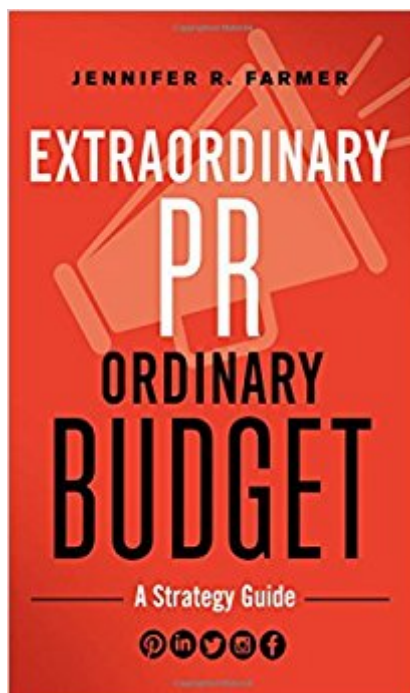


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# Extraordinary PR, Ordinary Budget: A Strategy Guide



## Synopsis

Low Cost, High Impact! Public relations is a make-or-break factor for all organizations, especially those that are small or mission driven. While it can be tempting to think that PR is a luxury only larger organizations can afford, PR expert Jennifer R. Farmer shows how her CCRR framework—being credible, creative, responsive, and relentless—is the silver bullet for even cash-strapped organizations. Farmer emphasizes that effective public relations is in fact an essential component of organizational development—people need to know about you for your organization to have maximum impact. Her CCRR framework leverages tools everyone has access to, from social media to brand transparency, and requires attentiveness more than money. Farmer shows you that, no matter how modest your budget, you can build a cost-effective communications strategy that will help you break through the noise in an information-overloaded world.

## Book Information

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## Customer Reviews

“When we worked together in the Forward Together Moral Monday movement, Jennifer Farmer skillfully heard me. She allowed me to be myself while teaching me and the North Carolina NAACP staff foundational communications techniques.”  
—Rev. Dr. William J. Barber, President, North Carolina State Conference of the NAACP, and architect of the Forward Together Moral Movement  
“Jennifer Farmer is one of the smartest and most talented communicators I know. She’s passionate, knowledgeable, and relatable about her work. Plus, when we spent time

together, she made sure I never ate alone. — Ari Berman, Contributing Writer, The Nation — “Extraordinary PR, Ordinary Budget is a practical and detailed guide for building and nurturing relationships with the media, relationships that will position your organization to make a lasting impact. This book is beyond helpful; it’s necessary. — Judith Browne Dianis, Executive Director, Advancement Project National Office — “The noise in the public square is deafening. And yet, more than ever, the ability to penetrate that noise so that your story can be heard is critical to successfully contesting for power. Jennifer defines a way to think and steps to take to insure your voice is heard. This book, filled with wisdom and practicality, is delivered with humor and passion. — Scott Reed, Executive Director, PICO National Network — “I loved this book. It is smart, practical, and filled with personal examples that underscore the author’s central message: there are concrete things you can do to promote your organization with or without a large budget. Extraordinary PR, Ordinary Budget is required reading for anyone wishing to use strategic communications to make a difference. — Celinda Lake, Principal, Lake Research Partners — “Extraordinary PR, Ordinary Budget is one of those rare books that is straightforward and poignant. It guides readers in crafting an effective and executable PR strategy — all on a budget! This is required reading from a trusted PR expert! — Becky Williams, President, SEIU 1199 WV/KY/OH

For many small organizations and businesses, it can be tempting to think that traditional PR is too expensive. Media relations and PR expert Jennifer R. Farmer shows that you don’t need a big budget to make a big impact.

Wonderful!

I recently took on a communications position for my local church and was excited to start my venture into communications. I was quickly overwhelmed and a little discouraged when I started doing my research online. I couldn’t find a simple resource that laid down the foundation of what communications even means. In this book, Jennifer gave me exactly what I was hoping for, a simple, easy to read, practical and inspiring book that I was able to read in a couple days. I particularly appreciated that with every tactic she talked about, she coupled it with a real life situation she encountered. It didn’t feel vague like some books offering strategy sometimes can feel like. She was honest about the mistakes she has made in her professional career and what the learning lessons were. She is real, bold, fierce and passionate about her work in social justice and it

is really apparent from reading her book. I am now more confident in my new communications role and feel better equipped to do it correctly and efficiently. Just as important, Jennifer is mindful of organizations that don't always have the budget to spend millions on PR and advertisement so that is also really awesome. As a community organizer, I plan to use these tactics in any future campaign/issue I work on!

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