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What's So Great About PR Agency Culture?



"Culture eats strategy for breakfast" - that's what management consultant Peter Drucker said about the power of corporate culture.

He asserted that strategy is important but that an organization's culture is the true path to its success.

Lots of PR agencies brag about their culture. Their social media channels and website share pictures of their employees having fun, and tout employee programs and benefits such as yoga classes, Flex Fridays, dog-friendly offices or Taco Tuesday lunches.

And while those things may help them in attracting the attention of potential new talent, an agency's culture doesn't come from the programs it offers or the cool accoutrements it scatters around the office.

True culture evolves over time from the agency's people, their actions and their passion. It embodies how they interact, how they operate, what they value, how they treat each other, and how they feel about their clients.

[Click here for the full article.](#)

5 PR Mistakes Auto Suppliers Make Preparing for CES

Being part of an automotive supplier or mobility technology company that is participating in CES can bring a mixed bag of challenges and outlooks. Yes, it's exciting to be part of such a massive show focused on new technologies and product unveilings. And yes, there can be a lot of potential there for customer and media outreach.

But the scale and competition of the show can also be daunting as you try to find your place and reach your key audiences among the more than 4,500 exhibitors around you trying to do the same, many of them trying to get in front of the same journalists and prospects that you are.

While there is no guaranteed process that promises success at CES, we are calling out 5 PR mistakes that auto and mobility companies often make leading up to the show that should be avoided in order to maximize your time and investment at this ever-growing event.



Image Credit: CES

[Click here for the five mistakes.](#)

Check Out Our Latest "Meet the Media" Profiles

Have you seen the latest "Meet the Media" features on our blog? Twice each month, we profile a key journalist that covers our clientele. Here are the latest posts:

- [Matthew Jaster](#), Senior Editor at *Gear Technology & Power Transmission Engineering*
- [Leslie Allen](#), Mobility Editor at *Automotive News* & Editor at *Shift*
- [Aaron Larson](#), Executive Editor at *POWER*
- [Brad Kuvin](#), Publisher / Editorial Director at *MetalForming & 3D Metal Printing*
- [Annalise Frank](#), Breaking News Reporter at *Crain's Detroit Business*
- [Alan Ohnsman](#), Senior Editor for Future Mobility at *Forbes*



Welcome to Our Fall Intern

Welcome to our intern for the fall 2019 semester, Kathryn Lauro. Kathryn is a student at Oakland University pursuing a Bachelor of Arts degree in communications with a minor in public relations. Learn more about her [here](#).



Our PRGN Teammate in Seattle



Our next Public Relations Global Network (PRGN) partner feature comes to us from the Pacific Northwest. The Fearey Group, now entering its 39th year in business, operates from the ever-caffeinated city of Seattle. While this firm is one of the co-founding members of PRGN, its fearless leader Aaron Blank is also this year's PRGN president (one-year term beginning in May 2019). At age 39, he is the second youngest president in PRGN's 27-year history.

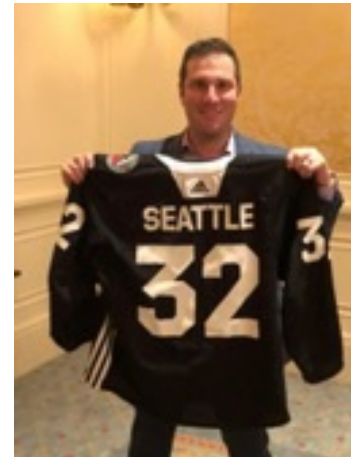
Aaron's laser sharp focus on quality and innovation has allowed the firm to flourish in present-day, while simultaneously remaining true to its renegade roots. Consistently listed in the top five categories of the largest firms in the Seattle area by the Puget Sound Business Journal, Fearey is a generalist firm specializing in public relations, public affairs, digital media crisis/issues management.

The Fearey Group's overarching mission is to build trusting and enduring relationships - one conversation at a time. The firm takes on the Pacific Northwest's most fun, exciting, and oftentimes, most challenging projects: more recently, they have skated into the athletic realm, scoring the NHL's 32nd hockey franchise, NHL Seattle, as a client. Enthralled with this relationship, its team continues to play an integral part in shaping the story of hockey in the Pacific Northwest by working for companies and organizations alongside the hockey franchise, including a youth hockey association and a hospital system that recently helped roll-out the first official Zamboni. In addition to hockey, the Fearey team works in health care, real estate (AEC industry) and professional services.

A true '40 under 40', Aaron started at the agency in 2006 as a senior account executive and worked his way up the ladder before earning the title of CEO and owner in 2014 when the firm's founder, Patricia Fearey, decided it was time to pass the baton. Since 1981, The Fearey Group has been known for creating and pushing the region forward. It has roots connecting it to the launch of the Seattle Streetcar system while dots connecting it to the launch of the now infamous annual Bumbershoot music festival.

Through the years, the firm has won a myriad of awards for its client work and innovative business practices and solutions. Besides NHL Seattle, The Fearey Group is a longtime trusted partner for Humana insurance. It also services tribes, non-profits/foundations, and a growing list of organizations connected to the burgeoning Washington state wine industry (2nd largest in the USA).

One of The Fearey Group's most valuable assets happens to be PRGN itself. In the past several years, its team has worked alongside most of the U.S. agencies to fulfill the diverse needs of clients of all varieties. Fearey specifically worked with Bianchi, among other agencies, to [procure more than 3.2 billion media impressions for Domino's](#) - the most media impressions in its industry. It also helped launch a partnership for a college system on the west coast; landed a telecom company in Alaska as part of its PRGN affiliation; and helped an international company launch a ferry service in Florida to Cuba (as part of an affiliation with PRGN's Miami firm).



Aaron Blank, CEO of The Fearey Group, at the NHL Board of Governors meeting in Sea Island, Georgia. On Dec. 4, 2018, the NHL unanimously approved its 32nd franchise in Seattle, Wash. Aaron and his Fearey Group team managed the press on behalf of the franchise.

For more information, visit www.thefeareygroup.com or reach out to the firm's CEO, [Aaron Blank on LinkedIn](#), phone at (206) 343-1543 or email at ablank@feareygroup.com.



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