



Gallatin Public Affairs

STRATEGIC COMMUNICATIONS

Gallatin's communications professionals are skilled, practiced and innovative. We use all the tools of the trade to help you tell your story and engage audiences. The added value we bring is in the architecture of the solution. It is the artful design of a strategy, and its execution, that protects reputations, moves projects, persuades publics and influences decision-makers.

Products & Services

Strategic Planning & Consulting

Our communications planning starts with an analysis of your challenges and opportunities and by defining your goals and objectives. We conduct research to inform strategy, and build out your plan with multi-disciplinary tactics, target audiences, key messages and evaluation methodologies. We right-size plans for your capacity and resources, and can guide your team or implement the plan.

Research

From public opinion polling, stakeholder interviews and communications audits to issues and opposition analysis, we conduct sound research that informs great strategy.

Digital & Social Media

Our creative, next-generation communicators design standout digital campaigns. We will customize and manage a set of digital communication tools that will help you achieve your goals.

Media Monitoring

Leave the media monitoring to us. You'll receive daily or weekly reports of news coverage that's relevant, and our analysis of what it means for you.

Crisis Communications

Gallatin's crisis communications team has experience turning the most daunting challenges into opportunities. We can be by your side as a crisis unfolds and help you respond with confidence. We offer a full-day workshop that prepares your team to communicate and manage through crisis.

Media Relations

Our team of former television and print journalists and editors know how reporters and editorial writers think and how they do their jobs. We can help you engage the media effectively to tell your story.

Media and Presentation Training

In our media training workshop, our veteran journalists prepare your team to anticipate and answer tough questions, manage hostile reporters and take control of interviews. In our presentation trainings, we arm you with a powerful set of skills so the next time you speak before a group, what you say will be remembered.