Integrated Marketing Strategy

Case Study



VILLAGE OF
EAST PALESTINE
OHIO
PRIDE. TRADITION. PROGRESS.

Shaping the Narrative. Driving Impact. Helping a Community Rewrite Its Story

Following the Norfolk Southern train derailment, the Village of East Palestine faced one of the most challenging communications efforts in its history. WRL partnered with village leadership for more than 18 months to help rebuild public confidence, communicate recovery efforts, support economic development and reshape the national conversation from crisis to progress. Through strategic communications, media relations, branding and community engagement, WRL helped tell a new story of resilience, transparency and long-term renewal.

CHALLENGE

Communicating Recovery in the National Spotlight

Following the train derailment, East Palestine became the focus of intense national media attention. Residents, businesses, government agencies and news organizations were all seeking timely information about environmental remediation, public safety and the community's future.

Village leaders faced the difficult task of providing transparent, factual communication while restoring confidence, supporting economic recovery and creating a positive vision for the future. The community needed more than public information. It needed a coordinated communications strategy capable of managing ongoing media attention while rebuilding trust and reinforcing hope.

PRIMARY RESULT

75+ Earned Media Placements Helped Move the Story From Crisis to Progress

Through more than 18 months of strategic communications, WRL helped East Palestine communicate transparently with residents, engage national media, strengthen community connections and position the village for long-term recovery and redevelopment.

PERFORMANCE HIGHLIGHTS

75+
Earned Media Placements

10+
National Media Interviews & Engagements

50+
Strategic PR Initiatives & Press Releases

3,300+
Newsletters Delivered Each Month
to households and businesses throughout the village

SOLUTION

A Unified Communications Strategy for Recovery

WRL developed a comprehensive communications platform that supported both immediate recovery efforts and the village's long-term vision for growth.

Centered around the new community brand theme, "Pride. Tradition. Progress.", the strategy unified crisis communications, media relations, branding, digital communications, stakeholder engagement and community outreach into one consistent voice. Every communication, from press conferences and official statements to the website, newsletters, social media and economic development messaging, reinforced transparency, resilience and forward progress.

National media coverage including

The **New York Times, Associated Press, NPR, USA Today**

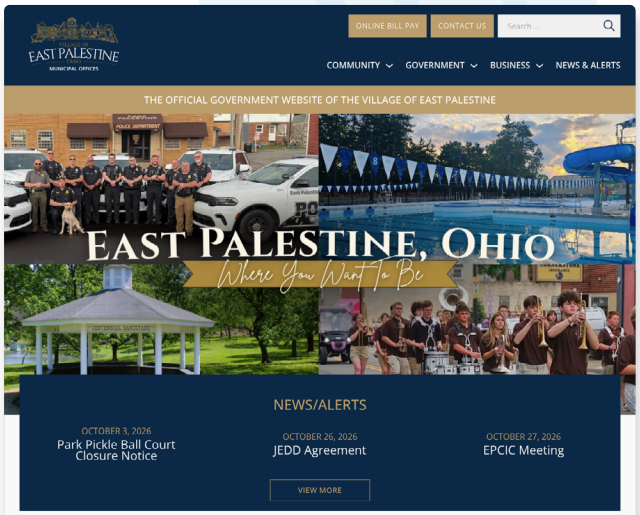
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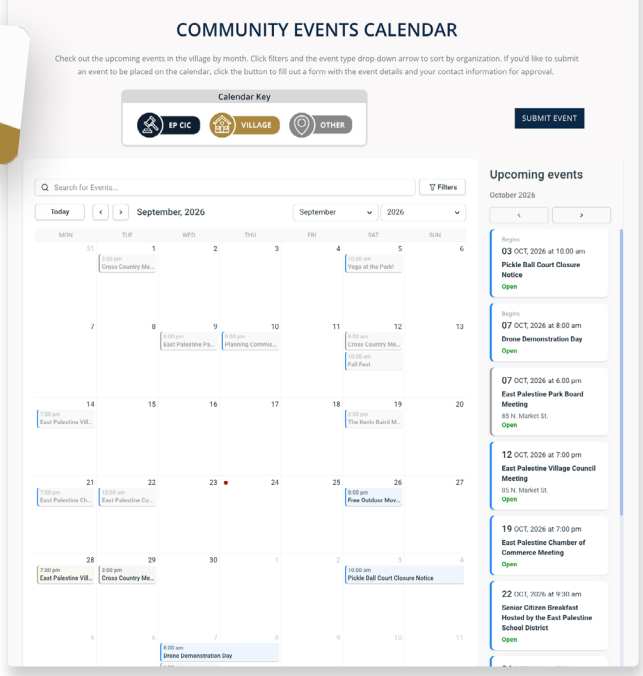
EXECUTION

Building Trust Through Consistent Communication

Over an 18-month partnership, WRL supported East Palestine through an integrated communications program that included:

- Community rebranding and logo development
- Strategic messaging and narrative development
- Crisis communications and media relations
- Website design and development
- Social media strategy and management
- Video production and storytelling
- Press releases and official statements
- Major press conferences and media events
- Monthly community newsletters
- Economic development communications
- Stakeholder and community engagement















RESULTS

Helping Move the Conversation Forward

WRL's strategic communications program helped East Palestine establish a consistent, transparent voice during one of the most challenging periods in the community's history. More importantly, it helped broaden the conversation beyond the derailment itself by creating opportunities to communicate environmental progress, business recovery, community resilience and future redevelopment.

Business Impact

- Helped position East Palestine as a resilient, forward-looking community focused on long-term growth.
- Supported transparency and community engagement through ongoing, coordinated communications.
- Helped move the public narrative beyond crisis toward recovery and redevelopment.
- Established consistent communications channels for residents, businesses and stakeholders.
- Created a fundraising platform and campaigns for newly created Community Improvement Corporation (CIC) that generated over $250,000 in two years.

2 MAJOR PRESS CONFERENCES

NEW WEBSITE DEDICATED TO RECOVERY, REDEVELOPMENT AND COMMUNITY INFORMATION

LAUNCH OF **FACEBOOK, INSTAGRAM, LINKEDIN** AND **YOUTUBE** COMMUNICATION CHANNELS

Capabilities Used

- Strategic Communications
- Crisis Communications
- Public Relations
- Media Relations
- Community Relations
- Brand Strategy
- Logo Design
- Messaging Development
- Website Design & Development
- Social Media Marketing
- Video Production
- Copywriting
- Newsletter Development
- Economic Development Marketing
- Stakeholder Engagement





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Brighten Our Future
EAST PALESTINE, OH

When Communication Matters Most, Strategy Matters More.

Whether you're navigating a crisis, managing public perception, supporting community initiatives or leading organizational change, strategic communication builds trust and helps move people forward. WRL partners with organizations to develop clear messaging, engage stakeholders and tell stories that create lasting impact.

> "WRL stepped into our community during a very difficult time, where our local staff was overwhelmed and in grave need of media and publicity support. The control-tower approach kept things simple for our team and helped organize our thoughts during a period of constant change."
>
> ANTONIO DIAZ-GUY, VILLAGE MANAGER
> VILLAGE OF EAST PALESTINE

WRL ADVERTISING

Ready to integrate your marketing?

wrladvertising.com | 330.493.8866

Let's Talk