

# MediaPros 24/7

a boutique consulting firm

*Award-winning journalists  
with real world experience*



## Media Specialties

Media Pros 24/7 was created and is staffed by a team of award winning journalists skilled in television, print and internet reporting. We are a boutique media consulting firm with cutting edge, new media skills and an old school work ethic.

We know news. We have the contacts. We make it happen for our clients in this era of 24/7 news coverage and second by second updates on the internet.

Our services include media training, publicity, crisis management, video content production for TV and websites, event planning and website consulting.

**We know news.  
We have the contacts.  
We make it happen.**

Let us  
help you  
stay ahead

We have a staff of reporters, producers, editors and photographers who have decades of experience covering news in Chicago and around the world. Our specialties including business, law, politics, entertainment, sports, international affairs, internet news and social media.

News moves fast today and corporate media budgets are tight. Whether you are a CEO of a Fortune 500 company concerned about stock prices, a smaller business trying to get noticed or a politician preparing for an important debate, you need media pros with the experience and contacts to get the job done quickly and effectively.

**MediaPros 24/7**  
a boutique consulting firm

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We are a boutique  
media consulting company

We work with one business  
per specialty

## OUR SERVICES

- ◆ Crisis Communications
- ◆ Media Training
- ◆ Publicity
- ◆ Event Planning
- ◆ Video Content Production
- ◆ Website Consulting

Contact Us:

312-726-0246

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*In today's world, you have 15 seconds to make your point*

We at MediaPros 24/7 have spent decades asking the tough questions. Now we are using that experience to help you answer the tough questions more effectively.

Media strategy is no longer a luxury. It is a necessity when navigating this new media world. Today a simple blunder to a TV reporter can haunt you forever on YouTube. An innocent aside to a print reporter doesn't go away thanks to Google.

When a crisis occurs you can duck, wait it out or respond quickly and effectively. Problems arise but too often they become more serious than they have to be because of media mismanagement.

Talking to the media can be risky business but if you are prepared, have good presentation skills and stay on message, the rewards are great.

Our *Perfect Pitch Seminars*™ prepare you for television, radio and print interviews. We offer large group training sessions, smaller workshops and private individual sessions. We advise on both content and presentation.

When doing TV interviews, you have at best 15 seconds to make your point. We help make your message sound-

bite friendly and give you transitional tools that help you stay on message and deflect questions you don't want to answer. Understanding the news cycles, deadlines and outlook of the news organizations is key to managing the media effectively.

Our staff members have the experience and contacts to pitch your stories and events in a strategic and creative manner. We know and have worked with editors, bookers, producers and reporters at all the biggest media outlets.

There are so many media outlets today but so little good content. We have a team of Emmy award winning journalists who can provide top quality videos for television and websites.

Today your website is your calling card. MediaPros 24/7 offers special *Webovers*™ to help you redefine your look and optimize your message to public and private social media networks.

Whether you are a CEO, politician, entertainer, athlete or attorney, we give you the skills and confidence to be a real media pro yourself.



We know news. We have the contacts. We make it happen.

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