

### Public Relations Yearly Service Plan (PR-YSP) Protect Your Name, Reputation, Business and Future

#### PUBLIC RELATIONS – YSP

Successful public relations can increase profitability and protect your business, and its future, particularly when someone misuses a product you have sold; particularly when those actions draw media attention. Using a PR firm could cost hundreds of thousands of dollars, but through *FFLGuard's* cooperative and collaborative framework, the cost to *FFLGuard* clients is incredibly affordable.

Participation in the PR-YSP protects your company's name, reputation and future business through two distinctive components: **Crisis Communications and Media Management**. The **Crisis Communications** piece of the PR-YSP affords every client with a "go to" resource to handle the media if/when a product sold from your store becomes a matter of public information. The **Media Management** piece of the PR-YSP proactively focuses on and publicly showcases your participation and standing in the community, as well as your commitment to maintaining best-in-class business practices in accordance with the *FFLGuard* heightened standards.

Dealing with local or national press takes experience and savvy. The team behind *FFLGuard's* PR-YSP, Thomasson Global Consulting, possesses more crisis communications experience than most competitors in the field by virtue of over 25 years of national and international federal law enforcement expertise.

#### Crisis Communications

When your name, business, reputation and integrity are at stake, why rely on a public affairs firm or the advice of a friend or relative to help you weather the media storm? The Crisis Communication component of our PR-YSP delivers professionals to be at your side to handle any media assault on you and your business with minimal damage to your reputation and future.

*The Crisis Communication component of the PR-YSP affords all participants:*

- Pre-crisis communications assessment, consulting and training
- Unlimited media strategy and message development work during a crisis
- Unlimited press releases, statements, talking points and key messages during a crisis
- On-site assistance and media handling available during crisis\*

*Media Management...see next page* →



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#### Media Management

Proactive positioning of your “brand” (the identity of your store and overall operation) can mean the difference in your company’s market share, brand recognition, overall sales and ultimate size of your company. The *FFLGuard* Media Management aspect of our PR-YSP can help you find your company’s “sweet spot” in the marketplace through the development of innovative branding and marketing strategies, while proactively insulating your business from media attacks. It can also be the difference in recovering from any event that would trigger the other component of our PR-YSP: Crisis Communications.

*The Media Management component of the PR-YSP affords all participants:*

- Quarterly media management eBlasts
- Media management “FaceTime” video conferencing for one (1) hour each year
- Input on business marketing, branding and promotion as needed
- Two (2) press releases per year
- Media management on-site training\*

*Strategically utilizing both parts of FFLGuard’s PR-YSP together ensures brand and reputation protection, in good times and in bad, permitting you to remain a viable business for years to come.*

**Yearly Fee: \$1,495 per year**

*\* These options available at additional cost, but at a 50% reduced courtesy hourly rate for PR-YSP participants. FFLGuard clients not participating in the PR-YSP receive a discount on these services as a la carte offerings at 33% reduced hourly rate.*



