

# STRATEGIC COMMUNICATIONS AND MEDIA RELATIONS



"When Pacific University needed to make the most of the announcement of our new president in 2009, the Gallatin team created a plan that used media relations, government and stakeholder relations, special events, branding and paid advertising to leverage the announcement to increase visibility for the university and jump start our branding campaign. The plan earned unprecedented local and national news coverage; and strengthened relationships with key groups and stakeholders. Gallatin's work was outstanding."

Phil Akers  
Vice President for  
University Relations,  
Pacific University

Telling your story and getting the right people to listen is a fundamental challenge facing every organization. At Gallatin, our communications professionals are skilled, practiced and innovative. We use all the tools of the trade: media relations, research, social media, branding and marketing. And we consider the political and social environment for communicating. But **the real value we provide is in the architecture of the solution.** It is the artful design of a strategy, and flawless execution that protects reputations, moves projects, persuades publics and influences decision-makers.

## Our Expertise

- Gallatin's Integrated Communications Planning combines a **broad range of disciplines** from marketing to advertising and social media, to achieve your objectives.
- Our Media Relations proficiency is a **staple of sound communications plans** we have executed for countless clients.
- Media and Presentation Training is a Gallatin signature product and has **prepared hundreds of CEOs and executives** throughout the Pacific Northwest to face the cameras.
- There's no substitute for **good advice.** Our seasoned professionals provide unequalled Strategic Consulting for our clients.
- When the unthinkable happens, you need a ready team on your side. Gallatin's Crisis Communications planning and management is based on **decades' experience in managing worse-case scenarios.**
- Every good communications program should have a dynamic Social Media element. Our creative, **next-generation communicators** design stand-out social media campaigns.
- Leave the Media Monitoring to us. You'll receive daily or weekly reports of **news coverage that's relevant**, and our analysis of what it means for you.
- Research is the foundation of effective communications. From public opinion polling to communications audits and issues research, Gallatin's team is **proficient in the science of research.**

## Our People

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