



tidehouse.

your franchise pr playbook.

HOW TO TURN EVERYDAY MOMENTS INTO MEANINGFUL MEDIA COVERAGE

This playbook is designed to help **Christian Brothers Automotive** franchisees understand how public relations works and how to use it to your advantage.

As CBA's PR agency of record funded by the NMF contribution, **Tidehouse** partners with franchisees to identify, shape, and amplify stories that reflect the heart of your business from community impact to milestone moments.

THE GOAL IS SIMPLE: to give you clear, actionable guidance on how to connect with our team, recognize strong story opportunities, and turn those ideas into real media coverage.



how we support you.

Tidehouse works alongside the CBA Support Center marketing team to drive brand awareness at both the national and local level.

For franchisees, that means:

- Helping identify stories within your shop and community
- Shaping ideas into compelling, media-ready narratives
- Pitching and securing coverage with local and regional media, as well as franchise and automotive trade media
- Preparing you for interviews and guiding next steps

Whether you have a fully formed idea or just a spark of something worth exploring, we're here as a resource.

what makes a great pr story.

Not every moment needs to be big to be meaningful. The strongest stories often come from what you're already doing every day.

Look for opportunities like:

- Community impact (giving back, helping a neighbor, local partnerships)
- Meaningful guest stories
- Milestones (anniversaries, growth, expansions)
- Team stories (leadership, culture, unique backgrounds)
- Timely or seasonal relevance

**IF IT FEELS AUTHENTIC TO YOUR SHOP AND YOUR VALUES,
IT'S WORTH A CONVERSATION.**

how to get started.

1. Reach out to the PR team with your idea (even if it's not fully developed), ideally at minimum 2-3 business weeks prior to ensure there's ample time to flesh it out
2. We'll connect to learn more and shape the story
3. Our team pitches the story to relevant media
4. We guide you through any interview opportunities
5. We share results and offer recommendations to help amplify coverage

CLICK HERE TO EMAIL THE TIDEHOUSE CBA TEAM AT CBAC@TIDEHOUSEAGENCY.COM

case study:

FROM A SIMPLE IDEA TO A STORY THAT MOVED A COMMUNITY

Following National Service Day, CBA Millard franchisee Jamison Lalk reached out to the Tidehouse team after a guest interaction that stood out.

At first, it wasn't framed as a media story—just a moment that felt meaningful.

But that moment had the potential to be something more.

the story behind it.

During National Service Day, CBA Millard provided complimentary oil changes and safety services to 14 local guests in partnership with Heartland Hope Mission.

One of those guests was Debbie.

She arrived in a vehicle that was no longer safe, yet she depended on it daily to care for her husband and travel long distances for medical appointments.

Months earlier, another guest had donated a vehicle to the shop—something the team accepted without a clear plan, trusting it would eventually serve a greater purpose.

After meeting Debbie, it became clear: **this was that moment.**

What started as a simple repair quickly turned into a full-scale effort including engine replacement, hybrid battery replacement, new tires, and multiple safety repairs.

The total investment exceeded \$20,000 in parts and labor, with the entire team stepping in to ensure the vehicle wasn't just operational, but truly reliable.

The goal wasn't to give her a car. It was to give her peace of mind.

the approach.

Once Jamison connected with Tidehouse, our team worked to uncover the full depth of the story.

From there, we:

- Spoke directly with both Jamison and Debbie to understand the emotional impact
- Identified the strongest narrative: community care, dignity, and real-life transformation
- Developed a compelling media angle rooted in CBA's values
- Targeted local broadcast media aligned with feel-good, community-driven storytelling

the outcome.

Tidehouse secured coverage with local TV station, Channel 3 News Now:

[HTTPS://WWW.3NEWSNOW.COM/WEST-OMAHA/I-COULDNT-BELIEVE-IT-MILLARD-AUTO-SHOP-DONATES-FULLY-REPAIRED-TOYOTA-PRIUS-TO-WOMAN-IN-NEED](https://www.3newsnow.com/west-omaha/i-couldnt-believe-it-millard-auto-shop-donates-fully-repaired-toyota-prius-to-woman-in-need)

The story brought visibility to:

- The generosity and heart of the CBA Millard team
- The real impact on Debbie and her family
- The broader mission behind National Service Day



the impact.

For Debbie, the vehicle meant safe, reliable transportation during a challenging time.

For the shop, it reinforced their role in the community not just as a service provider, but as a trusted neighbor.

And for the brand, it showcased what “Love, Your Neighbor” looks like in action.

the takeaway.

This story didn't start as a PR pitch.

It started with a franchisee recognizing a meaningful moment and reaching out.

THAT'S ALL IT TAKES.



have an idea? let's talk.
we'll help you shape it, share it,
and bring it to life.