



Service Offerings

GENERAL MEDIA RELATIONS:

- DEVELOPMENT, REVIEW AND EDITING OF PRESS RELEASE(S)
- DISTRIBUTION OF RELEASE(S) VIA WIRE SERVICE
- INDIVIDUALIZED MEDIA PITCHING AND FOLLOW-UP TO CULTIVATED AND PROPRIETARY MEDIA LIST
- INTERVIEW COORDINATION AND PREP

EXECUTIVE MESSAGING AND PRESENTATION PREP:

- IDENTIFICATION AND COORDINATION OF EXEC PRESENTATION(S)
- MESSAGE DEVELOPMENT AND PREPARATION
- DEVELOPMENT OF PRESENTATION MATERIALS
- EXECUTIVE MEDIA TRAINING, INCLUDING AUDIOVISUAL

ISSUES MANAGEMENT AND CRISIS COMMUNICATIONS:

- CRISIS PLAN DEVELOPMENT AND IMPLEMENTATION – CORPORATE AND FIELD
- CRISIS TRAINING AT ALL LEVELS (SENIOR TO FIELD)
- ON-CALL MEDIA RESPONSE TEAM CAPABILITIES
- COMMUNITY RELATIONS PLANS AND IMPLEMENTATION

INVESTOR RELATIONS / ENVIRONMENTAL, SOCIAL, GOVERNANCE

- ESG REPORTING AND SUSTAINABILITY REPORT DEVELOPMENT
- INVESTOR AND BOARD PRESENTATION DEVELOPMENT AND PREP
- QUARTERLY AND ANNUAL RESULTS COMMUNICATION
- ANNUAL REPORTS

WEBSITE DESIGN, DEVELOPMENT AND LAUNCH CAPABILITIES:

- SITEMAP DEVELOPMENT AND COPYWRITING
- PHOTOGRAPHY SELECTION
- SEARCH ENGINE OPTIMIZATION (SEO)
- USER TRAINING AND CONTENT MANAGEMENT
- WEBSITE MAINTENANCE

MARKETING AND DESIGN:

- DIGITAL AND PRINT AD DEVELOPMENT AND PLACEMENT
- DEVELOPMENT OF CORPORATE COLLATERAL
- MAPS AND ILLUSTRATIONS
- CORPORATE PHOTOGRAPHY AND VIDEOGRAPHY

CORPORATE IDENTITY SERVICES:

- BRAND DEVELOPMENT AND IMPLEMENTATION
- LOGO DESIGN AND DEVELOPMENT
- IDENTITY SUITE DESIGN AND DEVELOPMENT
- POWERPOINT TEMPLATE DESIGN

Meredith Howard t: (210) 737-4478 e: meredith@redbirdpr.com

Meggan Morrison t: (972) 639-8715 e: meggan@redbirdpr.com