

Using PR to Boost Your Career

PR Coaching for Executives and Professionals

Imagine having the opportunity to showcase your professional credentials to a packed house at AT&T Park in San Francisco. You'd have an audience of 41,503 people. That's about the number of people who read the *San Francisco Business Times* or a small trade magazine. And if you are lucky enough to get quoted in the *San Francisco Chronicle*, you will reach 30 times more readers than attendance at sold-out Giants' games. That's the power of PR. And that's where we can help.

The best way to get good PR is to better understand the dynamics of various types of newsrooms. That's where we come in. Our PR coaching program was designed and is directed by a former national business magazine editor and Washington correspondent for a chain of newspapers with millions of readers. Henry Eason was also media relations director of the world's largest business federation, the U.S. Chamber of Commerce in Washington, D.C., where he created and directed national and global publicity campaigns featuring many dozens of attorneys, economists and other professionals. He has an M.A. in communications from the University of Georgia.

And since 1989, Eason's San Francisco agency, Eason Communications LLC, has developed and implemented numerous successful PR campaigns for many types of companies, organizations and people who benefit from targeted media campaigns.

We can help professionals and executives get the publicity they deserve. Our PR coaching program includes:

- ▶ Media training and interviewing techniques
- ▶ Creating industry-specific media opportunities
- ▶ Providing PR support services
- ▶ Speechwriting and presentation development
- ▶ Media list development (by subject and practice areas)
- ▶ Translating professional language into general usage
- ▶ Web site and blog content writing and editing
- ▶ Planning meetings and conferences

For more information on our PR programs and costs, contact us at 415-242-5244 or email Henry Eason at henry@easoncom.com



Henry Eason
Managing Partner
Eason Communications LLC

A member of:
Society for Marketing
Professional Services
Legal Marketing Association
International Association of
Business Communicators
Business Marketing Association
San Francisco Bay Area Publicity Club

➔ *Please see the following page for testimonials.*

Eason Communications LLC

Your Marketing Team

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Testimonials for Henry Eason as a PR Communicator

➡ *What the business community says about Eason...*

"Henry Eason is...a highly experienced communications executive...I can say, unequivocally, that he is one of those individuals who is a true stand out in his field...a thorough-going professional."

— *Richard Anthony, The Business Roundtable*

Henry Eason "has been innovative in developing productive media relations programs enhancing the Chamber media outreach and resulting in extensive coverage...Through creation and implementation of media-oriented approaches to Chamber staff, contact has become much more thorough with releases and information going out in a timely and effective manner."

— *Milt Mitler, Vice President, U.S. Chamber of Commerce*

"I and a number of my colleagues at OOCL went through Henry Eason's public relations training program, and found that it helped us immensely in better communicating with the news media. We particularly appreciated the fact that he had been a national reporter and editor."

— *Christine Cardullo, Orient Overseas Container Line*

"Eason Communications is a highly professional media group that provides creative services and first-rate advice and support."

— *Dr. Sean Randolph, Bay Area Economic Forum*

"As a corporate marketing manager, I really benefited from Henry Eason's understanding of how the media operates. He taught me some useful interview techniques and how to more effectively use media relations as a marketing tool. The fact that Eason was a business editor and a Washington correspondent gave me confidence in his counsel."

— *Kevin Porreco, Weathernews, Inc.*

"Henry has been successful in public relations through his ability to comprehend complex issues, recognize public relations challenges and develop and carry out programs to reinforce or change public opinion. His skill comes from a thorough understanding of how the news media operate and how reporters and editors respond to various strategies."

— *Joseph Field, American Farm Bureau Federation*

➡ *What reporters say about Eason...*

"I have had numerous occasions to deal with Henry Eason in his capacity as a senior public affairs executive...During my tenure as a banking and finance writer for the Los Angeles Times, Henry proved an invaluable source of information on business trends and attitudes."

— *John Broder, Los Angeles Times*

"Mr. Eason is a personable man with a gift for vivid language both in speaking and writing. His breadth of knowledge and experience always impresses those who know him. He appears confident and poised in nearly any situation."

— *Jim Merriner, Chicago Sun-Times*

"While at the Atlanta Constitution, Eason broke numerous stories that competitors could not keep up with. At Nation's Business (magazine), Eason illuminated a wide range of complex economic issues...As press relations director for the U.S. Chamber of Commerce, he was innovative, managed a large staff and proved adept at getting the Chamber's point of view widely disseminated."

— *Matthew Quinn, White House Correspondent, Hearst Newspapers*