



LIBRA Strategic Communications

Achieving Balance in Strategic Communications, Media Relations and Marketing

PRAGMATIC MEDIA RELATIONS

Team Libra offers a refreshing, pragmatic approach to complete, turn-key management of your Public / Media / Analyst Relations requirements.

Highly effective media relations and outreach programs can only be accomplished by making an investment in building long-term media relationships. Those relationships, when groomed properly, lead to repetitive, balanced, and more accurate coverage that will ultimately influence decision makers to feel favorable to your company's products, technology or services.

There is no quick fix for media coverage and there is no substitute for high-touch, personalized service.

TEAM LIBRA takes great pride in offering strategic media relations services and relationship building programs that draw on many years of street-smart, media relations experience. The results of our media campaigns on your behalf go a long way to enhancing your community, market standing and public perception, while helping you improve shareholder / stakeholder confidence and employee pride.

Our strategic and tactical public relations specialists have experience on both the agency and the client side. With a keen understanding of what makes "good PR", we help clients develop strategic communications campaigns based on solid messaging and interesting editorial themes. Our programs are designed to help clients communicate their key messages in a way that will be of interest to the media, while resonating with multiple target audiences.

We develop media pitches based on our knowledge that companies need to blend the excitement and enthusiasm of self-promotion with the corroboration and proof points of independent, third-party sources in order to offer the media well-balanced stories. Successful PR campaigns today require an intimate understanding of the challenges faced by overworked and understaffed editorial departments, the focus of their publications, the needs of their audiences, and the guidelines and parameters for helping the editors do their jobs more effectively.

That's where TEAM LIBRA comes in.

We are a boutique agency – only representing 3-4 clients at any given time. We represent you as allies to the editorial staffs, creating a camaraderie based on mutual respect for each other's roles. We essentially serve as your virtual public relations / media relations department, and we conduct business as an extended part of your corporate family.

Our job is to represent you, protect you, advise you, coach you, and make your stories of interest to the target media.



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Team Libra's media relations programs are directed by agency founder, Mike Bernhardt

Bernhardt's entire career has been one of accepting and influencing change; leading teams and building efficient organizations; staying current with market issues; Continually seeking to improve communications strategies and techniques; building highly efficient teams; and one of balancing multiple, diverse clients' needs with attention to details and deadlines. His passion has been working with the media while leading collaborative teams, building bridges, and nurturing long-term friendships.

Bernhardt held full-time staff positions with several highly-visible public and private companies, with responsibility for strategic communications, branding, messaging, media relations, analyst relations, marketing, and training & education

Team Libra is a 3rd generation strategic communications and public relations agency reflecting the vision and passion of agency founder, Mike Bernhardt. Following is a partial list of notable companies his agencies (The Bernhardt Agency, The Bernhardt Consulting Group, and Noblemen Communications) have supported with consulting services for strategic communications, branding, messaging, product announcements, marketing, public relations, analyst relations, collateral development, advertising programs, and spokesperson training.

Auxilium, inc.	Brokat Technologies	Cartia	Compaq
ComSys	Council on Competitiveness	DataTape	Dell
Etnus	GemStone Systems	Intel (many divisions)	Intrusion.com
Microsoft	Motorola	National Semiconductor	ODS Networks
OmegaBand	Sequent Computer Systems	SGI	Sharp Systems of America
SRC Computers	Tabor Communications	The Portland Group	The Visual Technology Group
United Trucking	US Divers	Visitalk	WatchGuard

We're Team Libra – and we'd love to hear from you. info@teamlibra.com. (503) 387-5690.

Media and Analyst Relations
Customer & Market Perception Audits & Surveys
Message, Story and Collateral Development
Coaching & Training Services & Workshops