

# WHAT WE DO

*The Dilenschneider Group*

The term public relations identifies a professional discipline that has experienced impressive growth in the past few decades, serving businesses, non-profit organizations, governments, institutions, and individuals. Public relations is, in fact, an umbrella term covering a very broad spectrum of essential, specialized client services, ranging from strategic communications, promotional initiatives, and image-building to media outreach, high-level management counseling, and crisis management - and often much more.

On a bread-and-butter, week-to-week basis, however, you may have wondered just how p.r. professionals serve their clients - in short, precisely what do we do? Ever since The Dilenschneider Group (DGI) was founded in 1991, we have operated on the bedrock principle that our principals must stay in constant contact with their clients - domestic and foreign - to understand their specific needs and respond to those needs in a timely, productive, and genuinely creative manner.

Nearly all of those principals, or senior staff members, came to us after long and distinguished careers in the media and the corporate world. Additionally, the firm and its clients enjoy the exclusive services of a blue-chip roster of consultants - most, recognizable names from private industry and the public sector including such authoritative sources as former CIA Director of Operations Jack Devine; Harvey Pitt, former SEC Chairman; Stuart Seigel, former IRS Chief Counsel; Victor Neufeld, former Executive Producer of ABC-TV's "20/20" news magazine; Stephen Greyser, Professor Emeritus, Harvard Business School; and Mark Mershon, former Assistant FBI Director, to name only a half dozen.

At the core of what we do for clients on a day-to-day basis is, of course, placing major media stories - whether with the exploding, and increasingly important, online "new media" or reporters, editors, columnists, and editorial boards at established "old media." The latter ranges from major wire services and newspapers like A.P., Bloomberg News, Reuters, Dow Jones, *The Wall Street Journal*, *New York Times*, *USA Today*, *International Herald Tri-*

*bune* to leading business and consumer magazines (and *Bloomberg Business Week*, *Forbes*, *Fortune*, *Time*, *Newsweek*, et al.), and key radio and TV outlets (*NPR*, *TV's "60 Minutes"*, *CNBC* et al.). But our mission goes well beyond media outreach.

From, literally, hundreds of noteworthy case histories over nearly two decades, we have selected a representative sampling of some recent projects implemented on behalf of DGI's diverse global client roster, to demonstrate the range and quality of the work our principals and consultants perform on a daily basis - i.e., "What We Do."

### **DGI...**

- Held regular teleconferences and direct meetings with officials of a Caribbean island-nation client, counseling about timing and strategies for an upcoming national election including message development and media training ...
- Enlisted consultant Victor Neufeld to counsel client and implement a program for a well-known charitable foundation, on a TV and other media public service campaign. Staged a private "Salon Dinner" for the foundation executives at the home of a renowned New York hostess attended by many prominent, philanthropic New Yorkers...
- Produced and distributed to clients (and financial/business/government VIP mailing list) twice-yearly, in-depth political/ economic/ cultural Trend Reports based on research and interviews with hundreds of experts here and abroad supplemented periodically by Special Reports on critical issues in the news...
- Carried out a sophisticated, ongoing online initiative for a large U.S. resort/gaming complex, posting regular updates on Twitter, MySpace, and Facebook and also counseled client on strategies and tactics to unveil a major expansion project...
- Continued to evaluate and critique quarterly earnings conference calls for a leading asset management firm client and launched a new media outreach strategy based on reviving municipal

debt business. Drafted and placed Op-Ed piece in a major media outlet under byline of the CEO...

- Assisted a Fortune 200 company in launching a successful financing effort, providing support in London, New York, and Tokyo...
- Arranged extensive international media coverage for a large Far East capital city undergoing a sweeping architectural and design “makeover”...
- Aided a start-up company with breakthrough ideas for electronic trading to build an e-commerce empire and become the No.1 online brokerage site on the Web...
- Acted as a go-between, proposing themes, negotiating with key publishers, and spearheading promotion of a number of client-written books that hit the best-seller lists...
- Developed an effective post-public hearing strategy to complete the merger of two large mid-west utilities...
- Researched, wrote, and edited materials for a Fortune 100 company making a crucial presentation to analysts, media and employees...
- Introduced an Internet-based network tool for professionals in the commercial construction industry...
- Represented an internationally-known TV personality, handling all responses to client’s heavy professional correspondence. Distributed client’s new DVD on healthcare to media and “influentials” around the country. Also set up (and translated) numerous overseas media interviews...
- For several high-profile wine and culinary consortiums, organized a formal wine-tasting and presentations for media and the trade in multiple U.S. cities; created strategic partnerships and promotional opportunities; conducted press familiarization trips to vineyards; and organized press conferences and new product introductions...

• Identified and established continuing business relationships for a renowned U.S. institution seeking joint venture links in Europe and Asia...

- Compiled extensive supporting documentation to assist a Fortune 200 company in resolving a difficult environmental dispute in the EU...
- Advised a consumer products company on corporate repositioning and the introduction of a new product line...
- Created a corporate identity plan and strategies for subsidiaries of a global U.K.-based holding company...
- Guided one of the largest private companies in the world developing intelligence in Los Angeles and in other key U.S. markets to defuse a serious reputation-tainting situation...
- Provided media/sales training by our in-house professional to all the attorneys at the world’s sixth largest law firm...
- Designed and implemented a communications effort that opened the door for an Indian tribe to connect directly, and win favor, with the governor and key legislators in its state...
- And, as noted above, much more.