

Press and PR Services for Professionals in the Built-Environment

McKerns Development is a specialist at creating and placing press, writing feature stories generating high readership and interest in magazines and the press and promoting mutually identified goals.



Press Release and Media Campaign Programs are strategically developed and created allowing the client to differentiate in their chosen market(s); McKerns Development has a professional viewing portfolio of successfully completed projects and campaigns, including an extensive collection of media news, feature stories and glossy magazine articles about her clients that appear in local, national and international print. McKerns Development maintains Media contacts and relationships with editors and writers in major publications, local and national, and to-the-industry specific publications. Press Releases, PR and feature stories are both written and placed, and publication is secured.



Elements employed include: Public relations campaigns developing and promoting brand and increasing market share; Press and Media Campaigns, professional press releases, writing and placing of stories with chosen target markets, including financial, business and trade sectors, luxury/leisure markets, multi-family, single family, resort, medical,

office, retail, commercial, and mixed use. Media campaigns, including developing and releasing press and feature stories in publications, trade, regional, statewide and national print; magazine, news, direct mail, and electronic media including

websites; differentiating company, product and services with strategic planning and consultative development.

Services:

- Publicist, Marketing and PR Specialist exclusively to the Built Environment Industry
- Public Relations Campaigns
- Press and Media Campaigns, Press Packets
- Differentiation of Company, Product and Services, through Strategic Planning and Consultative Development
- Company, Products, Services Branding
- Press Releases, Feature Articles Writing & Placement

McKerns Development/Leslie McKerns, B.A., B.S., Lic. ID.-ID0002274

mckerns@bellsouth.net

264 Cypress Trace, Royal Palm Beach, FL 33411
561-305-4264 tel.

Press and PR Services for Professionals in the Built-Environment (cont.)



Publications include targeted publications reaching the markets: Business and Financial; Real Estate/ Investment; Luxury Living, Boating, Golfing/Resorts, Development, Building, Architecture, Engineering and Facilities Planning, Special Interest Publications, Medical, Business Journals; Newspapers-Florida; Professional Organizations in the Development Industry; Environmental, Historic Preservation, Conservation, Green Building, Sustainable Development; Legal Organizations and Publications in Development; Chambers of Commerce; News and Web Publications in Development Industry; PR Wires and News Bureaus.



Additional Writing Services Include:

Newsletters
Speeches, Entries and Awards
Presentations
Press for Grand Openings, Seasonal Offerings, Promotions, Ground Breakings, Ceremonies
Articles for Newspapers, Magazines, Trade Publications, Websites, E-Zines

- Writing PR, Marketing & Professional Materials
- Business Communications/Writing Print Collateral Copy, Brochures, Direct Mail, Professional Correspondence,
- Internet Content, Web Copy and Marketing
- Services Description Bios and Curriculum Vitae
- Strategic Team Building Response
- Letters of Interest, Project Team Approaches
- Project Sheets, Methodology, Timelines,
- Portfolio Development
- White Papers and Reports, Studies, Submissions, Executive Summaries, Community Outreach, Approvals, Due Diligence, Surveys and Programming phases.

McKerns Development specializes in consulting and delivering services exclusively to those in the built environment: developers, architects, engineers, and related professionals. **Leslie Allison McKerns, BA, BS, Lic. ID, AIA Allied** is a Professional Publicist and Strategic Marketing Specialist with 25 years of contacts in the industry and South Florida geographic areas. Ms. McKerns is a business leader, press, marketing, business development consultant and licensed designer through the State of Florida, holding the B.S. degree in Design and Construction from Florida International University, and is a multi published writer, holding the B.A. degree in English and Communications from Tulane University.

McKerns Development/Leslie McKerns, B.A., B.S., Lic. ID.-ID0002274
264 Cypress Trace, Royal Palm Beach, FL 33411
mckerns@bellsouth.net
tel. 561-305-4264

NOTES: