



Gallatin Public Affairs

# CONTENT & RESEARCH

The role of the media as the exclusive gatekeepers for news and information sharing is changing dramatically. Now anyone can access a myriad of 24-hour, visual and audio storytelling channels. This new era of communication presents the opportunity to tell your own story, on your own terms and on your own timeline. But the challenge is the need to create and maintain your own high-quality content and deliver it through your own communications platform.



# Products & Services

## White Papers & Research Reports

We use research tools including interviews, media searches and public records reviews to present a clear-eyed view of an issue, campaign, policy or entity. This tool is effective in briefing lawmakers, backgrounding the public and informing public affairs strategies.

## Communications Audits & Media Reports

How is your story being told? Have you been fairly portrayed by the media or other third parties? We inventory and analyze media coverage and/or existing communications activities and channels to reveal and evaluate how your message is being communicated.

## Press Releases & Statements

Though we rely less on the media to tell our story, they still exist and can be useful or harmful as a way to communicate about your brand. We prepare press releases and written statements for use in effective media relations strategies.

## Publications & Advertising

From brochures and annual reports to radio, TV and print ads, we create compelling content that will make your story stand out.

## Speeches and Testimony

Gallatin employs a corps of former press secretaries who can help shape speeches and testimony that will make you shine when you're in the spotlight.

## FAQs, Floor Letters, Testimony and Lobbying Briefs

No matter how complex the issue, we can make sense of it and create in one page a clear, easy to understand synopsis that can be used as a tool in communicating with legislators, key stakeholders, media and other targets.

## Op-Eds & Sponsored Content

Like press releases and written statements, Op-Eds and Sponsored Content provide an opportunity for you to present your unfiltered views and story. We help craft and frame that story in a way that reaches readers.

## Web & Digital

Writing for the web and for digital applications is different than any other form of communicating. We create content for websites, email programs, social networks and other applications that hits the mark.

## Fact-Check

Facts are critical for any campaign or negotiation. We can help you set the record straight in one or a series of fact-check features that can be posted online, emailed to your list or distributed to reporters.

## Polling Research

Effective public opinion surveys and polling require upfront work to ensure you're asking the right questions. We can assist with research and interviews needed to develop a strong survey.