



Orr Fellowship

# Dittoe PR Helps Spotlight Indiana's Top Emerging Talent

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***"Dittoe PR helped give words to stories we weren't ever able to. On top of that, they tirelessly partner with us to find opportunities to share those stories with the public to build our brand, partnership opportunities, and expertise in our space. We're lucky to work with them!" – Steven Emch, Orr Fellowship President***

## Objective

**Increase Awareness**

**Attract Talent + Partners**

Since its founding, Orr Fellowship has helped Indiana retain top college graduates by connecting them with full-time roles at fast-growing, future-focused companies. The two-year program accelerates careers, builds leadership skills, and fosters community engagement.

As the organization expanded, so did the need to raise awareness among future Fellows and their parents, as well as Partner Companies that employ Fellows. In 2024, Dittoe PR was brought on to position Orr Fellowship as Indiana's premier early-career leadership pipeline and attract top talent and business partners statewide.

## Solution

**Spotlight Human-Interest Stories**

**Highlight Partner Success**

To bring the Orr Fellowship experience to life, Dittoe PR leads a media strategy rooted in human-interest storytelling, strategic pitching, and thoughtful engagement.

We conduct regular story mining with current Orr Fellows, alumni, organizational leaders, and Partner Company leaders to uncover narratives around career growth, economic impact, entrepreneurship, mentorship, and community benefit. These stories are shaped into tailored pitches, supported with interview coordination and spokesperson preparation.

We also amplify Orr Fellowship's broader impact on Indiana's workforce by tying stories to timely news hooks like the program's economic impact study, non-profit consulting efforts, alumni success stories, and more. Partner Company successes are featured to highlight how the Fellowship drives business growth statewide.

To further support Orr Fellowship's goals, Dittoe PR contributes thought leadership articles, drafts press releases and media advisories, submits speaking and award opportunities, builds quarterly PR strategies, and maintains a coverage tracker to inform future outreach.

Dittoe PR's earned media strategy has significantly expanded Orr Fellowship's visibility, reinforcing its value proposition to target audiences and educating future program participants about the benefits of the Fellowship. Key outcomes include:

- Hundreds of local and statewide media placements spotlighting the stories of current Fellows, alumni, and Partner Companies.
- Coverage in major Indiana outlets such as Indianapolis Business Journal, Inside INdiana Business, Mirror Indy, WRTV, WISH-TV, Evansville Living, and Evansville Business.
- Targeted outreach to college newspapers and alumni magazines to reach prospective applicants during critical decision-making periods.
- Hyperlocal media placements across the country highlighting new Fellows and program alumni to educate applicants and their families.
- Strategic business coverage designed to elevate awareness and interest among current and potential Partner Companies.
- Successful media education campaign in the Evansville market, supporting Orr Fellowship's geographic expansion beyond Indianapolis for the first time.
- Increased visibility for Partner Companies to demonstrate the mutual value of investing in Orr Fellows and building long-term leadership pipelines.

Through sustained storytelling and strategic media engagement, Dittoe PR helped Orr Fellowship not only grow its brand—but reinforce its impact as a premier talent and leadership development pipeline for Indiana's future.

Media Highlights

From July 2024 to June 2025, Dittoe PR achieved the following:

300 Media Placements	210M Impressions	\$2M Total Ad Equivalency	70 Stories Including Backlinks	165 Feature Stories
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Comparably, in the year prior to engaging Dittoe PR, Orr Fellowship had:

25 Media Placements	3.85M Impressions	4 Stories Including Backlinks	0 Feature Stories
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