota ranks in Top 10 for LEED-certified new](#)
- [Sacramento Bee: California ranks high on national list of 'green' buildings](#)
- [Baltimore Sun: Maryland third for green building activity in 2014](#)
- [The Hawaii Star Adviser: Hawaii among top 10 states for green building](#)
- [The Roanoke Times: U.S. Green Building Council ranks Virginia fourth in U.S.](#)
- [New York Business Journal: New York drops in state ranking of 'green' build](#)
- [Phoenix Business Journal: Arizona ranks 10th in green building](#)
- [Crain's Chicago Business: Illinois tops in green building ranking](#)
- [Washington Business Journal: Mid-Atlantic 'epicenter of green building'](#)
- [Buffalo Business First: New York among state leaders in LEED certification](#)
- [Pacific Business News: Hawaii ranks sixth in the U.S. for green buildings](#)
- [Environmental Leader: Top 10 LEED States Ranked](#)
- [Architect Magazine: The Top 10 States for LEED Per Capita in 2014](#)

Top 10 States Infographic



COP21

Our primary goal leading up to and during COP21 was to establish USGBC as an authority on environmental issues and an innovator with business leaders, the media, government and advocacy organizations, and to draw positive attention to green buildings as a global way to support the mitigation of climate change. We did this by leveraging existing relationships and working closely with influencers and influential channels to tell the USGBC and green building story. We developed communications and social media materials, including an editorial calendar, op-eds, and articles, talking points for events and event programs, and sample social media.

CONTENT MARKETING

- "Climate Leaders" multimedia series of podcasts, videos and articles featuring Roger Platt as host, and a series of notable guests.
- Original USGBC content for COP21—created in advance of the December conference—outperformed some of the organization's best content for the quarter.
- Graphics created by our team performed 5-10x higher than the average post.

SOCIAL MEDIA

- This QTD, USGBC has distributed 500+ pieces of COP21-related content across our social media platforms.
- That content has accumulated over 12,000 Link Clicks on USGBC social media platforms.
- Twitter had the highest performing content; however, Facebook and LinkedIn participation was notably higher than other campaigns. This is likely due to the international reach that this particular campaign was able to leverage successfully.
- LINKEDIN** COP21 content: 3,000+ shares
- FACEBOOK** COP21 content: 1,000+ likes; 500+ shares
- PARTICIPATING HASHTAGS:** #COP21, #ActionClimate, #BuildingsDay (UNEP), #BetterBuildGreen (World Green Building Councils), #Cities4Climate #ycities (ICLEI; Compact of Mayors; Ceres). During the week of the Conference, multiple participating hashtags were trending.

2015 GREEN BUILDING ECONOMIC IMPACT STUDY CAMPAIGN SUMMARY

OVERVIEW

The much-anticipated 2015 USGBC Economic Impact Study conducted by Booz Allen Hamilton (BAH) was released on Sept. 16, 2015. As the first major economic impact study to come from USGBC and BAH since 2008, the dissemination of the data and findings is key to positioning USGBC as an expert on market trends. This report provides policy makers, private sector decision makers and consumers an understanding of the importance of green building and LEED on national and state levels. As of this summary (one week out from the launch), the report itself has received nearly 20,000 online views and was downloaded more than 1,000 times from the Marketo landing page. The national infographic has received more than 1,200 unique views and the state infographic compilation has received 79 unique views.

PRESS RELEASE

- 238 High-level member companies
- 519 Online release views
- 25 TV airings
- 10 Radio airings
- Nearly \$245,500 in total ad value
- 16,049,855 Total potential audience
- More than 17.5 million people reached

OUTREACH

- 107 High-level member companies
- 212 Partners
- 480 Federal agency related organizations
- 50 Representatives from 20 states
- 81 Staff
- 12 Chapter advocates
- 165 Community members (approximately)

TWITTER

- 65 Original tweets
- 260 Retweets
- 3,000 Mentions

FACEBOOK

- 52 High-level member companies
- 7,000 Partners
- 72% Federal Congressional offices
- 8,000 Impressions
- 82% Click through rate

LINKEDIN

- 52 Showcase group features
- 7,000 Partners
- 72% Federal Congressional offices
- 8,000 Impressions
- 82% Click through rate

Takeaways

- » Reinforce stability while embracing change
- » Unexpressed expectations create confusion, be transparent
- » Entitlement only works when you've earned it
- » Find passionate people & focus on strengths
- » You can't get there if people don't go with you

Resources

- » Social media monitoring/tracking: Hootsuite, Trackmaven, UberVu
- » Marketing metrics/distribution: Marketo, Kapost
- » Organizational tool: Asana (<https://asana.com>)
- » USGBC press room: <http://usgbc.org/press>
- » Strengthfinder: <http://strengths.gallup.com/>



@marisalong @usgbc #leaders16