



COMMUNICATIONS

# Managing Your Company Image in the Media



Smart business leaders know that a sound, properly-executed communications strategy is central to long-term success. A comprehensive communications plan may include strategic communications; crisis or issue management; media relations; litigation strategies; and internal/external stakeholder messaging. Educating and motivating key stakeholders, projecting a simple yet compelling message, implementing the right tactics, and using different communication channels to convey messages are critical steps to achieving strategic outcomes. The Communications team at Michael Best Strategies has decades of experience and a proven track record in developing and delivering cogent and winning narratives that can help lay the groundwork for realizing business growth and successful public policy outcomes.

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## Representative Experience

### Crisis Communications

Whether it's having a communications strategy in place or dealing with an unexpected situation, our team develops crisis communications plans and messaging for service companies, manufacturers, and a wide assortment of businesses and nonprofit organizations. Members of our team have provided on-site assistance and support during various crisis situations, and we often advise on dealing with the media, social media, and stakeholder outreach during a crisis.

### Strategic Communications

Gone are the days when a simple press release or internal memo could be used to explain a change or event affecting an organization and its staff. Strategies develops communications plans for companies and businesses dealing with data breaches, inappropriate executive level conduct, labor contract negotiations, and other controversial issues. We have extensive experience with multi-stakeholder communication plans and often work with in-house teams to develop and implement these strategies.

## Representative Experience



### Litigation Support

While saying little or offering no comment on major litigation is often a wise approach, the court of public opinion can sometimes be as important as the court of law. Strategies partners with lawyers and legal teams on high profile litigation, working hand in hand to develop and implement the best communications strategy to protect an organization. Our team has assisted businesses that have initiated litigation and helped prepare them for the inevitable attention from both internal and external stakeholders.



### Media Relations and Training

Our team has significant experience in dealing with the media on a wide variety of controversial issues. We provide considerable skill in anticipating media reaction, predicting the focus of a media inquiry, and developing strategies for getting ahead of the media, especially in dealing with difficult issues. We also offer crisis media training sessions for our clients on how to respond to the media. Our experienced team includes former media professionals, and we take a practical and hands-on approach to make these sessions relevant and successful.



### Issue Management

Not everything is a crisis, and savvy executives know “being the rider rather than the horse” is usually the better position to be in when dealing with controversial topics. Issues like utility rate increases, regulatory enforcement actions, legislative initiatives, and similar topics can become a crisis if not properly handled. By developing credible messages, planning for likely media reaction, and anticipating external feedback, Strategies aids clients in preparing for the worst and hoping for the best when dealing with difficult issues in the public sphere.

## PRIMARY CONTACTS



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Evan is known as the preeminent public relations strategist in Wisconsin and worked on a wide range of major projects before joining Strategies. He has more than three decades of senior level public relations and strategic communications experience, and an established track record of achievement in serving various public and private businesses and organizations in Wisconsin and around the country.



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Jeffrey has more than 30 years of professional experience in public relations, public affairs, government affairs, and marketing campaigns in both the public and private sectors, specializing in the healthcare, financial services, professional services, real estate, and construction industries. Before joining Strategies, Jeffrey was President and CEO of his own marketing and public relations firm. He has a solid reputation for delivering measurable results and has built a deep network of contacts he is able to leverage for Strategies clients.

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