

EVOLVE
BRANDING

EFFECTIVE
MEDIA/PR

ONLINE
INTERACTIVE

PLAN
EVENTS

PARTNER &
PROMOTE

COMPELLING
WRITING & DESIGN

MARKET
RESEARCH

ACTIVATE
GUERILLA

DRIVE
FUNDRAISING

RALLY
CAUSES

EFFICIENT
AD BUYING

PUBLIC RELATIONS effective media/pr

Overview

One unavoidable truth of today's business, nonprofit, and media environments is that, if you don't work hard to define yourself, others will do it for you. Defining yourself in the public sphere, furthermore, is not a one-time event, the result of a single press release or business launch. It is a process, best accomplished with a deliberate plan and broad-scale approach to public engagement through a wide range of media sources. Investing time and resources in this process will yield tremendous dividends in profitability, reputation and community respect, and philanthropic potential.

Many people and even professional agencies believe effective public and media relations consists solely of the ability to speak well to a reporter and write an intelligible press release. These capacities are, of course, necessary for delivering tangible benefit to a client. They overlook the tremendous value a strategic, proactive imaging plan and campaign can bring, in establishing a comprehensive and positive reputation for a company or individual. This is what public and media relations are truly all about.

There are times, of course, when the need for a public relations campaign is urgent, geared more toward managing the moment than planning the future. Foursight Partners can bring to your organization wide-ranging experience in crisis communications, having effectively represented large corporations, not-for-profit organizations, governmental entities, and political campaigns to the media and public during times of urgent need.

Program in Detail

Foursight Partners offers a free one-hour consultation to any client, of any size, who wants to invest in their capacity for quality public and media relations. Through understanding your organization and its goals, dreams and stakeholders, we develop detailed, comprehensive plans tailored to your future plans and budgetary needs. Choosing to collaborate with Foursight brings the benefit of our longstanding relationships with local, national, and international media organizations, with unparalleled facility in working with media of all types.

Call us today to learn how an investment in strategic public relations can solidify and actualize a highly positive public image and a bright future for your organization.



Media/PR Sampling

- Strategic planning
- Message development
- Crisis communications
- Spokesperson services
- Press conferences, releases
- Media kits
- Speechwriting
- Editorial writing
- Meetings with senior news and editorial leadership
- Comprehensive news monitoring
- Multifaceted opinion-formation campaign

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

Contact (801) 839-4767.

Testimonial

People's Market

"Foursight Partners' multifaceted approach to media relations was a critical component of growing People's Market by 300% in one year. We would not have seen our dramatic success without this expertise."

- Kyle LaMalfa, president

Work Examples

- Graywhale Music
- Human Rights Campaign
- Flow Yoga SLC
- People's Market
- Salty Cricket
- SLC Mayor's Office
- Tour of Utah
- Utah Free Media
- Young Dems of Utah