

# PR STRATEGY AT THE STATE LEVEL: HOW KATIE SHOREY AND HER TEAM ARE SPREADING THE LOVE ABOUT MAINE

Credit for concepts to Katie Shorey, director of engagement at Live + Work in Maine



## FORGE PARTNERSHIPS WHENEVER POSSIBLE

“We truly try to partner whenever we can,” Katie says.

This spirit of partnership can translate to any kind of communications and public relations strategy.

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## UNDERSTAND YOUR TARGET AUDIENCE

Katie knows there’s one demographic that might be especially open to moving to Maine: people who have some personal connection with or affinity to the state from a previous experience.

“Maybe they grew up here,” she says. “Maybe they went to college in Maine, but now they live in Boston. Maybe they went to camp here, but now they live in Boston. That’s a typical, ideal candidate.”



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## LOOK FOR WAYS TO REINVENT THE WHEEL



Yes — there are, in fact, times when you should reinvent the wheel.

Take full-time jobs, for example. The conditions of the COVID-19 pandemic have necessitated many changes to the way individuals and families think about work. Katie and her colleagues have applied this to their talent attraction efforts.

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## EXPLORE NEW PLATFORMS

Katie is also the host of Dock & Dine, a Maine Life Media television show. Sponsored by Live + Work in Maine, Dock & Dine highlights local employers and shines a spotlight on some of the state’s most fun spots.

By jumping into a new form of media — even without experience! — Katie was able to spread her team’s message even further.



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