

# CASE STUDY IN SUCCESS: INDYFLUENCE

Garnering National Media Coverage During COVID



## Impactful Storytelling Through Strategic PR

### PMG STRATEGIC INVOLVEMENT:

PROGRAM STRATEGY  
PUBLIC RELATIONS  
EARNED MEDIA COVERAGE

When COVID-19 abruptly disrupted every aspect of talent management, including internships and emerging talent pipelines, top HR executives at Indianapolis' biggest companies, the city's economic development organizations, Innovative, and PMG collaborated to develop a first-of-its-kind virtual summer internship program aimed at ensuring a strong, diverse pool of job candidates post-pandemic. Indyfluence pivoted from a 1-day community service and networking event in 2019 to a 4-week digital platform for nearly 550 interns from 34 states and 3 countries to discover the benefits of living, working, playing, and contributing in Indy as a young professional. Interns engaged in collective impact grants and meaningful trainings on race, diversity, and inclusion.

### HIGHLIGHTED BIG WINS:

57 MINUTES OF TRADITIONAL  
BROADCAST TV AND RADIO  
COVERAGE ACROSS 13  
STATIONS, LOCAL & NATIONAL

PMG developed a media strategy centered around two key national issues - the COVID-19 pandemic's impact on the workplace and increased awareness of racial and social injustice issues related to the Black Lives Matter movement.

64 MINUTES OF NON-  
TRADITIONAL BROADCAST  
COVERAGE VIA YOUTUBE VLOG  
AND VIRTUAL TOWNHALL

DIGITAL NEWS ARTICLES &  
BLOGS

Through strategic outreach and PMG's strong network of journalists, Indyfluence received over two hours of traditional and contemporary broadcast coverage across local and national outlets as well as digital news articles, blogs, and social media storytelling. News coverage positioned Indy and participating companies as innovative, collaborative, and a thriving place to start a career.