



Spotlight PR LLC is a public relations firm dedicated to supporting leaders and organizations committed to social good. We help our clients build their platforms and protect their brands. Our core services are crisis communications, media training, ghostwriting and PR coaching. For retainer clients, we also offer publicity services.

## Our Assignment



The Black Southern Women's Collaborative (BSWC) retained Spotlight PR to support its network of Black women executive directors in the south. The Collaborative included the executive directors of Faith in Florida, Faith in Texas, Memphis Artists for Change, the New Georgia Project, the Power Coalition for Equity & Justice, and One Voice Mississippi. The contract ran from April 2021 through May of 2024.

We were tasked with helping to elevate the profile of the BSWC members as well as the Collaborative as a whole.

## How We Helped



We developed pitch decks for each member of the Collaborative.



We built a relationship with each member of the Collaborative.



We aggressively pitched the media.



We used every relevant moment in the culture or in the media to promote the work of our client.

## Results & Outcome



We greatly improved our client's exposure in the local and national press.



We garnered 105 media hits.



This included 38 opinion essays that we co-wrote, edited and pitched for publication.



Conservatively, we organized 4 media trainings for BSWC members and their teams.

*This document may not be exhaustive. We included the big buckets of work that are representative of what we can do with clients. For more information, visit [www.spotlightpr.org](http://www.spotlightpr.org).*