

Press relations: informing, meeting, **convincing**.

Daily contact with journalists from every sector of the news has enabled Noir sur Blanc to develop an acute sensitivity for media relations over the past fifteen years. We understand the way journalists work, their calendar of events, their goals, their language and habits. The "personal touch" is absolutely fundamental in press relations.

There is much more to media relations than just sending out press releases. This is why we have adopted a methodical approach: ensuring that we keep in regular contact with key journalists, keeping tabs on editorial meetings, researching trends and helping journalists plan articles and features. Consultants at the Agency work tirelessly to guarantee that we are a crucial source of information for the media.

Deciding on the news angle and then writing the press release is the next step. Once written, the release is then sent to a carefully selected list of targeted press contacts.

The Agency offers a complete range of services for press relations: writing and distribution of press releases, organization of individual meetings with journalists and press conferences, and monitoring the press.

2001: *The Agency creates a special department specifically for consulting services, targeted studies and international surveys.*