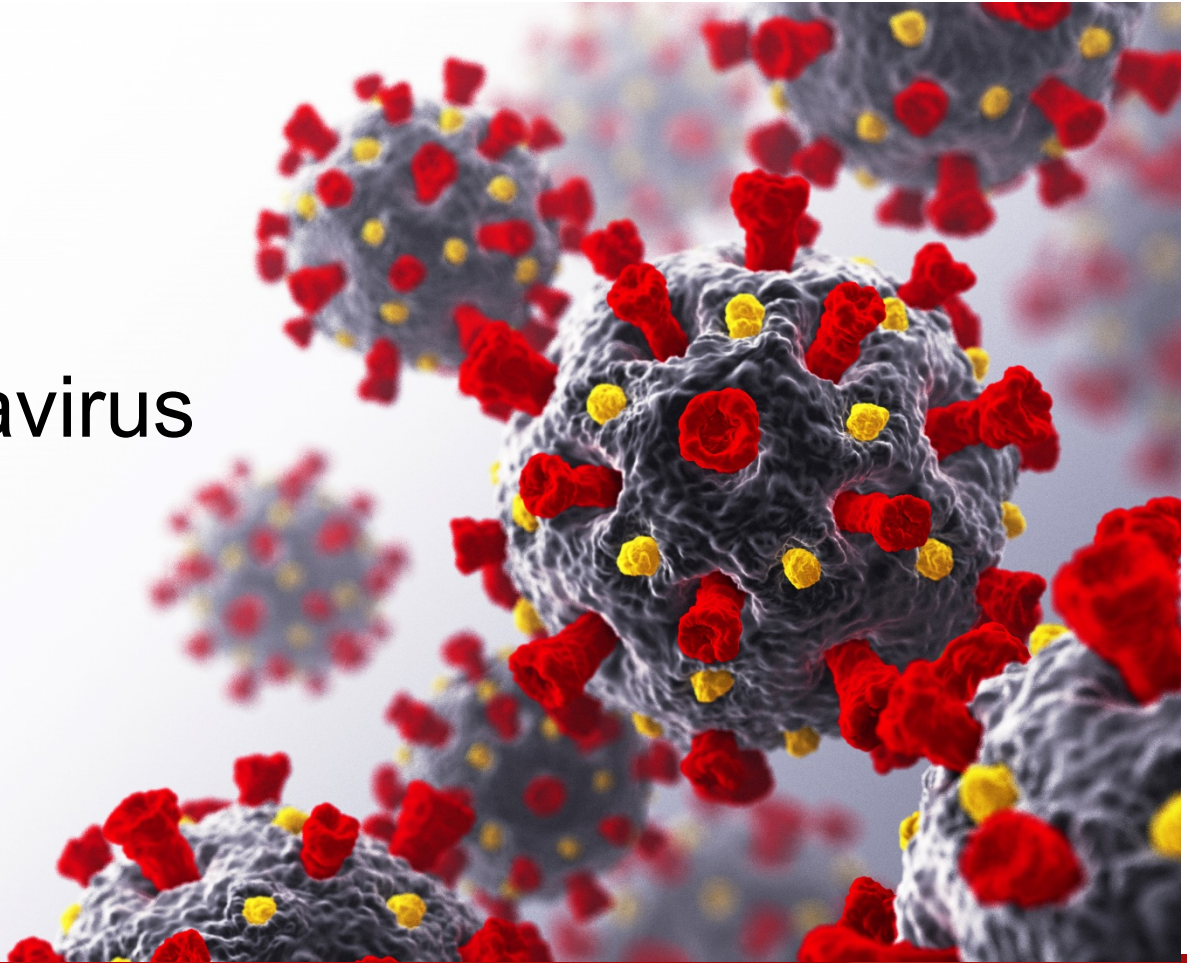




PR in the Time of Coronavirus

Melissa Murphy, EVP, SunStar Strategic

October 2020



2020: A Year to Adapt and Pivot

- Strategic marketing plans were scrapped
- Most travel and events cancelled
- Economic shutdown, market turmoil

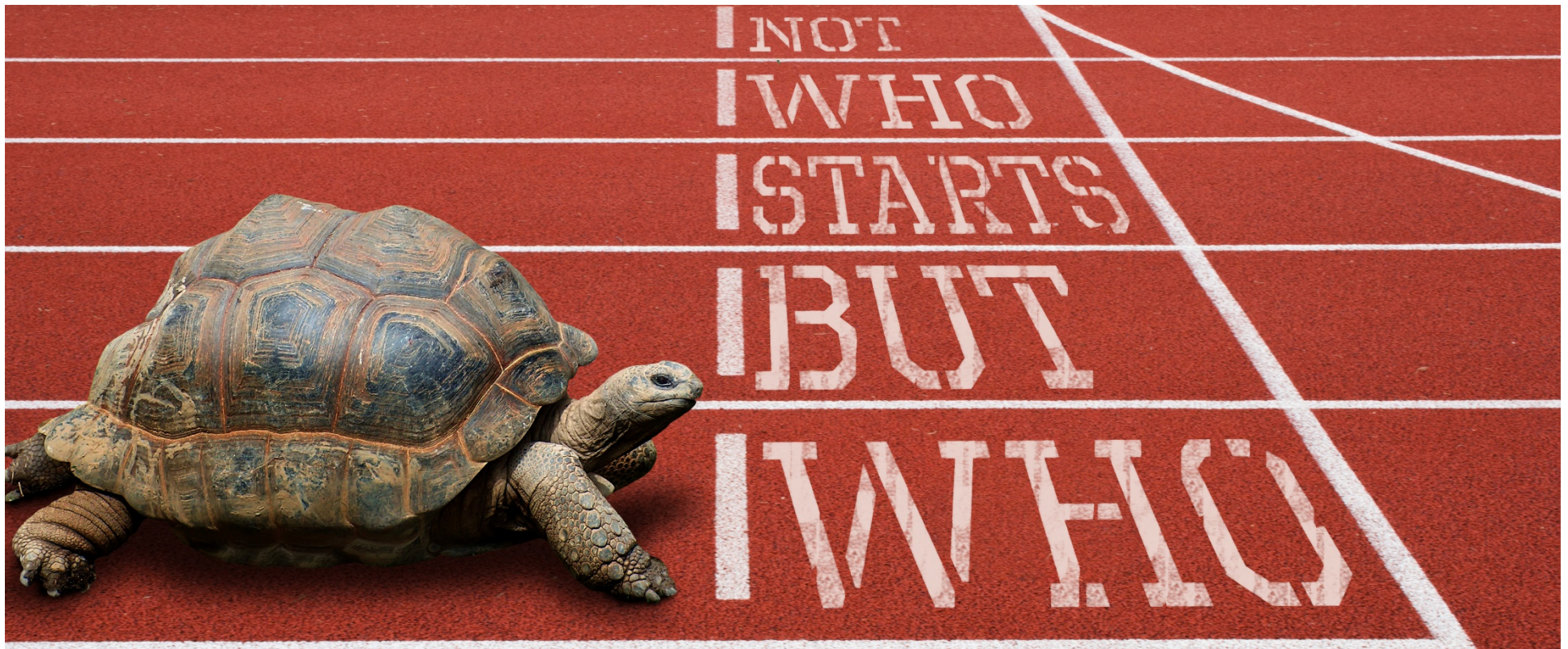




**Opportunity for
thought leaders
to provide
perspective**

- Implement or continue a PR strategy
- Don't be left behind – your competition is visible
- Adapt





- If your strategy is out of favor, why are you relevant?
- Investors need reassurance – this is the opportunity
- Thought leadership first, THEN product

- Transition to phone, Skype or Zoom
- No travel
- Interviews spread out, not just one day
- Financial impact of the pandemic is an important topic – *but it is **not the most important angle*** –
- **Perspective is critical**



- Everyone is scattered
- Bureaus shut down
- Difficult to get reporters



Sorry

CLOSED

due to
COVID-19

- Tie to key drivers of the news cycle
- Answer/bridge/message dynamically

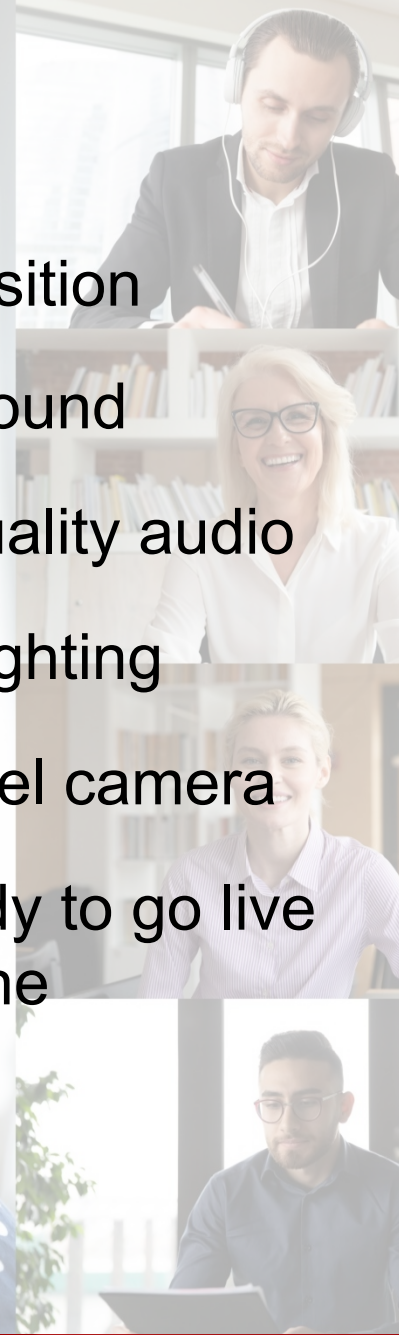
- Anchors reporting from home or empty studios
- No guests allowed in studios
- Remote studios not operating
- Guests interviewed via:
 - Skype / Zoom
 - Google Hangouts
 - Phone



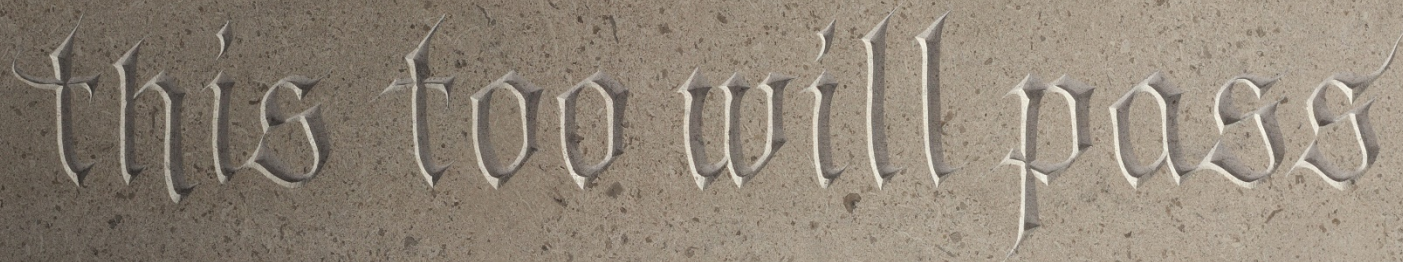
Best practices



- Composition
- Background
- High quality audio
- Good lighting
- Eye level camera
- Be ready to go live by phone



- 2020 is a year most of us want to forget
- Technology is at our fingertips
- Use financial media to connect with clients and prospects
- Pivot and adapt



this too will pass



OUR
MISSION



Questions?

Please click on the **Q&A icon**
at the bottom of your screen
