



## Public Relations

### **Dean Group Adds Public Relations Component** *Veteran journalist provides unique public relations perspective*

(Thiensville) October 2007 - The Dean Group, LLP today announced it is adding a public relations and social media component to its inventory of communications services., including media training. The company, located in Thiensville, provides marketing communications, advertising and public relations services to small and medium size clients across the country.

“Our skill set has always included a deep understanding of the news media and public awareness,” said Dennis Dean, a senior partner with the company. “Offering public relations is a natural fit for us, and in line with what existing and new clients are seeking. We will, of course, continue to offer what many know us best for, our dynamic video and other marketing communication tools.”

Dean has a 25-year journalism background, primarily in broadcast news. His broadcast experience provided a foundation for his company’s start as a provider of marketing communication tools.

“While much of our work is business-to-business, we’re also experienced at working with clients in the public eye,” Dean said. “My background as a working, professional journalist remains hard-wired in me and provides a unique perspective on what works with the news media—and what doesn’t. In that respect I’m quite different from a traditional public relations practitioner, and that is of extreme benefit to clients.”

Dean worked for 10 years with WITI-TV and 12 years with WISN-TV in Milwaukee, as well as other broadcast outlets in the Midwest, where he reported, anchored and managed news operations. His unique style and Emmy-winning skills combined to bring him a host of awards during that time frame.

“I’ve been doing public relations work for a number of clients for some time,” Dean said. “The work has been extremely successful. Clients have been very, very happy with the effectiveness of the work and the value it has provided. It has also been extremely rewarding on a personal level. It’s time to make public relations an official part of our offering.”

Dean has provided media training for corporate and other organizations for several years.

The company’s client roster includes manufacturing, medical, financial, legal, biotech, utility and not-for-profit organizations.

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