

# BRODY PR

## FACT SHEET

CREATIVE IDEAS, COMPELLING CONTENT, AND RESULTS-ORIENTED MEDIA RELATIONS SINCE 1988

### EXPERTISE & CAPABILITIES

- **Media Relations:** Generate brand awareness through media coverage.
- **Content development:** Create engaging and newsworthy content designed to draw traffic.
- **Survey promotion:** Develop polls and surveys that are credible and newsworthy and can be developed into high-quality content.
- **Internal and Outbound Marketing:** Creation of web sites, newsletters, eblasts, special events, advertising, direct mail and other communications vehicles.
- **Speaking engagement research and proposal submission.**
- **Awards research and submission.**

### INDUSTRY EXPERIENCE

- **Business:** Merrill Lynch, Dow Jones, Dun & Bradstreet, Market Entry, SoFi, Next Stage Advisors, TIAA-CREF
- **Healthcare:** Mercy Health System, JFK Health, Overlook Hospital, Foundations Behavioral Health, Capital Health, Janssen Pharmaceutical, U.S. Preventive Medicine
- **Human Resources:** XpertHR, CareerCast, Fuel50, WSJ's CareerJournal, WSJ's Work & Family Show, Empathia, eQuest, OC Tanner, Talent Lens
- **Non-Profit:** Foundations Community Partnership, Mental Health Association of New York, Nakashima Foundation, Literacy New Jersey, Men Mentoring Men
- **Education:** ETS, Peterson's, Berlitz, Wiley, Pearson, Jolly Learning, Lightbridge Academy, Going Global
- **Publishing:** The Wall Street Journal, Reed Reference Publishing, Haymarket, Fairchild, Little Brown, Villard Books, Random House, Martindale Hubbell, Marquis Who's Who
- **Entertainment:** PBS, Time Life, Hyperion, Music Sales Corp, Gramophone, JVC Music, Shanachie Music, Wall Street Journal Radio Network
- **Sports:** Total Soccer, Yogaphoria, Sphericity, South County Soccer Camp
- **Real Estate:** Atlantic Realty Development Corporation, Mignatti Companies, RealEstateJournal, DR Horton



BETH BRODY

WWW.BRODYPR.COM • BETH@BRODYPR.COM

609-397-3737 LANDLINE • 908-295-0600 CELL

CLIENT MEDIA COVERAGE IN:

THE WALL STREET JOURNAL

The New York Times

FORTUNE

FAST COMPANY

TIME

Forbes

