

Media Relations



An effective media relations program requires more than firing off random press releases. MNM applies a deliberate method that begins with identifying the client's key messages and refining them until they are sharp enough to cut through the clutter. Based on years of firsthand newsroom experience, MNM knows how to make an issue resonate with journalists. The effectiveness of this approach is enhanced by the strong relationships and trust MNM has built with the most influential editors and reporters. MNM also offers executive media training with professional coaching and advice to develop clients' interviewing and speaking skills.

Sharing Your News

When affordable housing developer Community HousingWorks was ready to share news of its new LGBT-affirming senior housing community, MNM developed a message platform that focused on the poignant stories of LGBT seniors. With a carefully crafted pitch that highlighted the groundbreaking nature of this development, the news was covered multiple times by every media outlet in San Diego, generating immense interest and a long waiting list for a spot in the new community.

Shaping Your Core Messages

A small group of Escondido homeowners had plenty of passion but little of the media savvy they needed to defeat a 2014 plan to develop a shuttered golf course in their neighborhood. The homeowners tapped MNM Principal Tony Manolatos to direct communications and succeeded in framing the out-of-town developer, who dumped raw chicken manure behind his opponents' homes, as the "Beverly Hills Bully," ultimately winning a referendum campaign despite being outspent 10 to 1.



**MANOLATOS
NELSON
MURPHY**

Advertising & Public Relations

MANOLATOS NELSON MURPHY

3143 Fourth Avenue
San Diego, CA 92103

www.mnmadpr.com