

COMPANY PROFILE

Strategic, results-oriented publicity and media relations are our specialty. We are creators of innovative publicity opportunities and communications solutions that support the full range of client objectives. In addition, we are expert at crisis management and financial relations, and serve as counselors on image management and corporate citizenship.

With a roster of more than 450 clients served by a staff of more than 200, we represent a wide spectrum of clients, including global corporations, media and entertainment companies, sports teams, financial services organizations, real estate concerns, educational and cultural institutions, law firms, healthcare providers, not-for-profit organizations, business executives and public figures.

APPROACH

Understanding the news process and what makes a story is the cornerstone of our public relations practice.

We believe a firm must know the client's business as well as the press who cover it, and must skillfully translate this knowledge into media placements through the recognition and shaping of story lines.

We take an aggressive, hands-on approach to obtaining coverage for our clients, with the majority of our staff interacting with the media on a daily basis.

We shape and organize publicity programs and create pitches to help our clients achieve a wide range of goals, whether related to growing a business, building and maintaining a reputation, raising funds, advancing a cause, creating an image or promoting an event.

Above all, we at Rubenstein understand that a public relations program and communications plan are only effective if one has the ability to place stories and get results, and thus maximize exposure and business potential for a client.

CAPABILITIES

Rubenstein's broad practice areas encompass the many industries and arenas in which our clients operate. Our professionals, whose experience and background stems from these specific areas, bring to every client assignment an understanding of and sensitivity to the public relations issues and concerns particular to their given fields, as well as familiarity and relationships with the media that cover them.

Our services reflect the diversity and depth of our client relationships, which span virtually every aspect of business, industry, professional services, civic endeavors and philanthropy.

ART & CULTURE

Whether conveying the dynamism of specific program offerings or drawing press attention to larger institutional mandates, Rubenstein has gained a reputation for generating high-end arts and leisure media coverage.

In addition to conceiving and executing dozens of gala benefits and openings for major museums and cultural institutions, we help keep an institution or exhibition in the news through innovative feature coverage, reviews, strategically placed column items and seasonal listings.

We also help our clients use publicity as a tool to enhance their visibility within funding communities, further promoting their continued health and vitality.

CONSUMER AND LIFESTYLE MARKETING

Without a hard news hook, generating consumer and lifestyle publicity requires innovative thinking and an intuitive grasp of what editors are looking for.

Our strength lies in identifying distinctive features of a client's products and services, then strategically projecting these assets in a way that allows us to tap into national trends, play off breaking news, and capture the attention of journalists.

Product introductions, specialty promotions, strategic partnerships, celebrity spokespersons and brand building are additional areas of expertise that we leverage to convey our clients' messages to the media in fresh and newsworthy ways. The result is high visibility and critical attention in an age where competition for the eyes and ears of the American consumer is at an all-time high

CORPORATE

Corporations today have a broad obligation to communicate the substance of their activities to a wide range of audiences. This responsibility is derived from the important place corporations hold within society as employers, wealth creators, product and service providers, and engines of economic development. In addition, public companies must ensure that pertinent information is promptly and efficiently disclosed to shareholders.

Properly implemented, this type of corporate outreach can produce an important baseline of awareness that can be intensified when particularly important stories or events occur, or when a specific message needs to be conveyed.

Rubenstein offers the full range of corporate communication services to help companies meet their day-to-day communications needs, including shareholder reports, employee communications, vendor and customer outreach, news release distribution and trade and business media relations.

CRISIS MANAGEMENT

Extensive experience, rapid response, and excellent media relations skills have made Rubenstein's crisis management practice a paradigm for the industry.

Our team of specialists will work 'round-the-clock, if necessary, to craft strategy, draft the appropriate language and contact the media. We are acutely aware that unanswered "bad" news—whether true or false—can inflict long-term damage in a very short time on an organization's image or an individual's character.

We are highly skilled in quickly identifying the salient points that must be addressed and in determining the manner of delivery most likely to counter the crisis at hand. By disseminating the correct message to key journalists, we are able to help significantly reduce the intensity of a crisis so that an organization may return as swiftly as possible to its day-to-day business operations.

EVENTS

From quick turn-around press conferences to major international media happenings, our staff specializes in creating newsworthy events and securing the attendance of key media representatives at these vital publicity vehicles.

While looking to maximize coverage surrounding the event, we always seek to leverage the occasion to attract in-depth features and profiles for our clients in the future.

Whether creating a dynamic environment, a memorable photo opportunity or crafting carefully targeted speeches and message points, we understand the varied components of media events and how to implement them successfully.

EDUCATION

Educational institutions face a variety of communications challenges as they seek to market themselves to potential students, reach out to alumni, raise funds, heighten their national profiles, enhance their prestige, reach out to their neighbors and underscore their value and contributions to society.

Rubenstein has developed a significant practice helping a variety of universities, in the New York region and beyond, perform these high-stakes public relations tasks. We have been especially effective developing communications activities to generate positive media exposure for faculty members or research programs, deal with town/gown issues, address crisis situations, draw attention to community outreach efforts, enhance academic reputation and strengthen renown and image across key constituencies.

FINANCIAL SERVICES

Rubenstein has a vast amount of experience serving clients in the financial services sector. We represent commercial and investment banks, accounting firms, investment partnerships, opportunity funds, securities firms, consumer finance concerns, as well as asset and investment management and consulting firms.

We raise the profile of our financial services clients by publicizing the range of transactions in which they are involved, by tapping the expertise of their staff to comment on the business news of the day, by promoting the financial and investment products they offer to institutions and consumers and by explaining their capabilities and specialties to the vast array of media that cover the field.

HEALTHCARE

Whether we are promoting research, placing human interest stories, projecting the expertise of teaching hospitals or positioning key physicians as spokespersons, Rubenstein knows how to leverage medical news to raise clients' media profiles in this increasingly competitive, dynamically evolving arena.

Our decades-long experience with the healthcare industry and our knowledge of media tactics in covering the industry, allows us to place strategic stories to achieve our clients' goals.

Because of the breadth of our clientele—from not-for-profits and major hospitals to medical technology, pharmaceutical and managed care companies—we are often able to serve as a link between the health community's diverse constituencies. In addition, we have been instrumental in raising public awareness of many of the key social and public health issues of our day.

LEGAL SERVICES

Raising the media profiles of law firms—promoting their practice areas, publicizing pro bono work, positioning partners as experts in their fields—is one of Rubenstein's specialties.

Our understanding of our clients' core strengths and abilities, as well as our excellent working relationships with legal reporters at major newspapers and business magazines, enables us to craft feature, trend and breaking news stories as well as attention-getting column items.

In addition to increasing the visibility of firm members through placement of op-eds and bylined articles in trade and legal publications, we provide targeted assistance within practice areas such as real estate, bankruptcy, trusts and estates, tax and intellectual property.

MEDIA & ENTERTAINMENT COMPANIES

In a world where ‘round-the-clock information and entertainment have become a prime currency, we excel at helping media and entertainment companies convey key messages to the audiences they seek to reach.

Whatever the nature of our client’s business—television, radio, music, publishing or film—our strategic media campaigns speak directly to the wide range of constituencies that matter most to our clients: advertisers, shareholders, financing sources, the public and the creative and business communities at large.

Our ability to address and anticipate the challenges these businesses face enables us to convey effectively their messages to the public, as well as to the business community whose voracious demand for reliable information and fresh entertainment content is never-ending.

MEDIA RELATIONS

Given Rubenstein’s strategy of using publicity as a primary tool in achieving our clients’ goals, media-relations services are a critically important area in almost all of our programs. Accordingly, we have developed and maintain a vast number of relationships with key editors, writers, reporters and producers in every corner of the media world—daily newspapers; wire services; trade, consumer and business/ financial magazines; broadcast and cable television programs; local and national radio; and new media outlets. Through these contacts, we have a reputation among the media for accuracy, straightforwardness and professionalism that brings an extra measure of credibility to our interactions with the press on behalf of our clients.

Virtually every member of our staff is in daily contact with the media, pitching story ideas, offering access to expertise and commentary, responding to queries and requests for information, acting as spokespeople and generating positive exposure for our clients. As a result, our firm has tremendous insight and understanding into the way the media thinks and works.

NON-PROFIT

Publicity plays a critical role in the world of non-profit institutions, as they strive to engage the community, perform their missions and advance their agendas. Charities, trade and professional associations, religious institutions, business and civic coalitions

tions and advocacy groups all share a need to project themselves and their activities in a positive way. In doing so, they not only enhance their ability to raise funds and broaden their base of support and involvement, they also heighten awareness of the causes to which they are dedicated.

Rubenstein works to help non-profits tell their “good news” stories in a crowded media environment, creating compelling ways to communicate the importance and value of their activities.

PUBLIC AFFAIRS

Rubenstein understands the unique nexus that exists between media, government, the private sector and not-for-profit organizations. We help our clients strategically navigate these arenas in order to achieve a wide spectrum of business, consumer and charitable goals.

Whether engaging in large scale issue-oriented publicity campaigns, fostering alliances between corporations, or cultivating community support for our clients’ objectives, we develop and implement high-impact public affairs programs for non-profit as well as for-profit organizations.

REAL ESTATE

Our real estate practice is one of the cornerstones of our firm. Our clients represent every facet of the industry, from commercial and residential developers to brokers, owners, advisors, and construction companies.

Our industry expertise, coupled with the sheer size and breadth of our clientele, has made us a critical resource for real estate journalists. Our excellent working relationships with these reporters have enabled us to help our clients meet some of their most challenging tasks—whether they involve leasing up buildings, obtaining financing, repositioning properties or generating public support to get projects off the ground.

REPUTATION MANAGEMENT

An organization’s reputation is, arguably, its single most valuable asset. After carefully evaluating the philosophy, outlook, strategy and activities of a company or individual, we seek to project those values to the world at large.

Our strategic communications programs are devised to create, maintain and protect the desired image with the constituencies that matter most to our clients.

Throughout the public relations process, we provide ongoing counsel to help our clients create and implement effective programs to communicate their key messages to a broad array of constituencies.

SPORTS

Rubenstein's grasp of the interplay among team owners, corporations, public officials, networks, athletes and fans allows us to craft far-reaching, multi-dimensional media strategies that speak to the industry's varied audiences.

Our intense involvement in every stage of the publicity process—promoting coverage of big-time sporting events; handling crises; serving as spokespersons for management and individual athletes (as well as publicizing their charity events); announcing major business transactions—allows us to identify media opportunities that will help advance our clients' interests.

Whether handling corporate publicity for the New York Yankees, orchestrating promotion of the New York City Marathon or gaining exposure for championship heavyweight bouts, we understand how to manage a client's image and keep the individual or organization in the public eye.

LEADERSHIP

HOWARD J. RUBENSTEIN

President, Rubenstein Associates, Inc.

Since founding the firm that bears his name in 1954, Howard J. Rubenstein has served as a valued counselor to some of the world's most influential corporations, organizations and opinion leaders.

He has served as a member of numerous civic and philanthropic organizations, and currently sits on the Executive Committees of the Real Estate Board of New York, NYC & Co., and the Association for a Better New York, which he helped to found. He is a trustee of the Police Athletic League, the Inner City Scholarship Fund of the Archdiocese of New York, and the Foundation for the National Archives, as well as a member of the City University of New York Business Leadership Council. He is vice-chairman of the Museum of Jewish Heritage—A Living Memorial to the Holocaust and has served on the Mayor's Committee on Business & Economic Development for Mayors Beame, Dinkins and Giuliani. He also has served as a consultant to the United States Foreign Claims Settlement Commission and is a former assistant counsel to the House Judiciary Committee.

A Phi Beta Kappa graduate of the University of Pennsylvania, he finished first in his class in the night school division of St. John's University School of Law, which subsequently awarded him an honorary Doctor of Law degree.

STEVEN RUBENSTEIN

President, Rubenstein Communications, Inc.

Senior Executive Vice President, Rubenstein Associates, Inc.

Since joining Rubenstein Associates, Inc. more than fifteen years ago, Steven Rubenstein has taken on the additional role of president of its affiliated company, Rubenstein Communications, Inc. Steven plays a key role in setting the firm's business and client service standards and objectives while directly handling a portfolio including some of the largest and most sophisticated accounts on the Rubenstein roster.

Among the notable names on his client list are The Late Show with David Letterman, Tishman Speyer Properties (a real estate development and management company whose properties include Rockefeller Center and the Chrysler Building), Paramount Pictures, Metropolitan Opera, National Geographic, the New York Post, the Partnership for New York City, and New York Cares.

Mr. Rubenstein is also well known for planning and coordinating media coverage of large-scale events, such as the Tribeca Film Festival, the New Year's Eve in Times Square celebration, the lighting of the Rockefeller Christmas Tree, News Corporation's Global Forum, and Fleet Week. His activities on behalf of his clients run the gamut of public relations disciplines—from developing strategies to programming campaigns, from serving as spokesman to building brands, from managing crises to implementing activities, from forging alliances to influencing public opinion.

A graduate of the University of Pennsylvania, he serves on the board of directors for the Mayors Fund to Advance New York City, the Association for a Better New York (ABNY), and Friends of the High Line, a non-profit organization dedicated to the restoration of New York's West Side High Line railway.

AMONG OUR CLIENTS

ARTS & CULTURE

Guggenheim Museum
Intrepid Sea, Air & Space Museum
Madame Tussaud's NY
Manhattan Theatre Club
Metropolitan Opera
Museum of Jewish Heritage: A Living Memorial to the Holocaust
Museum of Modern Art
New York Historical Society
New York Philharmonic
NY Splash Tours
School of American Ballet
Whitney Museum of American Art

CORPORATE

AEG New York, Inc.
Consolidated Edison Company of New York
Henry Schein, Inc.
MacAndrews & Forbes
Sheldon Good & Company Auctions
Stop & Shop Companies
Triarc

EDUCATION

City University of New York
Columbia University
The Culinary Institute of America
Fashion Institute of Technology
Fordham University
Hunter College
John Jay College
Manhattan School of Music
St. John's University

CONSUMER & LIFESTYLE

BMW of North America
Morgans Hotel Group
MINI USA
Panasonic
The South Beach Diet

FINANCIAL SERVICES

FdG Associates
Golden Tree Asset Management
Grove Street Advisors
JWM Partners, LLC
Muriel Siebert & Co.
Samson Capital Advisors

SPORTS

CTG Athletics
National Hockey League
New Meadowlands Stadium
New York City Marathon
New York Yankees
Professional Bull Riders Inc.

PUBLIC AFFAIRS

AmeriCares
ALS Association
American Kennel Club
American Red Cross of Greater New York
Association for a Better Long Island
Association for a Better New York
Autism Speaks
Baby Buggy
Cathedral of St. John the Divine
CAUSE-NY
Coalition of One Hundred Black Women
Diocese of New York
The Doe Fund
Inner City Scholarship Fund
Marble Collegiate Church
New York Cares
New York City Police Foundation
NYC & Company (NY Convention & Visitors Bureau)
One Hundred Black Men, Inc.
Partnership for New York City
Phoenix House
Quinnipiac University Poll
Riverside Church
Say Yes to Education, Inc.
Times Square Alliance
UJA-Federation

REAL ESTATE

Chetrit Group
Chrysler Building
Costas Kondylis & Partners
Cushman & Wakefield, Inc.
Dermot Company, Inc.
Empire State Building
Fisher Brothers
Heitman Real Estate
Helmsley Enterprises
Jack Resnick & Sons, Inc.
Kushner Companies
The Lefrak Organization
Mack-Cali Realty Corp.
The Macklowe Organization
Manhattan Capital LLC
New York Building Congress
Plaza Construction Corporation
The Related Companies
RexCorp Realty
RFR Holdings
Rockefeller Center
Rudin Management
Silverstein Properties
S.L. Green
Studley
The Taubman Company
Tishman Realty
Tishman Speyer
Two Trees Management Co., Inc.
Vornado Realty Trust
Wells Real Estate

HEALTHCARE

Albert Einstein College of Medicine
Atlantic Health
Beth Israel Medical Center
GHI
HIP
Maimonides Medical Center
Mount Sinai Hospital
NY Presbyterian/
 Weill Cornell Medical Center
Northern Westchester Hospital
St. Jude Children's Research Center
Westchester Square Medical Center

EVENTS

Broadway on Broadway
The Comedy Festival – Las Vegas
Countdown Entertainment
 New Year's Eve Ball Dropping in
 Times Square
Fleet Week
Mellon Mario Lemieux
 Celebrity Invitational
New York Television Festival
Rockefeller Center Christmas
 Tree Lighting
The Time 100
Tribeca Film Festival

MEDIA & ENTERTAINMENT

ABC, Inc.
Al Roker Productions
Bloomberg L.P.
Chris Gardner Entertainment
Cirque du Soleil
Danielle Steel
Harlem Week, Inc.
Lifetime Television
Lionsgate
Miramax Films
Mr. David Blaine
National Geographic
News Corporation
Paramount Pictures
Rodale
Sony/ATV Music Publishing LLC
Time Inc.
Tribeca Films
Walt Disney Company
Worldwide Pants Inc.
 Late Show with David Letterman
 Late Late Show with Craig Ferguson
Yes Network