

# *Ten Truths About Owning Your Narrative*

- 1** It allows you to **fulfill your responsibility** to your residents to be open, honest and transparent.
- 2** It invites you to **shape your own destiny**.
- 3** It gives you a platform to **tell your story** your way.
- 4** It ensures **consistency** in all your communications.
- 5** It encourages to **think big picture** and the whole of your municipality, not the fracture of each department.
- 6** It affords **new opportunities** each day through every interaction you have to help build – or to tear down.
- 7** It arms your friends with the **truth**.
- 8** It lessens the **sting** of your foes.
- 9** It makes **managing crisis situations** less of a headache.
- 10** **If you don't, someone else will.**



Sabo PR

# *Every municipality has a story. Trust us to help you tell it.*

## How can you make sure your voice is heard above the rest?

That's where Sabo PR comes in. Our proven track record in media relations, crisis management, photography and videography, social media and marketing communications has led to great results for our clients in Michigan – and beyond.

Whether you are looking to educate voters on a new initiative, improve your media relations, polish your brand or engage with residents on social media, our team can provide the words, pictures and strategies to do the job.



### Media

We package your story to deliver the maximum media value.



### Crisis

We package your story to deliver the maximum media value.



### Internal

We share your vision to enhance organizational culture.



### Marketing

We tailor your message to engage your audience.



### Social

We create engaging content for all platforms.



### Visual

We develop the perfect image with photography and videography.

Hands down, Sabo PR has the best PR team in Michigan. We're good at what we do and practical in the advice we give. We take the time to get to know our clients, their industries and what wakes them up at 3 a.m. We're crazy responsive yet easy on the wallet. We can tell a good story – and keep a secret.