

Media Relations

The Equicom Group Inc. is Canada's leading Investor Relations consulting firm offering unparalleled strategic communications counsel and a comprehensive suite of value-added services to support our clients' success in achieving their capital market **objectives**.

Media Relations Services

The Media Relations group at Equicom provides a wide variety of services to clients across a spectrum of industry sectors. Working in tandem with Equicom's investor relations team, we tailor communications to multiple audiences, predominately media – but which also includes other stakeholder audiences such as NGO's, government, regulatory agencies and so forth – to ensure that all communications are consistent with a client's overall corporate objectives.

Our services include:

Communications Planning and Strategic Counsel

The media relations group's core service is to provide clients with proactive media relations programs in support of client communication objectives.

To that end, we work with our clients to identify key attributes related to the company's vision, credentials and success, from which we develop messages to support the company's corporate or marketing objectives.

We also provide reactive media relations programs in response to industry developments or competitor activity. Within the scope of this mandate are issues management and crisis communications functions. By monitoring the media's activity with respect to specific client issues we are able to develop programs to support our client's goals or to thwart competitor messaging. This also prepares us to provide sound strategic counsel and to shepherd our clients through the media gauntlet should an unfortunate crisis develop.

Writing and Editorial Services

On a regular basis, we write news releases, media backgrounders, bylined articles and case studies to deliver client messages to the media.

In addition, we manage special assignments such as speech and presentation writing for quarterly analyst calls, industry conferences and public speaking events.

Profile

Founded:

1996

Offices:

Toronto

Montreal

Calgary

Employees:

60 full time

Our team is comprised of the same audience to which our clients communicate, including former:

Investment Bankers

Analysts

Investment Advisors

Venture Capitalists

Mutual & Hedge Fund Executives

Securities Regulators

Media Executives

Clients:

100+

Sectors:

All industry Sectors

Contact

Public Relations:

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Media Relations

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**leading the way in
investor relations**

www.equicomgroup.com

Media Relations

We develop and proactively pitch story proposals to targeted media across Canada and the US with the goal of generating earned media coverage for our clients. The media include financial, business, broadcast and vertical trade media associated with individual industry sectors, such as mining, technology, biotech, etc. Our goal is adhere to a media relationship building process as opposed to simply having media contacts, demonstrating this commitment by ensuring we approach journalist only with newsworthy story opportunities targeted to their audience. By doing so, media have come to respect us as a reliable and ethical source of news. We manage media relationships with the goal of presenting our clients as thought leaders within their respective businesses.

Key Message Development and Spokesperson Training

Working closely with the client, we develop clear, consistent messages that can be honed to a variety of audiences. Messaging remains the most fundamental and core component of programs that elevate a company's corporate profile, establish leadership and move products and services. To that end, we provide media training to spokespeople to ensure messages are articulated clearly and delivered to the media succinctly. Our training program ensures executives are prepared for a variety of media types and interview scenarios and includes real-time simulations.

Media Monitoring

Equicom provides media monitoring services covering worldwide news content available online. More than 50,000 news producing sources globally are accessed daily and news articles are delivered by email in a summary format that is easy to access, view and archive. Virtually all news available online is searched by our service. The advantage of online monitoring is the speed of acquisition of the content so that breaking news can be delivered as it happens. Reports can be provided on a daily, weekly or monthly basis.

Included in the media content are global newswires such as Dow Jones, Reuters, Associated Press, along with Canadian Press and other PR newswires such as CNW.

Equicom also offers broadcast monitoring services for Canada, the United States, and internationally if required.

Proven Expertise

Equicom has a proven expertise in executing advanced strategic communication programs with defined objectives designed to increase awareness and help build management credibility so that our clients achieve fair media coverage.

Contact

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