

Founded in 1991, BGR is a privately-owned, bipartisan consulting firm, specializing in government affairs and public relations, with offices in Washington, D.C.; Austin, Texas; London; and Beijing.

BGR has a team of accomplished policy experts, public opinion influencers, issue advocates and business transaction allies that works together to achieve our clients' desired outcomes. Our firm's professionals combine decades of private sector, White House, Administration, Capitol Hill, political campaign, and public affairs experience.

BGR clients include Fortune 500 companies, trade associations, non-profit organizations, issue-oriented coalitions, academic institutions, health care providers and product manufacturers, as well as foreign, state, and local governments. Our commitment to zealously advocating for our clients and delivering results has led to our consistent ranking as one of the top lobbying firms in Washington, D.C.

[WWW.BGRDC.COM](http://WWW.BGRDC.COM)

## PUBLIC RELATIONS

BGR PR is a full-service communications shop that tells our clients' stories in compelling fashion – and gets results – across all media platforms. We apply rigorous research and analytics to create bespoke, integrated strategies for traditional and digital platforms.

We measure the results to optimize our tactics and provide easy-to-understand, actionable reports for our clients. From interviews with important editorial boards to website design to social media campaigns, BGR is your solution for bipartisan PR lobbying.

We excel at creating short-term and sustained advocacy campaigns, targeting key media members and influencers across all relevant platforms. Together, we form a coherent strategy to reach those goals and select appropriate, high-impact tactics to deliver messages to the right audiences in the media, on Capitol Hill and back home. Most importantly, senior-level BGR team members work hand-in-hand with our clients and their lobbyists.

BGR offers a robust online and social media practice. From web development to day-to-day operations, we pride ourselves on delivering measurable results and transforming our clients into active players online. No public relations campaign is complete without a digital component. BGR offers the full range from websites to social

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### **BGR OFFERS:**

- **Crisis Communications**
- **Op-ed Drafting and Placement**
- **Media Training**
- **Media Management**
- **Web Design**
- **Social Media Content**
- **Search Engine Optimization**
- **Online Petition Drives**
- **Paid Advertising Campaigns**

### **CONTACT PRACTICE HEAD**

**Jeffery Birnbaum:** [jbirnbaum@bgrdc.com](mailto:jbirnbaum@bgrdc.com)

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media campaigns as bipartisan digital communications lobbyists. We produce every variation of online and social media content: videos, photographs, email newsletters, podcasts and informational

graphics — the bumper stickers of our time. We reach exactly who you want when you want to reach them — through careful targeting.

BGR can also create sharp online ads and alter them in real-time, depending

on who's clicking. Along the way, we provide a dashboard of the results with precise metrics. The guessing game over who's listening is over. We design — and deliver — with full transparency. That's the beauty and power of online communications.

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## PUBLIC RELATIONS TEAM

### JEFF BIRNBAUM



Jeff Birnbaum, a principal at BGR, heads its public relations offering. He leads a team in Washington that gives strategic advice to coalitions, companies and governments about handling the media and issue campaigns. An award-winning journalist, Jeff has worked for the premier news outlets in the United States. At BGR since 2010, Jeff and his team have advised trade associations, multinational corporations, coalitions and foreign governments. He has helped conduct proxy battles, run issue campaigns, design digital communications, manage coalitions, introduce new trade association CEOs and protect clients' reputations during crises. On behalf of a wide range of clients, he has worked with international, national and regional media.

### FRANK AHRENS



Frank Ahrens, a Principal at BGR Public Relations, joined the firm in January 2014. He believes in forming relationships with clients to help them tell their stories to Washington and top-tier U.S. media and online audiences. He works with individuals, corporations and governments to improve their online profiles by creating print, digital and video content and deploying the latest SEO tactics. He helps clients land high-profile op-ed placement, score coveted TV news show bookings and win Page 1 of Google search — an indispensable skill when crisis hits.

### LIZ FONTAINE



Liz Fontaine joined BGR Public Relations in 2018. As digital director, she focuses on helping clients increase and improve their digital presence. This includes changing the clients' narratives online, boosting their social media reach and revamping websites to promote cli-

ents' presence and leadership in their sectors. Before joining BGR, Liz served as director of communications and programming at the McCain Institute for International Leadership in Washington, D.C. She oversaw all print and electronic communications including newsletters, brochures, event invitations, annual reports, e-newsletters and the Institute's online presence.

### JO MANEY



Jo Maney is a Principal and joined BGR Public Relations in July 2012. She applies her insider knowledge of Congress and strategic communications to assist BGR's clients in dealing with crises and disseminating key messages to the media and public. Prior to joining BGR, Jo served as the longtime Communications Director for the House Rules Committee, the influential panel that serves as the traffic cop for all significant legislation that moves through the House of Representatives. She provided strategic advice to members of Congress and staff and interacted daily with national and international television, print, online and radio reporters.

### ALEX ELLIS



Alex Ellis joined BGR's Public Relations team in 2015. Alex works with individuals, corporations, trade associations and foreign governments to create and implement integrated public relations strategies that support each client's unique goals. He regularly monitors political media, industry specific publications and the general news media both in the U.S. and abroad to identify opportunities, as well as emerging risks, for clients. He guides clients through the process of writing and placing opinion pieces in major high impact, national and international publications; drafts news releases; and crafts and disseminates targeted messages on digital media. In addition, Alex works with clients to manage their reputations during crisis situations.