

2023 Award Submission: Best Public Relations Plan

I am honored to submit an award nomination for BPW/St. Petersburg-Pinellas for their outstanding public relations plan that has significantly impacted their local community. BPW/St. Petersburg-Pinellas has successfully demonstrated a well-orchestrated public relations plan, which includes community involvement, media and business contacts, newsletters, and program promotion.

BPW/St. Petersburg-Pinellas has proven its commitment to community involvement by partnering with local organizations and participating in community events. The organization has developed a strong relationship with its community by hosting and participating in events such as the Equality Day Tea, Annual Working Women's Forum and Unhappy Hour for Equal Pay Day.

BPW/St. Petersburg-Pinellas has been successful in building and maintaining a strong partnership with the St. Petersburg Area Chamber of Commerce. As a result of this partnership our events and initiatives are regularly featured in their community calendar, in their newsletters which are picked up by other online news sources extending the reach of our message as well as edifying our local organization as an authority on issues related to local business women.

BPW/St. Petersburg-Pinellas has an excellent newsletter that is distributed to its members and the community. The newsletter includes information about upcoming events, member achievements, and relevant news articles. Distributed each Tuesday, our newsletter is a quick read that keeps members and the community informed about BPW/St. Petersburg-Pinellas' activities and initiatives.

BPW/St. Petersburg-Pinellas has also demonstrated excellent program promotion. The organization has a robust social media presence and has used platforms such as Facebook, Twitter, and LinkedIn to promote their events and initiatives. BPW/St. Petersburg-Pinellas has also developed promotional materials, such as brochures and flyers, which are distributed throughout the community and at events.

In conclusion, BPW/St. Petersburg-Pinellas has proven to be a leading organization in public relations. The organization's commitment to community involvement, media and business contacts, newsletters, and program promotion has had a significant impact on their local community. I strongly believe that BPW/St. Petersburg-Pinellas deserves recognition for their outstanding public relations efforts.