



Public Relations For Business Owners

LA OPTIMIZED 2.0

WEBINAR SERIES

June 26, 2025



A photograph of two women in a workshop setting. The woman on the left has long brown hair and is wearing a black blazer over a white shirt and blue jeans. She is holding a glass of amber liquid. The woman on the right has curly brown hair and is wearing a black blazer over a dark top and blue jeans. She is also holding a glass of amber liquid. They are both smiling and looking at a white document held by the woman on the left. In the background, there are fashion design sketches pinned to a wall. The image is partially covered by a blue overlay on the left and a yellow vertical bar on the right.

WELCOME TO LA OPTIMIZED 2.0

- LA Optimized 2.0 is managed by the City of Los Angeles, Economic Workforce Development Department and implemented by Sherpa Marketing Solutions as a program operator.
- LA Optimized 2.0 provides no-cost marketing resources and support to qualifying local small businesses.
- **For more information please visit**
www.lacityoptimized.org



LA OPTIMIZED 2.0

Registration Now Open!

Apply for the next round of LA Optimized Small Business Support!

- **No Cost Digital Marketing Support** – Website creation or optimization of current website. New logo and other communication materials.
- **Social Media and Online Presence Support** – We'll make sure your social and online presence get you noticed!
- **Please note** – Business must be based within City of Los Angeles and must not have participated in the LA Optimized program in the past. Please visit website for additional details.

Fill out your application today!
Scan this QR Code or visit
<https://www.lacityoptimized.org/>



A photograph of two young women in a creative studio setting. They are both smiling and looking at a large sheet of paper they are holding together. The woman on the left has long brown hair and is wearing a dark blazer over a white top and jeans. The woman on the right has curly brown hair and is wearing a dark top and jeans. In the background, there are fashion sketches pinned to the wall. The image has a blue tint and a vertical orange bar on the right side.

LA OPTIMIZED 2.0 Accelerator Academy

- The LA Optimized 2.0 Accelerator Academy equips local small businesses with expert insights and practical tools to refine and elevate their marketing strategies.
- The Accelerator Academy video series is now available! Explore over 40 expert-led videos covering a wide range of topics, including:
 - Developing your company's brand
 - Creating a digital media strategy
 - Website optimization
 - And much more!
- To access the Accelerator Academy video series, visit <https://www.lacityoptimized.org/accelerator>



LA OPTIMIZED 2.0 Accelerator Academy





PIPELINE
pepper

PUBLIC RELATIONS

FOR SMALL BUSINESS

2025

WWW.PIPELINEPEPPER.COM

INTRODUCTION

UNDERSTANDING RURAL COMMUNITIES AND METRO AREA ISSUES

WHO IS VANESSA

A proud Latina daughter of farm workers/union workers. Leveraging 18+ years of experience to deliver high-impact communications strategies with tangible results. Featured as “A Rising Voice” in Los Angeles for advocacy efforts and Pipeline Pepper small business.

WORKED WITH

Elected officials, Candidates (Congressional, State, and City), Non-profits, the Fashion Industry, Beauty Products, Dog Brands, Shopping Centers, Education, Technology, and fellow Consulting Firms +

PARTNERED WITH

Graphic designers, photographers, writers, video editors, artists, drone operators, translators, designers +

EXPERIENCED AT

Increasing reach and meaningful connections to move movements and make waves.

WHO WE ARE

Pipeline Pepper is a Los Angeles-based strategic communications firm specializing in public relations, social media management, partnership development, and event services. We empower elected officials, nonprofits, women-led businesses, and public figures to build meaningful connections through multicultural storytelling, media coverage, and collaborations. Our proven expertise in securing press coverage, managing digital campaigns, and fostering community partnerships helps mission-driven organizations and leaders amplify their social reach and impact.



KEY FUNCTIONS OF PUBLIC RELATIONS

Public Relations helps businesses and organizations: connect with communities, influence opinions, can lead to loyal support, and inspire action.

MEDIA RELATIONS

Building and maintaining positive relationships with the media to obtain favorable coverage and managing information disseminated to the public.

EVENT MANAGEMENT

Organizing events such as press conferences or social activities can play a part in a strategy to strengthen brand image.



REPUTATION MANAGEMENT

Monitor and influence public perception of the business or organization through ongoing communication strategies.

CRISIS COMMUNICATION

Handle emergency or controversial situations with appropriate communication to protect the business or organization's reputation.

BRAND AWARENESS

PUBLIC RELATIONS VS. MARKETING

PUBLIC RELATIONS	MARKETING
Reputation & Trust	Sales & Revenue
Public, Media, Stakeholders	Customers & Potential Customers
Long-term relationship building	Short-term promotional campaigns
Press releases, events, media outreach	Paid advertising, promotions, social media ads
Public perception, media coverage	Sales numbers, conversion rates

Public Relations is about creating opportunities, being ready for unforeseen opportunities, and handling problems.

PUBLIC RELATIONS VS JOURNALISM?

UNDERSTANDING PUBLIC RELATIONS

Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships between businesses/organizations and their publics. It is not merely about controlling information but about fostering trust, managing reputation, and engaging with stakeholders in an authentic and impactful way. PR encompasses a range of activities — from media relations and internal communications to crisis management and community engagement. In essence, it is the art and science of storytelling, designed to shape how people perceive a brand, business, or individual.

WHAT IS JOURNALISM

The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing.

(Kovach & Rosenstiel, 2001)

- Journalism defines our communities
- Creates a common language and a common knowledge set in reality
- Defines a community's goals, heroes, and villains
- Helps us to fulfill a basic instinct – to be aware of our environment around us

(Kovach & Rosenstiel, 2001)



NEWS VS NOT NEWS

News is a function of journalism – a synthesis of multiple resources that the journalist compiles

What are a journalist's goals?

- Obligation to the truth
- Independent from those they cover
- Keep the news comprehensive and relevant to the public / their audience
- To inform: Tell us about ourselves and those around us to make decisions
- Entertain: Reporting about people and events that can be valuable and enriching
 - deepens thinking and interaction with others, to keep news interesting



QUESTIONS JOURNALIST ASK THEMSELVES

- Does this have an **impact**: i.e, change people's lives (big or small groups of people)
- It is **timely**: the timing of the event/story as a whole. Does it relate to the current news cycle or a holiday
- **The proximity** of when and where an event occurs
- Is there **conflict**: competing forces (i.e., court trials, disagreements on parking changes, community vs a big landlord)
- Is it **unusual**/weird/bizarre? i.e. a bear running in an mall
- Is it **current**: an issue that is current in the community and relevant

TRADITIONAL VS NEW MEDIA

Traditional Media

LA Times / New York Times / TIME / Rolling Stone / CNN

- You can pitch your story via the editors/assignment editors OR the digital team.
- Local: Event Calendars / On-site
- Media in other languages

New Media

Similarly, newer media sites are more likely to publish in digital stories and / or share on social

- Double-check their credibility and reach (Look on social, website "About us" and <https://www.similarweb.com>)

Examples: niche websites and podcasts

- Less Competition / oftentimes more accessible

i.e.. a client was not featured in a website story, but they did an Instagram live with the client. Look for an opportunity.



Influencers

- Events / Causes
- Partnerships
- Social Media

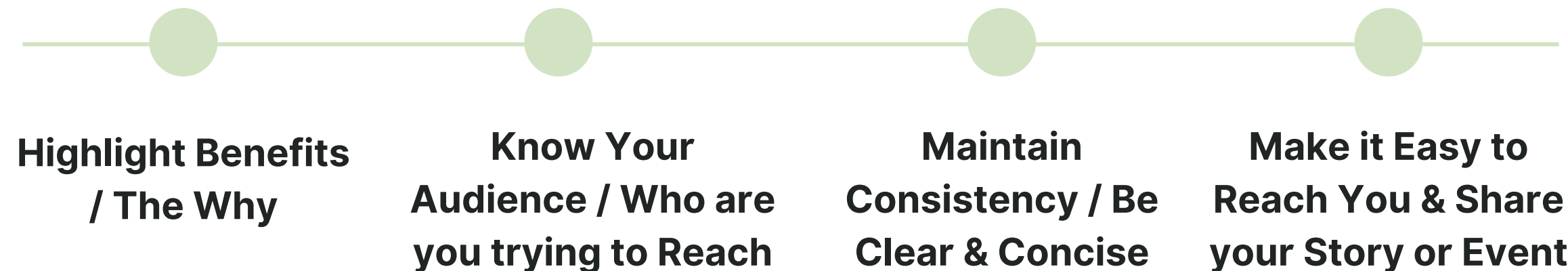
CRAFTING MESSAGES

Contact a journalist (best over email, select cases you can DM or call)

Every story you pitch to the media should be clear and concise.

(Be mindful of the type of publication/audience).

- Why should the journalist care? What do they cover, and show you know their work / connect with them.
- Why should the publication care?
- If you subscribe/follow, mention it.
- Include how to reach you (email or phone number).
- If you have been mentioned in another publication on a different story, it can be helpful.
- If it is an event, include a link to images/flyers.
- If it is an event, invite them ("You are invited: Subject line").
- If it is a founder story, include a photo of the founder.
- Include links to your website / social media profiles - social proof.



TOOLS IN PUBLIC RELATIONS

Various tools are used to build brand image, build relationships, and manage communications in both everyday scenarios and crisis situations. Choosing the right tools can determine how powerfully the message reaches the public and how much impact it has on the business's reputation.



Press Releases / Statements

Sent directly to media, placed on websites, placed on the wire



Media Kits

Have your business talking points and photos media ready



Social Media

Add public statements and / or share secured media



Press Conferences

In partnership with electeds, other business and organizations



Newsletters & Internal Memos

Add public statements and / or share secured media



Events (Including Fundraisers)

PREPARING FOR AN INTERVIEW

INTERVIEW TIPS

- Plan your clothing ahead of time (no white)
- Relax at least 30 min prior to an interview (Zoom or in person) to clear your thoughts and nerves
- Learn the name of the interviewer, if on zoom have it on a post-it near you
- Brainstorm questions they may ask, and prepare brief, clear answers, and avoid interruptions
 - Prepare answers with someone for honest feedback and remove filler words when possible, i.e. “umm” “like”
- Before agreeing to an interview, confirm the subject of the interview/angle/format
 - Look up the journalist, what kind of stories do they do?
 - Also, do you have anything in common to be more comfortable around each other
- Know if it will be recorded and where it will be available after



PRESS COVERAGE - THINK DIFFERENT

 Good Morning America
1 month ago
⋮
LA nonprofit mobilizes support for community affected by ...



BE BELatina
Latina Equal Pay Day ...

MEN'S JOURNAL
Gear Health & Fitness Food & Drink Entertainment Style C
HEALTH & FITNESS
The 5 Coolest Marathons That Have Nothing to Do With Running
If you're looking for the same level of intensity of a big marathon, but want something more accessible (or if you just not a fan of running), here are five alternatives that will test your endurance and strength.

NYLON
FASHION
THESE SUSTAINABLE FASHION EXPERTS HAVE TIPS ON SHOPPING ETHICALLY
Learn how to be a mindful consumer

TOOLS TO GET IT DONE

QUOTE REQUESTS

- Qwoted.com
- Sourceofsources.com (SOS)
- Threads (Search “Journos Request”)
- LinkedIn

MEDIA KITS

- Google Drive
- Canva

Stay Updated on Evolving Media Trends

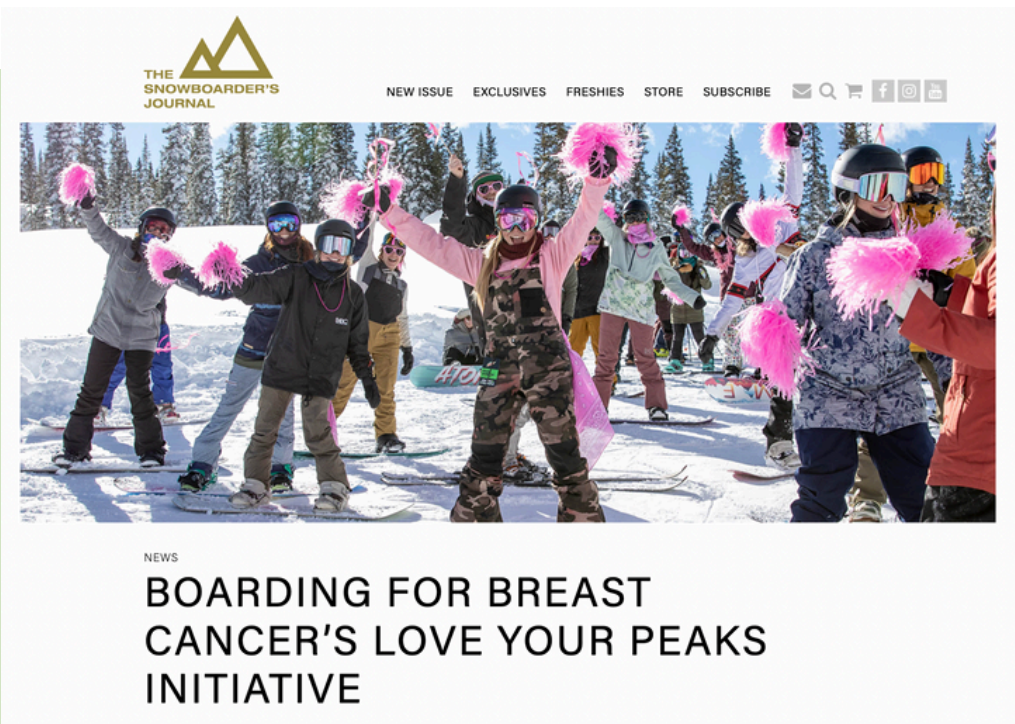
(Podcasts/Substack)

Adjusting Communication Strategies



PRESS COVERAGE ON THE WIRE

Placing a release on the wire extends an announcement's online relevance, SEO, and typically secures coverage from 80-120 media outlets.



PRESS RELEASE METRICS SAMPLE A

Boarding for Breast Cancer Celebrates 25th Anniversary in October With Virtual and In-Person Events for Breast Cancer Awareness Month

Total Pickup	Total Potential Audience
95	32,405,724
Release Views & Hits	Engagement Actions
2,940	85

PRESS RELEASE METRICS SAMPLE B

Breast Cancer Awareness Month: Suja Organic Presents Boarding for Breast Cancer's 15th Annual Skate the Coast [In-Person & Virtual]

Total Pickup	Total Potential Audience
86	71,369,522
Release Views & Hits	Engagement Actions
3,317	68

SKILLS OF A PR PROFESSIONAL

● STRATEGIC / CREATIVE THINKING

● WRITING & SPEAKING

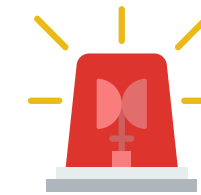
● CRISIS MANAGEMENT

● MEDIA RELATIONS

● DIGITAL LITERACY

● SOFT SKILLS & HARD SKILLS

● EVENT PLANNING



There can be no guarantees.

At times, they may also “ghost” or table and cover the story months later.

Create relationships for now and for later.

CONTACT US

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EMAIL

WEBSITE

WWW.PIPELINEPEPPER.COM

THANK YOU

WWW.PIPELINEPEPPER.COM

2025





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The logo consists of the letters 'LA' in a large, white, sans-serif font. Below 'LA' is the word 'OPTIMIZED' in a smaller, blue, sans-serif font. At the bottom is '2.0' in a white, sans-serif font. The entire text is enclosed within a blue square frame that has a thin blue border and a thicker blue border on the left and right sides.

LA
OPTIMIZED
2.0

THANK YOU