



**FALK** COMMUNICATIONS  
AND RESEARCH

(This is a sample Media Profile to be distributed to reporters to secure interest in speaking with an authoritative source on timely topics and trends.)

First Lastname, title, Company, 111-555-1234, name@company.com

First Lastname is a title in City/State-based company. She/He has extensive experience in area one, area two and area three. In addition, s/he has example of additional operational or results-oriented success.

Experience in function in specific industry market:

- Type of transaction or relationship
- Another aspect of operations
- Another relevant function

Trends on the Horizon/Upcoming Hot Topics:

- An issue that should be getting more news coverage and requires sophisticated understanding to simplify technical aspects
- A change in the marketplace that will impact businesses or consumers
- How a trend will affect businesses or consumers

“The top players in the specific industry are gearing up for the emerging trends in user preferences. The winners will be those companies that incorporate consumer feedback into their operations, products and services.”

To speak with Name, please contact Assistant or Public Relations consultant at phone or email.



**FALK** COMMUNICATIONS  
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Write YOUR Executive Media Profile to be distributed to reporters to secure interest in speaking with you on timely topics and trends. Call Janet Falk at 212/677-5770 to arrange a FREE 30-minute consultation.

\_\_\_\_\_  
(name), \_\_\_\_\_ (title), \_\_\_\_\_ (company),  
\_\_\_\_\_  
(phone), \_\_\_\_\_ (email address)

\_\_\_\_\_  
(name) is a title in New York-based \_\_\_\_\_ (company).

S/He has extensive experience in \_\_\_\_\_ (area one),  
\_\_\_\_\_  
(area two) and \_\_\_\_\_ (area three). In addition, s/he has example of additional operational or results-oriented success (maximum 80 words)

Experience in \_\_\_\_\_ (operations in specific industry market):

(Type of transaction or relationship) \_\_\_\_\_  
(Another aspect of operations) \_\_\_\_\_  
(Another relevant function) \_\_\_\_\_

Trends on the Horizon/Upcoming Hot Topics:

(An issue that should be getting more news coverage and requires sophisticated understanding to simplify technical aspects) \_\_\_\_\_  
(A change in the marketplace that will impact businesses or consumers) \_\_\_\_\_  
(How a trend will affect businesses or consumers) \_\_\_\_\_

“Sample quote exemplifies technical aspect of an issue with bottom-line impact.” (maximum 50 words.)

To speak with \_\_\_\_\_ (name), please contact \_\_\_\_\_ (name), at  
\_\_\_\_\_  
(phone) or \_\_\_\_\_ (email).

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