



Katcher Vaughn & Bailey Public Relations / Smith Seckman Reid, Inc. Media Tour

Challenge

- Increase media coverage of engineering firm Smith Seckman Reid (SSR).
- Develop relationships with editors at targeted publications.
- Use new relationships to create opportunities for articles.

Strategy and Action

KVBPR contacted six publications in and around Chicago and, working around SSR CEO Rob Barrick's busy schedule, organized a one-day media tour with Barrick and KVBPR.

Results

Following the tour, KVBPR and SSR completed four bylined articles for two of the publications. KVBPR and SSR have a goal of placing an article in each of the six publications over the course of the next year. Barrick and the editors of each publication have stayed in contact, and Barrick has been contacted on numerous occasions for interviews. As a result of the tour, KVBPR and SSR also became aware of two awards opportunities for SSR to pursue.

