

# M BOOTH ARTICULATE

## ALL-IN-ONE MEDIA TRAINING, MESSAGING & CONTENT DEVELOPMENT SHOP

### LED BY OUR AWARD-WINNING JOURNALISTS & MEDIA TRAINERS

#### WE CRAFT STORIES THAT HELP YOU MAKE AN IMPACT IN THE WORLD

Our messaging capability, Articulate, powers best-in-class media training with executive storytelling and our award-winning editorial studio of real journalists —and the result is a set of unique, journalist-vetted messages that you can confidently share on-air and along with editorial content for your audiences.

Our team first partners with you to identify where your expertise intersects with the cultural zeitgeist and then our corporate experts and our journalists, who hail from top publications, such as *Travel + Leisure* and *Business Insider*, come in to pinpoint and elevate a set of key messages that will resonate with the media. But we don't stop there. We also brainstorm a set of timely ideas for articles grounded in those messages designed to move your brand forward as a thought leader out in the world. Our media team then places those ideas in key publications that will help you reach your target audiences, and we write and polish the articles for you.

In other words? We're a one-stop messaging shop that helps you create your talk track and strategically bring it to life across a multitude of channels and formats.

#### WHAT WE CAN DO TOGETHER

- Identify **the nexus of your subject matter expertise or news with** what's happening in the world
- Unearth **rich story angles** with the guidance of our veteran journalists who know what will resonate with media
- Prioritize content into **three powerful messages**—the average person won't remember more than that, so we make sure they count!
- Create a **proactive talk track** so you don't have to digest a bulky briefing book and can easily expand on key messages in media interviews
- Train you to sell your story by doing **mock media interviews** (customized for media type and format) with "what if" scenarios
- Put pen to paper drafting **three bylines or POVs** in your voice and with your conviction to be published in key outlets

#### THE RESULTS



Priority topics with concise, powerful "headlines"



Memorable, easy-to-deliver talk track



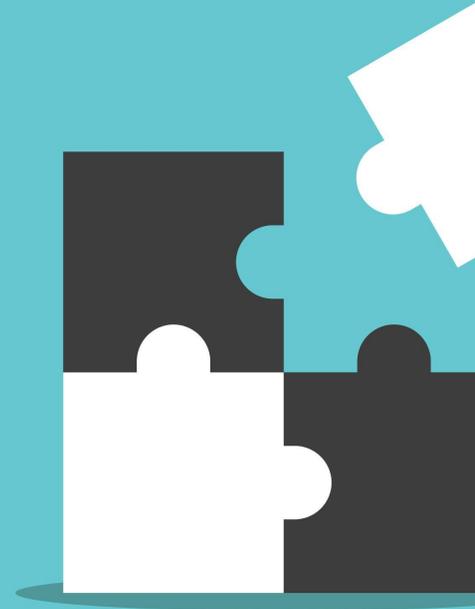
Homerun earned media interviews



Engaging owned content/bylines

#### OUR CLIENTS

ADP  
Alibaba.com  
American Express  
EY  
Google Cloud  
Heidrick & Struggles  
ZenBusiness  
...and many more!





## BREE SPOSATO

### VP, Editorial Studio

Bree is a brand storyteller and a veteran journalist. She leads M Booth's Editorial Studio, a team of professionally trained journalists, photographers, and art directors, that creates standout content for an array of clients, from American Express and Pfizer to Beiersdorf and Google, and more. Her team specializes in knowing how to craft strategic content rooted in real journalism that drives business results in a multitude of channels and formats.

As a journalist, she was the editor-in-chief of two Wyndham publications, *Endless Vacation*, the country's largest travel magazine, with 4.3 million readers, as well as *Ventures*, a B2B magazine with a circulation of 5,000. For both publications, she steered multichannel editorial across print and digital, all ladder up to the high-level objectives of the vacation brand. She has also been an editor at *Travel + Leisure* and *New York* magazines. She writes for Bloomberg *Businessweek* and other outlets.

## MARGO JONES

### SVP, Media Relations, Persuasive Communications Training and Issues & Crisis

Margo brings a unique perspective to clients as she straddles two distinct and contrasting specialties—bolstering reputations through proactive external communications and protecting reputations through the nuanced art of crisis communication and reputation management. Over two decades, she's brokered countless national media stories for brands like Victoria's Secret, Weight Watchers, 7-Eleven, Frito-Lay and IBM, to name just a few.

Having led two media relations practices at a top-10 global PR agency and also M Booth, Margo has developed strong relationships with national media across many beats. She is a preferred media trainer for many c-suite executives. In addition to helping clients navigate potential tough questions, her approach involves extracting newsworthy angles and going on the "offensive" with dynamic storytelling and memorable soundbites.

