
ABSOLUTELY

PUBLIC

RELATIONS®

And Marketing Services

**Specializing in
Media Relations.**

**The strategies and
tactics that yield
impactful media
placements for you,
your organization
or issue.**

Maggie Chamberlin Holben , APR



**Public Relations Society of America
Counselors Academy Member**



Maggie Chamberlin Holben, APR

Impactful media placements.

In national media, like:

***Inc, Entrepreneur
More Magazine
USA Today, Redbook
Associated Press
Wall Street Journal
New York Times***

Or in trade press, such as:

***Genetic Engineering News
Water Environment & Technology
National Defense, Army Engineer***

Or local exposure:

***The Denver Post
Denver Business Journal
9 News, 5280
Denver Daily News
Westword
Fox 31 News
WB2 News
Colorado Construction***

Or Digital/Social Media:

***Facebook
Twitter, LinkedIn
News Feed Blogs***



Special Products

Feature Article Placement/Expert Status Awareness

12-month commitment suggested. Includes newsroom profile to facilitate placement success. In addition, a minimum of three strong customer or client testimonials are necessary, which must be legally referenceable in the media.

Newsmaker Strategy

Helps you make the news that the media covers — stage a special event, do a survey and release the results, sponsor a non-profit event or special project, participate in a co-promotion, give a speech or seminar, apply for/receive an award or special recognition.
- includes strategy, budget for implementation and timeline -

Crisis Analysis and Response Strategy

*Who are those people?
Why do they dislike our company or organization?
What can we do about it?*
- includes strategy, budget for implementation and timeline -





Awareness Packages ***Local, Trade and National***

Awareness packages are designed with one thing in mind: getting maximum media exposure for you or your organization. Packages include refining and positioning your message for optimum media interest, crafting the appropriate media advisory or news release, building a targeted media contact list, acquiring compelling photography, posting your information on www.denverprnewsroom.com for media access and hyperlinking, disseminating via newswire, pitching the appropriate beat reporters and editors, monitoring your exposures, and providing an evaluation of the results.

An awareness package is a “fit” if you have something newsworthy to announce, such as:

- New Company or Division
- Expansion
- New Product or Service
- Name Change or Relocation
- New President, General Manager or other Key Employee
- Major Contract, Merger or Acquisition
- Major Funding
- National Award or Special Recognition
- Controversy or Editorial Rebuttal





**PUBLIC
RELATIONS
NEWSROOM**

www.publicrelationsnewsroom.com

The online national newsroom for Absolutely PR clients. Here news releases, background information, bylined articles and photographs are posted for convenient media access.



**DENVER
PUBLIC RELATIONS
NEWSROOM**

www.denverprnewsroom.com

The online newsroom for Denver-based Absolutely PR clients. Here news releases, background information, bylined articles and photographs are posted for convenient media access.



**EXPERT
INFORMATION
ONLINE**

www.expert411.com

Expert Information for journalists, connects reporters to sources and resources. Expert profiles assist the media in backgrounding and writing news articles and features.





Client & Employer Engagements:

Cabela's
Boettcher Foundation
Colorado Cleantech Industry Association
Bell Aquaculture
Countrywide Financial
Colorado BioScience Association
Light Force Therapy
Baxa Corporation
Adventures In Color Technology
Foster Wheeler Environmental Corp.
ARCADIS, Inc.
InfoNow Corporation
ICG Communications
McKinley Marketing Partners
Grubb & Ellis—Martens Commercial
GD&A Advertising & PR, Denver
Colorado State Fair & Exhibition
Rocky Mountain BLIMPIE
Mountain Chateaux, Telluride
The Lida Groups, Wichita/Kansas City
Columbia Overland Park Reg Med Center
KIDS Special Needs Adoption
Learjet, Inc.
Wichita State University
Galichia Medical Group, Wichita
Chamberlin-Nicks, Inc.
Emprise Bank
St. Francis Regional Medical Center
Residence Inn by Marriott
Safelite AutoGlass
Midwest Heart & Vascular Institute
The Coleman Company
Union National Bank
Kansas Gas & Electric Company
Quik Print, Inc.
Wichita Symphony
Advertising Concepts, Inc.
Mademoiselle Magazine

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