



# Sharing Your Story, The Way It Should Be Told™

## Building authority through strategic visibility.

We believe it takes ten positive impressions to outweigh one negative one. That's why we help organizations build credibility through earned media, thought leadership, recognition, and reputation management.



## Public Relations Built To Earn Authority

At 10 to 1 Public Relations, we help organizations become known, trusted, and remembered through sustained visibility and strategic communications.

### Media Relations

**Strategic visibility that builds credibility.**

We secure coverage in credible media outlets that strengthen reputation and shape perception. Consistent visibility builds long-term influence.

### Thought Leadership

**Position leaders as trusted industry voices.**

When reporters quote you, publications feature your perspective, or conferences invite you to speak, credibility follows. We help establish authority through visibility and expert positioning.

### Awards & Recognition

**Earn recognition that builds authority.**

Third-party recognition creates credibility in ways self-promotion cannot. We help organizations earn awards and honors that strengthen reputation and create meaningful differentiation.

### Crisis Communications

**Protect trust when it matters most.**

Earned credibility takes years to build and moments to test. We support organizations before, during, and after a crisis through planning, response strategy, and reputation recovery.

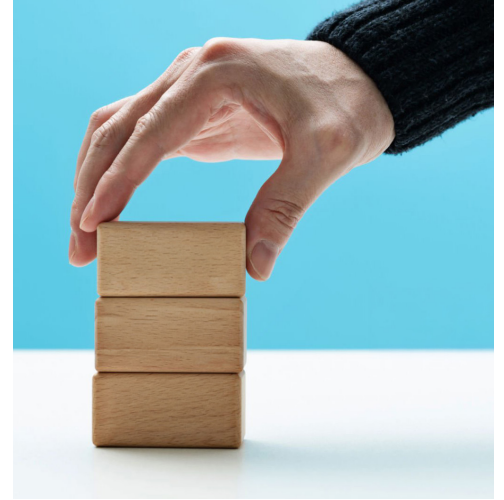
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# Product & Service Launches

## Build Visibility Beyond Launch Day

We extend visibility beyond launch day through a structured approach designed to reach different audiences, markets, and opportunities over time.



## A 3-Layer Launch Strategy

Our approach extends visibility beyond launch day by expanding outreach across local markets and industry audiences to create sustained impact.

### Launch Day Visibility

Create immediate visibility and establish the market moment through strategic launch activity.

- Launch Announcements
- Strategic Media Outreach
- Press Events
- Product & Service Introductions

### Monthly Local-Market Visibility

Build sustained visibility through local outreach focused on a different market each month.

- Market-by-Market Targeting
- Local Media Outreach
- Regional Story Development
- Community Visibility Support

### Quarterly Industry Visibility

Build industry visibility through outreach focused on a different audience each quarter.

- Industry Media Outreach
- Trade Publication Outreach
- Category-Specific Storytelling
- Thought Leadership Alignment

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# Location Launch Strategy

## One Opening. Multiple Story Opportunities.

Most organizations focus on opening day. We create visibility before, during, and after launch to extend momentum and generate ongoing media opportunities.



## A Visibility Timeline

Our approach creates multiple opportunities across the launch timeline to generate additional coverage and sustain visibility over time.

### Before

**Build anticipation and create early visibility.**

- Future location or lease announcements
- Media previews and construction updates
- Hiring events and community outreach
- Market entry positioning

### The Big Day

**Create the market moment and establish visibility.**

- Groundbreaking and grand opening announcements
- Strategic media outreach
- Press events
- Launch coverage

### After

**Create follow-up visibility and extend momentum.**

- Early success stories
- Ribbon cutting events
- Customer and milestone stories
- Community impact stories

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# Media Relations

## Earn Coverage That Builds Authority

We create strategic media visibility that strengthens reputation and builds long-term influence across local markets, industries, and key audiences.



## Media Strategy That Extends Beyond The Press Release

We create stories, visibility, and media opportunities that influence the audiences that matter most.

### Media Relations

We focus on the outlets most likely to influence visibility and credibility.

- Media Opportunity Identification
- Story Strategy Development
- Local & Industry Outreach
- Reporter Relationship Building

### Targeting & Outreach

We identify the right outlets and build outreach around relevance and timing.

- Reporter Identification
- Personalized Media Outreach
- Story Angle Development
- Opportunity Prioritization

### Specialized Support

We apply additional strategies that expand reach and strengthen positioning.

- Trade Show Media
- Executive Visibility Support
- Public Affairs Media Strategy
- White Label PR Services

## We Reach Audiences Through The Media They Consume

### Local Media

- Local TV & Radio News
- Daily Newspapers & News Sites
- Business Journals
- Community Publications

### Industry Media

- Trade Publications
- Association Magazines & Newsletters
- Subject Matter Focused Outlets
- Industry News Sources

### National Media

- National Business Publications
- Mainstream Media Outlets
- Broadcast Opportunities
- Tier 1 News Platforms

### Digital Media

- Podcasts
- Industry Blogs
- Influencers & Creators
- Emerging Media Platforms

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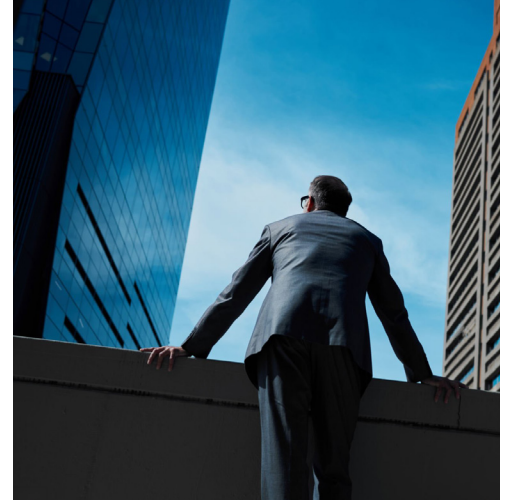




# Thought Leadership

## Authority Is Not Declared. It Is Selected.

We position leaders and subject matter experts to become trusted industry voices through media visibility, speaking opportunities, and expert positioning.



## Building Authority Through Visibility

Thought leadership is built when trusted experts are selected to contribute perspective and lead industry conversations.

### Media Visibility

Reporters rely on trusted experts who provide perspective and contribute meaningful industry insight.

- Expert Commentary
- Media Interviews
- Industry Analysis
- Executive Visibility

### Content & Perspective

Leadership begins with sharing meaningful ideas and contributing insight.

- Executive Bylines
- Opinion Articles
- Educational Content
- Industry Perspectives

### Speaking Opportunities

Speaking roles place leaders and experts directly in front of audiences that matter.

- Trade Show Speaking Roles
- Conference Presentations
- Panel Opportunities
- Industry Events

## Our 3x3 Speaker Submission Strategy

Most firms submit one topic. We submit nine.

We identify three distinct topics and develop each one through three presentation styles, such as formal, fun, and urgent. This creates more opportunities for selection, stronger acceptance rates, and a repeatable system for building visibility and long-term authority.

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# Awards & Recognition

## Turn Expertise Into Recognized Authority

We secure third-party awards and honors that strengthen credibility and create meaningful market differentiation.



## Building Authority Through Recognition

Awards create credibility by validating expertise and reinforcing market leadership.

### Momentum Matters

We identify and pursue award opportunities aligned with your industry and growth strategy. Strategic volume increases visibility and creates consistent third-party validation.

### Substance Matters

We craft compelling, fact-based submissions aligned with judging criteria so your organization earns the strongest possible evaluation and recognition.

### Selection Matters

Winner, finalist, or honoree status all reinforce authority. We ensure recognition supports visibility, sales conversations, and long-term positioning.

## Types Of Awards We Pursue

Recognition selected for visibility and business impact.

### Company Awards

Recognize organizational growth, innovation, operational excellence, and market leadership.

### Individual Leadership Awards

Highlight executives and subject-matter experts such as CEOs, founders, CFOs, or general counsel.

### Industry Excellence Awards

Recognize achievement within specific industries, professional sectors, and trade communities.

### Regional & National Awards

Programs led by chambers, business journals, and national publications that strengthen visibility and credibility.

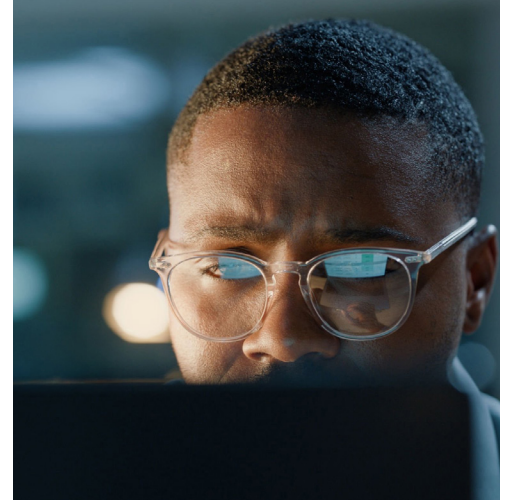
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# Crisis Communications

## Protect What You've Built When It Matters

We help organizations prepare for, respond to, and recover from crises that place reputation and trust at risk.



## Protecting Credibility Through Preparation

Earned credibility takes years to build and moments to test. Disciplined preparation and clear communication help organizations protect trust when attention intensifies.

### Before A Crisis

#### Reduce Risk Before Crisis Begins

We develop Crisis Communication Playbooks that define messaging, spokesperson strategy, and response pathways before pressure rises.

#### Readiness Prevents Escalation

We prepare executives and teams with talking points, planning frameworks, and response strategies that improve speed and alignment.

### During A Crisis

#### Crisis Requires Clear Communication

We develop response strategies that keep messaging clear, coordinated, and aligned during high-pressure situations.

#### Contain Damage. Protect Credibility

We use fact-based messaging and strategic communication to reduce confusion and protect trust.

### After A Crisis

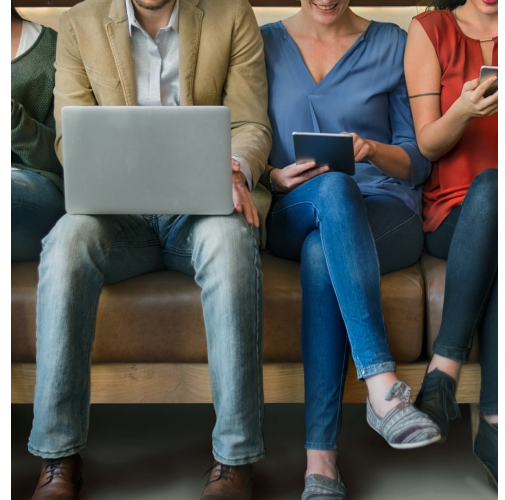
#### Attention Fades. Reputation Remains

We implement recovery strategies designed to rebuild trust and restore leadership positioning over time.

#### Recovery Requires Visible Stability

We support ongoing outreach that reinforces confidence and strengthens long-term credibility.

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## A Unique AI Advantage

IVY is our proprietary internal AI system developed by 10 to 1 Public Relations to strengthen strategy, execution, and long-term visibility. Built within a secure environment, client information is never shared or mixed across accounts, ensuring precision, confidentiality, and control.

## The System Behind Stronger PR Results

IVY combines advanced AI tools with experienced PR strategy to improve positioning, strengthen execution, and create more effective communications across every stage of engagement.

### Stronger Positioning

IVY uses multiple LLMs to cross-check and refine messaging for stronger, more compelling stories.

### Security

Client information remains protected in a secure environment built around confidentiality and control.

### Personalization

Content and outreach are structured around your organization, voice, market, and goals.

### Accuracy

Every input and output is reviewed by our PR professionals to ensure clarity, consistency, and reliability.

## Built To Strengthen Every Engagement

IVY supports media relations, thought leadership, content development, visibility strategy, and long-term discoverability across the 10 to 1 Public Relations ecosystem.

Integrated throughout every engagement, IVY strengthens strategy, refines messaging, identifies opportunities, and improves execution. The result is stronger positioning, greater consistency, and more disciplined long-term visibility.

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## The Next Generation Press Room

Built for AI discovery, an IVY Press Room functions like a modern digital press room, organizing company information, press releases, FAQs, and thought leadership into a system designed for how information is increasingly found today. Using our proprietary AI platform, IVY, approved content is transformed into strategic question-and-answer content aligned with how audiences search platforms like ChatGPT, Claude, Gemini, and Perplexity.

Those AI-ready answers are then integrated into the IVY Press Room and extended across YouTube, X, Facebook, and other strategic platforms to strengthen discoverability, reinforce credibility, and help your organization become easier to find, easier to understand, and more likely to become part of the answers people trust.



## How We Help Make You The Trusted Answer

### Earned Media Coverage

Our PR efforts secure real, earned media coverage that AI systems seek to identify credible sources and trusted answers.

### Press Releases & Client News

Announcements are structured and optimized to keep your organization visible, current, and easy for AI to find and reference.

### AI-Ready FAQs

Using IVY, we turn press releases and announcements into targeted Q&A content aligned with how AI delivers answers.

### Structured Press Rooms

Your IVY Press Room organizes key facts, releases, and FAQs in a format AI can easily process and trust.

### AI Platform Seeding

Q&As and content are extended across connected platforms to strengthen visibility and improve how your answers are discovered.

### Supporting Content

Additional formats reinforce authority and create more signals AI platforms can recognize and surface.

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