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At Least Some PR (HOA Edition)

Harvey Radin



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Big corporations have teams of people handling PR and communication, figuring out something to say when something must be said, when things go wrong. Because of cost and other factors, PR is a nonstarter for homeowner associations. So what happens when angry homeowners are peppering the board or property manager with difficult questions about thorny issues, or when HOAs make headline news? Well, here's At Least Some PR. In these pages there are examples of hypothetical questions and answers about hypothetical issues. We talk about the cornerstone of PR strategy, anticipating potential issues and problems. There are observations about PR planning, written and verbal communication, neighbor relations, privacy issues and more. This is PR and communication briefly. It's quick, easy reading because HOA board and committee members have a life. Who wants to plow through volumes of information when you're volunteering time for your HOA?

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