

PLAYING THE MEDIA GAME TO YOUR ADVANTAGE



The importance of the media – and its role in determining positive or negative outcomes for your company or product – cannot be overstated. The care and cultivation of reporters and bloggers is an essential part of any business strategy. At Rasky Baerlein, we know what motivates reporters and editors – even in this atomized media landscape, where the work of a lone blogger can make or break a reputation – and live on forever in the cybersphere.

We draw our staff from the top levels of journalism, government and politics. We have decades of experience dealing with reporters. We are students of the Internet with a deep understanding of social media platforms and extensive ties to the online community. We maintain extensive contacts with reporters and producers at traditional tier-one media outlets, such as *The New York Times*, *The Wall Street Journal*, *The Boston Globe*, *MSBNC*, *The Washington Post* and *The Financial Times*. Our contacts - journalists, bloggers and trade publication reporters - are the freshest in the industry.



Ideas. Actions. Results.

Clients Partnerships Have Included:



Museum of Science.



Boston
70 Franklin Street, 3rd Floor
Boston, MA 02210
t: (617) 443.9933 | f: (617) 443.9944

Washington D.C.
601 13th Street NW, Suite 360 North
Washington, D.C. 20005
t: (202) 530.7700 | f: (202) 530.7714

www.rasky.com

We can help you stay on message and pick the right messenger to deliver it. Over the years, we have led top-down media relations efforts and guerrilla-style operations in the blogosphere. Crisis communications and grassroots mobilization are among our specialties.

WE OFFER MEDIA RELATIONS SERVICES, INCLUDING:

- **Guidance** on how the media will react to a given story or scheduled corporate event.
- **Insight** into newsroom hierarchies and help in creating the perfect story pitch.
- **Access** to the editors, reporters, and bloggers who shape the news agenda at all levels.
- **Strategic placement** of company announcements, product launches, personnel news, and other information intended for discrete audiences.
- **Real-time crisis counsel** when the unforeseen happens or a reporter goes rogue.
- **Media training and message development** to ensure that the information you deliver is sharp and spot-on.
- **Presentation training and public speaking coaching** for senior leadership and management teams.

"The power of public opinion can never be underestimated, and no one understands that better than the executives at Rasky Baerlein."

- Larry Lucchino

President and CEO, Boston Red Sox

In this age of the "bathrobe journalist," the old maxim has never been more true: Define yourself before the media decides to do it for you.

We can help.



Printed on recycled paper