



## HighRes Public Relations

Bringing what's newsworthy  
into focus

# TABLE OF CONTENTS

ABOUT US

01

03

HOW IT  
WORKS

OUR  
SERVICES

02

04

NEXT STEPS

# ABOUT US

HighRes Public Relations is a tenacious results-driven PR agency. It both generates innovative pitches that hit the mark *and* it drives these messages home with media.

HighRes researches current macrotrends, evolving news beats and media landscapes, and it asks its clients the right questions to get them in these conversations. It pinpoints clients' newsworthy qualities and weaves them into imaginative pitches, resulting in topnotch placements.



# ABOUT US

- HighRes Public Relations is a vetted B2B service provider on ShapeConnect's business software and services matching platform
- ShapeConnect has a focus on healthcare (including hearing healthcare) and shares industry insights to help with newsworthy PR pitches
- We manage project engagements through ShapeConnect for simplicity and added support



SHAPECONNECT

# OUR SERVICES



**PITCH ANGLE  
GENERATION**



**MEDIA  
OUTREACH**



**OPENING  
SUPPORT**

# OUR SERVICES



- Business Outreach: Local and National
- Consumer Outreach: Local and National
- Franchise and Industry Trade(s) Outreach
- Target growth market press releases and outreach
- Press Release News Generation
- Media Training (General and Interview Specific)
- Media Alert Generation
- Byline Drafting or Proofing
- Custom Pitch Drafting and Creation for Interviews/Articles
- Coverage Tracking
- Interview Coordination
- Creative Storytelling
- Strategic PR and Content Planning (Content Calendar)
- Executive Thought Leadership Positioning
- All-star franchisee spotlights (local and national outreach)
- Grand Opening Support and Outreach

# HOW IT WORKS



## ONBOARD

We will take a deep dive into your company and goals.



## STRATEGY

HighRes will build messaging and a strategy for you to review.



## IMPLEMENT

HighRes will execute the plan once it has been agreed upon.



## REPORT

HighRes will provide bi-weekly reports and meetings.



# BREAKING NEWS

WE HELP YOU BREAK  
THROUGH THE NOISE



# BELTONE WEST RESULTS

(Since Feb. 1 Engagement)

- **Published:**

- [CBS Phoenix TV Segment](#)
- [AZ Family 3TV Segment](#) (Part 1)
- [AZ Family 3TV Segment](#) (Part 2)
- [ABC Phoenix TV](#)

- **Pending:**

- *AZ Big Media*: print/online story about mask wearing leading to hearing loss realization
- *Daily Courier*: print/online health special-section story about mask wearing and hearing loss
- *Scottsdale Progress*: print/online business story about hearing healthcare tech advancements

THANKS!

Matt Siegler, President  
Email: [matt@highrespublicrelations.com](mailto:matt@highrespublicrelations.com)  
Phone: 404.824.4343  
[HighResPR.com](http://HighResPR.com)

