

MEDIA DEPARTMENT CAPABILITIES

Hunter Public Relations is an independently owned and operated, full-service marketing public relations firm specializing in generating awareness for national consumer brands. Although the media landscape has changed dramatically during Hunter PR’s 18-year history, our clients’ expectations have remained remarkably constant. Simply put, they want to read, hear and see plenty of positive publicity about their companies, brands and products.

To this end, Hunter PR employs six seasoned, passionate media relations professionals to secure high-profile placements in traditional, new and Hispanic media. This talented team includes a former press officer for former New Jersey Governors McGreevey and Codey, a former television news reporter, and a former food editor at *Prevention* magazine. Hunter PR has tapped into their wealth of experience to develop a proprietary media training “immersion” to give our spokespersons the tools they need to deliver branded messages with maximum impact.

“I talk to hundreds of PR reps a week, but I must say that Hunter PR staff are always a favorite. They come up with creative, customized pitches that immediately catch my attention.”
 – Producer, *The Today Show*

TRADITIONAL MEDIA:

Broadcast:

Deep, longstanding relationships with...

- Producers of national morning, daytime and late night talk shows
- Celebrity bookers at national entertainment shows
- National and top market radio producers, as well as on-air talent

...As evidenced by recent placements on:



Print:

Deep, longstanding relationships with...

- Lifestyle, business, health, food & beverage and nutrition editors at national newsweeklies and daily newspapers
- Editors at high-profile consumer magazines covering food & beverage, spirits, parenting, home, shelter, health & beauty, toys/games, technology, travel and personal finance

...As evidenced by recent placements in:



“Hunter PR staff has greater credibility than most PR people because they recognize the journalistic requirements and limitations considered by news professionals. They have a distinct talent for facilitating good television. They always have my ear.”
 – Contributor, *CNN*

NEW MEDIA:

Deep, longstanding relationships with...

- Blogs, podcasts, Web sites, viral marketing, online chats, etc.

...As evidenced by recent placements in:



HISPANIC MEDIA:

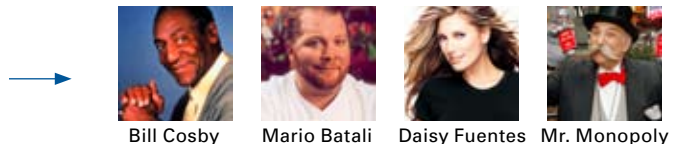
Bilingual members of the media department have excellent contacts with Hispanic broadcasts, print and web-based outlets...

...As evidenced by recent placements on/in:



MEDIA TRAINING:

Hunter PR has employed its proprietary media training “immersion” to successfully train the following high-profile spokespersons:



Bill Cosby Mario Batali Daisy Fuentes Mr. Monopoly