

Media Relations

Transmission Private is the leading global strategic communications advisor to successful individuals and their businesses. We are a global leader in advising entrepreneurs, executives, and their businesses on their media relations, as well as on their most sensitive and important communications needs. We help clients achieve the unexpected through the power of reputation.

Introduction

Successful individuals leverage the media to intelligently build their profiles, advance their points of view, and enhance their reputations. We have worked alongside some of the most prominent individuals worldwide to strategically advance their case in the media, while carefully protecting their privacy.

Our Media Relations team is strategic, discreet, and well-networked. They have decades of experience carefully crafting stories that advance our clients' interests and have the relationships to place these stories into the media.

Our team are thoughtful, persuasive, and invest heavily in our global relationships.

Our service

Our Media Relations team acts for successful individuals who want to selectively raise their profile in the media, as well as those who want to manage existing press interest.

Our key services include:

- Strategic communications advice on personal and corporate positioning;
- Devising media engagement plans;
- Identifying journalists of strategic interest;
- Maintaining strong relationships with strategic journalists;
- Drafting and distributing press announcements;
- Conducting media and interview training;
- Managing hostile press interest, including drafting responses;
- Putting in place protections to manage intrusive media interest;
- Securing strategic, relevant, reputation-enhancing media coverage;
- Running a wholly outsourced press office;

- Crafting news angles and creating associated creative content to maximise press coverage;
- Providing crisis communications support, as required;
- Coordinating press and media campaigns.

Every client requires a bespoke plan of attack, and our team will devise a plan that achieves your specific goals.

Our experience

Our team has supported a wide variety of clients with their press relations.

Our recent highlights include:

- Acting as an outsourced press office for a European billionaire (£1 billion), fielding all inquiries about their private investment and business activity to maintain strong relationships at all times.
- Devising a press strategy for the announcement of a significant private donation on behalf of an entrepreneur, leveraging the coverage to enhance their reputation and drive awareness of their impactful work.
- Coordinating a press campaign alongside a high-profile UK High Court case, ensuring that the defendant's side of the story was represented in all coverage to balance the public narrative.
- Executing a press strategy to raise the profile of an entrepreneur (\$80 million) in the technology and investment media through securing profile interviews in the television and national print press, attaining strategic business coverage, and securing other media placements.
- Preparing an executive for a high-profile media interview in response to a significant supply-chain scandal, including game-planning answers and setting a narrative that put their best foot forward.

In all cases our work is carried out on a confidential and discreet basis, protecting our client and their interests at all times.

Our company

Becoming a client of Transmission Private is unlike working with any other communications agency. That is because we do not measure our working relationships in terms of weeks, months, or even years, but in terms of generations – with clients returning us to time and time again as and when needs arise. We look to build life-long relationships based on loyalty, trust, and confidence.

Once you become a client of Transmission Private, your reputation becomes the central and sole focus of all our energy, passion, and thinking. Our expert team is mobilised to advance your best interests at all times. We see the world through your eyes, advising you discreetly on the careful steps that you need to take to achieve your highly personal, highly private professional and non-professional ambitions and aspirations.

We are a team of specialist communications experts at your disposal. A single point of contact for all your communications needs, we are your competitive advantage to help you achieve your personal and professional goals.

While some clients may need our support on an ongoing basis, other individuals will request our support at important junctures in their personal and professional careers that may lead to specific communications opportunities and challenges.

These events include:

- Sale of a business;
- Acquisition of a business;
- Business crisis event, such as downsizing or administration;
- Making a significant investment;
- Giving a charitable gift;
- Launching a family office;
- Setting up a charitable foundation;
- A substantial career transition;
- A succession event;
- Giving a political donation;
- Joining a new Board;
- Starting a new phase in your career.

Our team

We blend the high-quality personal, attentive, discreet service that successful individuals expect from a private bank with the up-to-date, modern communications techniques they need to navigate the risks of an increasingly digital world.

We are very fortunate to have built an exceptional team, blending decades of experience both working with the media as well as supporting private clients.

We also focus on hiring from outside of the conventional public relations and communications industry, bringing in talent with experience across private client law, accountancy, public affairs, and family business advisory. This depth of experience enables us to deliver sophisticated yet commercially pragmatic advice.

Our team is at the heart of the business. As a Partner-led business, every client we support has a dedicated Partner looking after all of their work, providing a single, highly personalised, around-the-clock contact point to access all our services and support.

“Recognised as best in breed for family communications, Transmission Private has doubled the number of families it supports in the past year.”

SPEAR'S500²⁰²⁰

“Transmission Private has carved out a name for itself as a private office that works exclusively with families and family offices, helping individuals manage and control their media interest.

**Family
Capital**

“The Transmission team look after every part of the family's reputation, advising around the media risk of investments, philanthropic engagement and more.

SPEAR'S500²⁰¹⁹

For more information

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