

# Is Your PR on Track?



- Do the principals at your PR agency have newsroom experience?
- Can your agency place a dollar value on the PR you are getting?
- Is your media-relations program based on vertical marketing?
- Does your agency practice "bait-and-switch" account service tactics?
- Does your agency have experience in your industry?
- Can your agency produce a full marketing program?

- Messages that Resonate
- Effective Campaigns
- Seasoned Counsel



### 1. Newsroom Experience

The managing partner of our agency was senior editor of a national business magazine with a circulation of more than 1 million and also wrote for an international newspaper chain with more than 100 million readers. Other agency associates have extensive journalistic experience as well.



### 2. Senior-Level Service

At many agencies, principals make presentations, but junior staffers actually serve your account. One of our partners is substantially involved in each account our agency serves.



### 3. Industry Knowledge

Since 1989, we have served many companies and organizations in the fields of technology, finance, hospitality, logistics, health care, manufacturing, education, professional services, real estate and retail.

### 4. Full Marketing Services

We provide research, message development, brochure and ad creation, newsletter publishing, direct mail campaigns and online promotion services.

### 5. Measurable Results

We can produce a report showing the estimated dollar value of the media relations campaigns we create and implement for you.

Research • Message Development • Media Lists • News Releases & Materials •  
 Media Relations Programs • Interview Training Marketing • Materials Creation •  
 New Product, Service & Company Launches • Community Relations •  
 Internal Communications • Custom Newsletter & Magazine Publishing •  
 Trade-show Support • Web Content • Crisis Communications • Ghostwriting •  
 White Papers • Analyst Relations

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