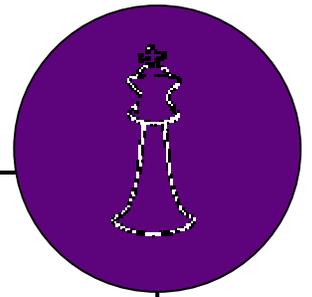


# DEVENEY COMMUNICATION

## COMMUNITY RELATIONS



Community relations can build the bottom line, as well as create and maintain a solid reputation.

Developing a solid community relations strategy has become increasingly important in recent years as most community members are more discerning, opinionated and informed due to improvements in communication technology, particularly the Internet. Instant access to information and to likeminded individuals has resulted in communities that are more capable of questioning, and more importantly, of acting on their demands and desires.

Furthermore, advertising is no longer an effective way to reach a community. The typical individual is often bombarded with more than 1,500 advertisements each day. This advertising overload, typically referred to as “clutter,” has led to the filtering of messages by the public.

Community members are less likely to notice or even recall your organization’s advertisement. More meaningful communication, such as that achievable through community relations, is necessary for entities that want to change public perception.

Deveney Communication has extensive experience developing unique community relations programs for clients. Several of our team members have presented seminars on community relations at international conferences in both the U.S. and Canada for top communication professionals from more than 20 countries.

### **Auditing Current Perceptions and Recognition**

Auditing existing perceptions is key to a successful community relations program. Audits provide a starting point for determining where an organization is in the minds of community members versus where it wants to be.

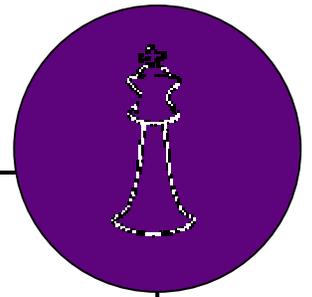
Following the launch of a campaign, we can monitor changes in perceptions throughout its progression. Relying on gap analysis, we benchmark the initial situation to arrive at a specific measurement for the gap in awareness of your organization. This allows us to track the fluctuations of that gap during different times in the campaign.

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# DEVENEY COMMUNICATION



## Forging Key Partnerships and Alliances

Community conditioning involves partnerships and alliances that capture broad-based support for an organization through the research of opinions and the crafting of strategies that reinforce or correct public perception. The development of these relationships can build and strengthen an organization's image among community members.

We can gain broad-based support for the campaign by incorporating current community issues, priorities or concerns. Through these methods, a solid reputation with the community is built and maintained.

By forging partnerships with government entities and community organizations, we help build and strengthen an organization and its positions. We have masterfully brought support and alliances together from the public, private and nonprofit sectors to support client ventures.

## Selecting the Appropriate Partners and Alliances

In identifying the right match, Deveney Communication researches and evaluates potential partners, selecting the best fit for advancing the client. The focal point of our considerations is always the overriding goal of the client. Are you trying to reverse a negative perception about your organization? Should you ally with a popular cause for a product launch? Are you trying to deepen the emotional ties to your company?

Choosing a partner that closely mirrors your philanthropic aspirations is the crucial first step. Once we have identified and cultivated an alliance that is best suited to achieving your goals, we work with you to develop a winning strategy that benefits you and your partner.

## Gaining Community Recognition

Recognition by the community is another tactic we will use to cultivate credibility. We will constantly pursue areas of recognition, building credibility by highlighting your commitment to the region you serve.

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