

## Media Relations

### About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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How do you pitch your story to a targeted audience? What do you want to say and to whom should you say it? How do you know if your story has been picked up and if you have reached your targeted audience? These and many others are questions organizations need answers to. Savvy media relations can mean the difference between an organization's positive or negative public image.

### Booz Allen can help you be ready for what's next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, we have successfully deployed many media relations tactics to help clients gain a media edge. Our strategic communications professionals harness the power of the media through relationship development to promote clients' messages, programs, products, and people.

### Our media relations services

- **Media strategy development:** Booz Allen consultants develop complete media strategies for clients from start to finish. Key elements of a successful media strategy include defining your organization's objectives; developing messages; identifying the appropriate tools to do the job; targeting the appropriate media, such as trade journals, major market newspapers, broadcast outlets, or individual reporters; and developing and administering evaluation tools and techniques.
- **Media and message training:** What to say and how to say it can define an organization's public face. Booz Allen consultants focus on the "what and who" of message delivery.
- **Press kit development:** Developing a useful, targeted press kit can be a valuable resource for both the client and the reporter. Booz Allen has successfully developed press kits for a numerous clients, including the Department of Homeland Security (DHS), US Army's e-CYBERMISSION program, and Department of Labor's (DOL) GovBenefits.gov initiative.
- **Online media strategy:** Online/Internet sites, such as interactive pressrooms, are used increasingly to deliver timely and efficient messages to a focused audience. Booz Allen develops online media strategies that focus on electronic media access to deliver your message.
- **Media tours:** Seeing, touching, and hearing a product, process, or person sometimes is the only way to entice the media to focus on your story. Booz Allen's consultants carefully organize and manage media tours to introduce reporters to your story or reacquaint them with an enhanced story.
- **News release strategy and distribution:** A carefully crafted news release is a critical piece of a media strategy. It allows you to tell your story in your own words to a wide audience. Updated and accurate media lists are also an important component of a successful news release strategy. Booz Allen provides editorial support, targeted media list compilation, and preferred media to enhance distribution effectiveness.

Ready for what's next. [www.boozallen.com](http://www.boozallen.com)

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delivering results that endure

- **Media outreach and placement:** Pitching your story to a targeted media audience is an important step to ensure your story is placed in appropriate publications where your targeted audiences will read it. Booz Allen researches current hot topics, editorial calendars, and media outlet deadlines to effectively implement media outreach strategies and maximize coverage.
- **Media relationship management:** Establishing and maintaining an ongoing relationship with the media is a critical factor in successfully implementing a media strategy. Understanding how and when a reporter prefers to receive information can make or break a project's coverage. Booz Allen helps position clients as reliable sources, builds strong and trusting relationships with key reporters, and ensures those key reporters are familiar with clients' organizations, missions, and successes.
- **Media monitoring and evaluation:** Booz Allen provides a sound monitoring and evaluation process for clients that not only tracks media coverage but also assesses its placement, tone, and mention of key messages. This feedback helps measure the impact of media outreach efforts.

### **Booz Allen's experience and expertise**

Booz Allen's federal clients have relied on the firm's media relations expertise to gain visibility, credibility and exposure through a variety of methods and tactics. Our clients include the DHS, US Army, DOL, and Internal Revenue Service.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.