



Special Guests

Providing Positive Publicity on Purpose since 1985

919-437-0001

Case Study:



Long Term Clients, Long Term Satisfaction

Challenge and Goals:

- 1) *Keeping clients happy over the long haul.*
- 2) *Delivering profitability and positive exposure to clients in the long run.*
- 3) *Remembering that while it is important to run a fast sprint on breaking news topics, consistent generational public relations positive imaging is a marathon.*
- 4) *Adapting with changing eras, successfully.*

Methods:

- 1) Delivering the goods for clients as well as their messages, through radio and television talk shows, print placements and other areas of media, publicity and PR.
- 2) Deploying successful modalities and different techniques for diverse clients and topics.

- 3) Delivering published articles in the New York Times, Wall Street Journal, The Washington Post and USA Today, as well as talk show interviews on major television network evening news, the large morning shows (Today Show, etc.) and on quality mid-day programs including on cable and radio.
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RESULTS:

Phyllis Schlafly and her Eagle Forum organization for 24 years, until her passing away at age 92.

Gun Owners of America, 23 years of publicity representation

Sid Roth, host of It's Supernatural, for about 20 years.

Chris Slattery of Expectant Mother Care-EMC FrontLine Pregnancy Centers, about 15 years

Plus, many others around or over 10 years including Israel mayor David Rubin, Association of Mature American Citizens (AMAC), Morality in Media, 2nd Amendment Foundation, Citizens Committee to Keep and Bear Arms, Home School Legal Defense, and Swiss American Trading Corporation. Also many intermittent celebs and businesses who due to time constraints were not always contiguous, yet stayed with Special Guests for many years and call upon us when needed. Home School Legal Defense requested 400 talk show interviews and we delivered them and remained on call intermittently thereafter. Pro-life activist Randall Terry is one who has utilized our services intermittently since 1988, and Avi Lipkin, a pro-Israel guest since 1997.
