

STRATEGICALLY POSITIONING BRANDS & BUILDING PUBLIC SUPPORT

About our firm

Rasky Baerlein Strategic Communications is one of the top independent strategic communications agencies in the country. We are recognized as one of the premier firms specializing in crisis and reputation management, state and federal lobbying, ballot question campaign management, business development, and grassroots mobilization. In fact, Rasky Baerlein was recently named 2010 Public Affairs Agency of the Year by industry observer, *The Holmes Report*. Over the years we have positioned ourselves at the intersection of business, politics and media where our work has earned us a reputation for thought leadership and strategic counsel with clients ranging from presidential candidates to corporate executives.

About our real estate practice

Our real estate practice group has assisted many prominent developers, construction managers, retailers, and nonprofit builders with integrated communications programs that leverage brand visibility, establish market position and generate project support throughout the lifespan of their complex development initiatives. Our team has also worked with companies to raise corporate profiles and establish brand credibility in new markets, as well as to introduce company leadership to key constituencies and forge productive dialogues and working relationships with influencers in their new target markets.

Some of our client partnerships have included:

- ◆ BJ's Wholesale Club
- ◆ Davis Marcus Partners
- ◆ Dimeo Construction
- ◆ Erickson Retirement Communities
- ◆ Lennar Urban
- ◆ Planning Office for Urban Affairs
- ◆ The Stop & Shop Supermarket Company
- ◆ Tricon Global Restaurants (now YUM! Brands, Inc.).



Ideas. Actions. Results.

Our Client Partnerships
have included:



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Boston, MA 02210
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Washington D.C.
601 13th Street NW, Suite 360 North
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Our Areas of Expertise

- ◆ Media Relations
- ◆ Community & Stakeholder Relations
- ◆ Ally Development & Grassroots Advocacy
- ◆ Marketing Communications
- ◆ Litigation Support
- ◆ Crisis Communications
- ◆ Presentation Preparation & Media Training

Our Approach

We create and execute integrated campaigns.

We design and execute cost-effective, integrated public relations campaigns that help our clients generate greater support for their projects, thereby expediting the permitting and construction processes. We combine media and government relations efforts with intensive grassroots community outreach to effectively speak to and engage key audiences, including elected officials, local abutters, prospective buyers, journalists, and the community at-large.

Our strategies and outreach help to:

- ◆ Neutralize opposition
- ◆ Identify advocates and ambassadors
- ◆ Leverage support to create a groundswell of proponent activity and minimize objections and delays.

We shape public opinion.

Our client campaigns have helped mold public opinion on projects ranging from supermarket and power plant developments to hospital emergency room expansions. Equally important, we have successfully advanced initiatives for leading commercial and residential developers, retailers, energy suppliers, restaurants, hospitals, property managers, and municipalities throughout the United States, including a major project in Puerto Rico. And, we have enhanced these organizations' profiles by thoughtfully assisting them become active members of the community and laying the foundation for productive, long-term working relationships with local leaders during the pre-development phase that extend through the permitting process to construction and beyond.

We build coalitions & mobilize grassroots advocacy.

Our team has the proven ability to develop grassroots campaigns to identify, organize and mobilize allies in support of client goals. This could be establishing a base of support for a siting project, or growing a coalition large enough to pass a local or statewide ballot measure.

We work diligently to identify key stakeholders with a vested interest in the issue at hand and galvanize diverse groups of interested parties, mobilizing them towards a common goal.

Working collaboratively with our clients, we determine the most appropriate strategy, then take action to achieve positive, winning grassroots campaign results on their behalf.