

Matching Media Placements with Corporate Milestones

Situation Analysis: LHA was engaged to launch an integrated investor relations and media program that would eloquently communicate its client's financial strategy as well as educate the investment community and leading business press about the company's new management team, with the goal of priming Wall Street for capital market transactions in 2005 and 2006.

LHA's Solution: LHA's financial media team delivered a program that supported IR efforts as its client withdrew its IDS, introduced its dividend policy, conducted public offerings of primary and secondary shares of common stock, implemented a dividend reinvestment plan (DRIP), and completed numerous debt transactions and repurchases that reduced the company's interest expense and interest rate volatility risk. LHA's goals were to:

- Increase investment community awareness of the company to develop institutional investor support;
- Diversify and broaden institutional ownership and increase sell-side coverage to drive average daily trading volume, improve stock valuation, and enable a private equity investor exit strategy; and
- Articulate key messages about the business, the new management team, and the company as an equity investment to influential business columns.

LHA's media team evaluated market-moving columns, corporate profiles and management stories, established a timeline to reflect the company's corporate and financial milestones, provided media training for management, and developed a New York media road show to introduce management to key columnists. As a result of LHA's research, the team was able to book meetings with *The Wall Street Journal*, *Barron's*, *BusinessWeek* and *Forbes*.

Results: LHA's media program successfully paired timely media placements with the company's corporate milestones. The client received excellent media coverage that articulated three of the most significant elements of the company: the new management team, the company's new customer service program, and its investment thesis. In only six months, LHA was able to secure a(n):

- Company feature in *Barron's*;
- Investment profile in *BusinessWeek*; and
- Management feature in the Boss Column of *The New York Times*.