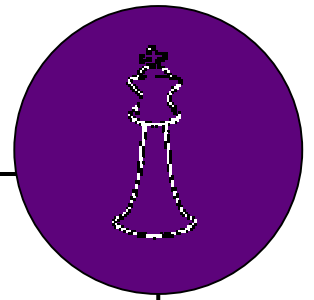


# DEVENEY COMMUNICATION

## *MEDIA RELATIONS*



### **Targeted is the key.**

All publicity is not good publicity. Our work is strategic and effective. We won't just get publicity; we secure targeted coverage that helps achieve an organization's goals. How do we advance our partners through media relations?

- Research that identifies the most promising opportunities and markets
- Meaningful messages, press releases and pitches that are carefully crafted
- Cost-effective and thorough dissemination of the information
- Conscientious follow-up and pursuit of opportunities

Deveney Communication brings our clients some \$15 million in targeted media coverage annually. We achieve this through a proven process that includes media research, news release development and dissemination and campaign evaluation.

### **Media Resources and Contacts**

We arguably have the most specialized and comprehensive local, regional, national and international media databases. Our databases give us the inside track to thousands of media outlets with ease, both general news and targeted specialty publications and programs.

We also have access to a countless contacts and extensive resources through an online network of journalists, reporters and authors. The requests for expert sources or story topics that we receive from our established network often become the shortest distance between our client and powerful media coverage. Using this online network, we have secured coverage of clients in key publications from their individualized media "wish lists."

Using our electronic media databases to augment our personal contacts, we work with the media to pitch stories and generate desired coverage for clients, maximizing exposure in both print and broadcast media outlets. Our reputation is unsurpassed, and our success can be credited to the skills we have honed in identifying, placing and promoting information with the media.

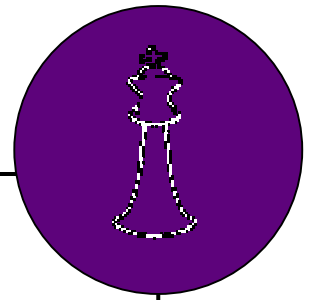
We develop specialized media lists for each client. Accessing our databases, information is tracked by media outlet. With constant changes in the national, regional and local media markets, these lists are continually updated.

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# DEVENEY COMMUNICATION



## News Release Development and Dissemination

From position papers and fact sheets to special event announcements and photo opportunities, our team has produced just about every kind of informational release imaginable.

Securing interviews is another facet of public relations in which our firm is highly adept. Using our well-established contacts to book interviews is something we do on a weekly basis. Clients have been interviewed by a wide variety of international, national and regional print and broadcast media as well as in their local market.

We prepare clients for interviews. Whether it involves providing a list of a reporter's questions and helping to formulate the answers from targeted online research and statistics or providing speech and media training, we secure your comfort and advantage in interviews.

In addition, our experience and use of technology makes dissemination of information more effective and efficient. Using fax software and electronic mail, news releases can be sent to an unlimited number of destinations in a fraction of the time and expense.

## Evaluation

In order to gauge the effectiveness of a media relations campaign, we can research and evaluate changes in perception and awareness. This allows us to chart progress in accomplishing the desired outcome and provides guidance in course corrections to achieve maximum results. It is also useful as a tool to showcase results.

We can coordinate the monitoring of media in target outlets, whether they be print, broadcast, Internet or a combination, and receive up-to-the-minute reports of which clients are being covered, how and where. With technology evolving at the speed of thought, we can even coordinate the monitoring of online forums and chat rooms, determining the level of awareness of a topic or organization among target audiences.

Translating public relations into a bottom line figure is another means to evaluating success. Publicity value in dollars is one means to communicate that correlation. Using established guidelines, a value can be formulated for every article, sound bite or television segment. We also can generate reports for analysis of the coverage garnered.

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