

We develop short-term and long-term strategies to attract news coverage for your organization, business, campaign or cause. As an Emmy Award-winning journalist with more than 20 years of experience, Kathy knows what to say when writing news releases, opinion-editorials and pitching stories for television news stations, online publications, and newspapers. She has relationships with local and national news outlets around the country and the world. Kathy uses her many relationships to help you and your organization get the attention and exposure to build your brand. Kathy also trains employees and executives how to address the media.