

## **DISTINGUISHED CHARACTERISTICS**

### **Leadership**

We are experts in our field. As such, we provide strategic counsel, backed by years of experience and positive results.

### **Integrity**

We take pride in what we do and believe that honesty is the only policy. We advise our clients in a manner that protects the company's assets and provides peace of mind.

### **Experience**

Communications is our expertise and combined, we bring more than 100 years of practical, hard-earned experience. We have worked with companies and individuals in crisis, branding and public relations situations.

### **Compassionate**

We care about our clients and are concerned about their issues, and we work diligently to help them achieve their goals.

### **Professional**

We have a strong professional reputation. We effectively engage and use new technology to keep up with all the national media trends. In an effort to remain cutting edge for the benefit of our clients we welcome and encourage collaboration and alliances.

### **Balanced**

Winning PR campaigns start out strategically, with well thought out plans and creative ideas to increase visibility and broaden understanding. We understand the importance of results so we lead with creative ideas and good thinking while still placing a high priority on immediate action.



## **CAPABILITIES**

### **Brand Management**

A brand is a promise that companies make to their customers. If the brand is not managed, then the promise can be broken. Through strategic planning, we can develop, realign or protect a company's promise to its constituents and ensure that communications are consistent with the identity the company wants to portray. Our brand management experience ranges from car manufacturers and nonprofit organizations to theme parks, churches, civic leaders, sports facilities, entertainers and celebrities. We are equipped to handle brands of any sort.

### **Reputation Management**

A company's reputation is no longer based solely on profits, sales and dividends. A company is judged by the actions of the CEO, board of directors and other key decision makers. Their actions can affect stock prices and the survival of a company. For that reason, it is essential that key decision makers are groomed to communicate with all of his or her publics, including customers, the media and peers. With our experience as advisor to some of the nation's top business leaders, we have the expertise to counsel your leader.

### **Community Advocacy**

Not all media stories deal with hard news; some focus on philanthropy, charity and goodwill. However, many companies don't show their good deeds in public. Our community advocacy efforts focus on balancing information available to publics. In addition to presenting the company's key issues, we also show the contributions companies make to society.

### **Media Relations**

Media relations is a combination of exceptional writing, creativity, impeccable timing and determination. It also involves having contacts at media organizations and using wise judgment. No one factor sells a story, but our team uses all necessary tools to develop story ideas and relay them to the media. Results such as clients on the cover of Time, Essence, Ebony, Jet, New Man, Charisma, the Washington Post, the Los Angeles Times, etc. as well as interviews on Larry King Live, CNN, World News Tonight, Charlie Rose, Crossfire and many others help demonstrate our expertise and effectiveness in media relations.



## **Religious Public Relations**

How does one communicate conviction and values to an often “anything goes” national audience? Here at Tina Polite & Associates, we help our clients to define their positions and opinions in the best light for both them and their audience. We use our accumulated experience to help up and coming as well as prominent Christian and secular business leaders address the concerns and issues on their hearts for the world in which they live.

## **PLANNING AND IMPLEMENTATION**

We develop short- and long-range strategic communication plans that consider communication objectives, target audiences, filters, barriers, available tactics, likely responses, budget constraints, priorities and timetables. We're not big on endless strategizing and tiresome meetings. Like you, we want to get to work. But together, we'd like to map out an effective course of action that is objective driven, not project driven.



## **CLIENTS & COUNSELED**

Hallmark  
Marriott, Inc.  
Ford Foundation  
Ogden Corporation  
Women of Faith, Inc.  
Top Rank Boxing  
Thomas Nelson Publishing  
Without Walls Ministries  
Shine Media  
Putnam Publishers  
EMI Gospel  
Essence Communications, Inc.  
NAACP  
Girls, Inc.  
City of Dallas, Texas  
City of New Orleans, Louisiana  
Harrah's Entertainment  
Radio One  
Kraft  
Crest  
Sony  
Promise Keepers  
Habitat for Humanities  
The Potter's House  
Without Walls International Church  
OWN Network  
Bravo TV  
Bishop T.D. Jakes  
Dr. Cornel West  
Pastor Paula White  
The DeMoss Group  
Lesea Broadcasting



## **MEDIA ACTIVITY**

### **Television**

ABC 20/20  
ABC Good Morning America  
ABC Nightline  
ABC Politically Incorrect with Bill Maher  
ABC World News Tonight with Peter Jennings  
BET News with Cheryl Martin  
BET News with Tavis Smiley  
British Broadcasting Corporation  
CBN/Christian Broadcasting Network  
CBS Evening News with Dan Rather  
CBS This Morning  
CBS Up To The Minute  
CNBC Rivera Live  
CNBC Upfront Tonight  
CNN Burden of Proof  
CNN & Co.  
CNN Crossfire  
CNN Daybreak  
CNN Inside Politics  
CNN Larry King Live  
CNN Late Edition with Wolf Blitzer  
CNN Morning News  
CNN Talkback Live  
C-SPAN  
Court TV  
FOX Morning News  
FOX News Sunday  
FOX On Religion  
Hard Copy  
Inside Edition  
MSNBC Dayside  
NBC Dateline  
NBC Meet the Press  
NBC Nightline  
NBC Nightly News  
NBC Today in America  
NBC The Today Show  
NCC The Today Show – Weekend Edition  
PBS The Newshour with Jim Lehrer  
PBS Religion & Ethics Newsweekly

### **Magazines**

Charisma  
Christianity Today  
Congressional Quarterly Weekly  
Guideposts  
Fortune  
Life Magazine  
Moody Monthly  
U.S. News & World Report  
Newsweek  
People  
Religious Broadcasting  
Saturday Evening Post  
Sports Illustrated  
Time  
USA Today Weekend



## **Radio**

ABC Radio Network  
CBS Radio Network  
Moody Broadcasting Network  
NPR All Things Considered  
NBR Fresh Air Weekend  
NBC Radio Network

National Public Radio  
Paul Harvey News & Comment  
Steve Harvey Show  
Tom Joyner Show  
Urban Radio Network  
USA Radio Network

## **Newspapers & News Services**

Associated Press  
Atlanta Journal-Constitution  
Austin American-Statesman  
Baltimore Sun  
Birmingham News  
Boston Globe  
Boston Herald  
Calgary Herald  
Calgary Sun  
Charlotte Observer  
Chicago Tribune  
Christian Science Monitor  
Cincinnati Enquirer  
Copley News Service  
Cox News Service  
Dallas Morning News  
Detroit News  
Ft. Lauderdale Sun-Sentinel  
Fort Worth Star Telegram  
Gannett News Service  
Houston Chronicle  
Indianapolis Star-News  
Kansas City Star  
Knight Ridder Newspapers  
London Sunday Times  
London Telegraph

New York Newsday  
The New York times  
Norfolk Virginian-Pilot  
Oakland Tribune  
Orange County Register  
Orlando Sentinel  
Palm Beach Post  
Philadelphia Inquirer  
Pittsburgh Post-Gazette  
Portland Oregonian  
Providence (R.I.) Journal  
Raleigh News & Observer  
Religion News Service  
Reuters  
Richmond Times-Dispatch  
Rochester Democrat and Chronicle  
San Antonio Express-News  
San Diego Union-Tribune  
San Francisco Chronicle  
San Jose Mercury News  
Scripps Howard News Service  
Seattle Post-Intelligencer  
Seattle Times  
St. Louis Post-Dispatch  
St. Paul Pioneer Press  
St. Petersburg Times



Long Beach Press-Telegram

Los Angeles Times

Miami Herald

Minneapolis Star Tribune

National Enquirer

Newark Star-Ledger

Newhouse News Service

**On Line News Services**

ABCNews.com

About.com

African-American News Wire

Associated Press

CNS News.com

Tampa Tribune

Toledo Blade

Tulsa World

USA Today

The Wall Street Journal

Washington Post

The Washington Times

ET.com

Fox News Online

MSNBC

Newsweek Online

Religion News Today