

# Capabilities

April 2010

# Specialized public relations

- Crisis and recovery communications
- Litigation communications
- Media relations
- Managing civic, community and political issues
- Marketing of professional services
- Issues and media counsel for political and public policy campaigns

# How we help

- Creating positive exposure
- Managing media inquiries
- Pre-empting and countering negative publicity
- Helping resolve political or community issues
- Building trust during crises such as employee misconduct or litigation

## How we help (cont.)

- Developing recovery and turnaround communications, including Chapter 11 cases
- Preparing communications and developing support in environmental and other regulatory matters
- Providing precision editorial services and substantive editing

# Media relations

- Managing publicity
  - Developing and implementing strategies to minimize negative exposure
  - Generating publicity to fortify the client's position
- Working with senior management and legal teams to craft effective strategies and messages
- Media and presentation training

# Communications

- Determining and building the brand
- Instilling message discipline
- Creating search-engine optimized messaging and communication tools
- Integrating employee communications
- Reassuring customers, partners and key stakeholders

# Public and community affairs

- Building/strengthening relations with public officials
- Identifying key issues affecting governmental actions and public opinion
- Enlisting community support and participation
- Developing acceptable resolutions to community issues

# Marketing research and analysis

- Using appropriate opinion research such as focus groups and surveys to conduct and support activities
- Developing economic and demographic analysis for accurate targeting and two-way communication



# Past projects

- Protected a law firm's reputation after indictment (and later acquittal) of its lead partner
- Reversed community resistance, resulting in uneventful hospital merger
- Shifted focus to the positive ways manufacturers dealt with environmental issues
- Crafted successful candidate and ballot issue campaigns

## Past projects (cont.)

- Generated publicity and buzz for an urban arts district
- Paved the way with the community and government officials for a \$350-million hospital redevelopment
- Eased community pressure over the expansion of a boys' prep school

# Team

- Principals
  - Tom Andrzejewski
  - Leslie Kay
- Associates
  - Media specialists
  - Organizers (community/political)
  - Researchers
  - Writers/editors
  - Marketing advisors/researchers
  - Designers

# How we work

