



Medienbüro Müller-Bringmann

Kaspar Müller-Bringmann
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**Media and
Public Relations Services.**

**Up-to-date.
Professional.
Original.**





Journalists for journalists. That's good PR.

The 21st century is the media age. So it is all the more important for companies, associations and other organizations to have a media presence. Because your indispensable image is created through public opinion.

But gaining media attention requires media know-how. That's why we believe in journalists working for journalists – targeting the right media the right way with the right information. Our clients reap the benefits. They can discover their image in the media.
That's good PR!

Kaspar Müller-Bringmann
Editor in chief

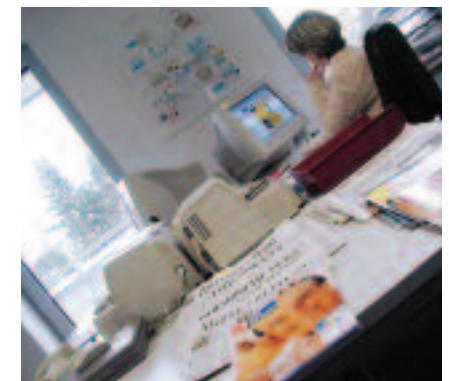


We write for the readers

Our editorial services include the creation of employee newsletters, membership publications and customer magazines – from concept development to the printed end product. Our goal is to convey no trite advertising slogans but journalistic information.

In selecting editorial contents we work closely with our clients. We create individual communications in the appropriate journalistic form – from news-flashes to interviews to feature articles – supply press photos and manage the entire production process.

We have also developed an effective system for disseminating national or regional news and information to the local media. So effective, in fact, that as much as 30 percent of these items are printed – a proportion that's unparalleled in the PR industry. The latest product from our media office is e-news: a newsletter in the style of a newspaper but e-mailed to the addressee.





Company Profile

Kaspar Müller-Bringmann established Medienbüro Müller-Bringmann in 1988. An experienced journalist (born in 1955), he had previously served as editor at RHEINISCHE POST in Düsseldorf and at KÖLNISCHE RUNDschau in Cologne. During his college studies, he gained extensive experience as a reporter and photographer – including at QUICK and BILD Düsseldorf. Since 1989 he has been under contract as a freelance writer for WDR Hörfunk and Fernsehen, a Düsseldorf radio and television station. His areas of specialization include: media and public relations, politics and current events, breaking news, security issues, health and medicine, as well as the hotel and restaurant industry.

Kaspar Müller-Bringmann is a staff officer in the German Air Force Reserve and has authored a book, "Helfer aus der Luft".

All editorial employees at the firm have gained experience in practical journalism before switching to the editorial side.

Kaspar Müller-Bringmann has been a practicing journalist for over 25 years. As a result, the firm and its clients benefit from many valuable contacts with journalists, civic leaders and other public opinion-makers.



We enjoy what we do. We are committed to our work. Our clients can tell.

Satisfied customers are a company's best advertisement.

Medienbüro Müller-Bringmann provides press and public relations services based on sound journalism. We process our client's news and messages to ensure that they will be printed and disseminated – and above all that they will score in the media.

Referenzen

Dorint
HOTELS & RESORTS

ddp
Nachrichtendienst

WDR



degussa.
Stockhausen



TUBORG



AKH

MARITIM
HOTELS

RHEINISCHE POST

SportSchloss
Jelen



Henkel

dpa
Deutsche
Presse-Agentur GmbH

GQH
Grafik- und Druckbetriebe im Ruhr-Raum



PARK HOTEL
SCHLOSS HORNFIELD MÜNSTER



BILD





At a glance: what we do for you.

We are a team of journalists specializing in professional media and public relations services.

Many mid-size companies, organizations and associations have no in-house press department. But that doesn't mean that they have to do without professional media and public relations services.

With our many years of journalistic experience we can provide you too with PR concepts that are tailored to your needs. And we excel at providing prompt assistance in the event of a crisis.

Our diversified services include:

■ PR Consulting

- Strategic development
- Tactical planning

■ Editorial Services

- Employee, membership and customer newsletters and magazines
- Online publishing

■ Graphics and Design

- Concept development
- Creation of print media
- Web design

■ Project Coordination

- Research
- Project management
- Results monitoring

■ Press Services

- Media distribution
- Press releases, articles
- Press photos
- Press conferences
- Editorial contacts
- Media monitoring
- Events management
- Meetings and congresses
- Seminars and training courses
- Press trips
- PR actions

