



Platform Communicates!

At Platform Communications, one of our main goals is to ensure everyone feels fully informed and involved in every project. We believe collaboration and communication are key to producing the best work for our clients. This is something I've experienced firsthand as an intern at Platform.

Hi, I'm Sydney Palay, and since joining the team, I've seen how every person plays a role in shaping each project to ensure the highest quality work. Early on, I learned about the numerous tools and processes we use so that every team member can provide updates, feedback, and input on ongoing projects. Whether it's social media content, a press release, or a marketing strategy, each piece of work we do for our client receives strategic input from every part of the company, multiple rounds of edits, and approval from client-facing employees all the way up to the leaders of our Divisions and leaders of the company. This is how I've been able to see how Platform provides well-thought-out strategy, informed opinions, and top-notch content to our clients. But don't just take my word for it. Here's what some of our team members have to say:



Rusty Schultz

Executive Vice President of Operations

"It's easy for projects and work to get siloed -- with people feeling they own just one task or are equipped

to handle a single objective. But that's not how we've built Platform Communications. Our experts are cross-trained and come from backgrounds that pull from media, public affairs, marketing, and digital advocacy experience. That broad experience allows us to provide a more holistic experience to our clients and solve even the toughest problems in a collaborative way."



Brian Reisinger

Chief Executive Officer & Senior Writer

"At Platform, we focus on making sure every part of our work -- a strategy we propose, a piece of content we produce, or anything in between -- has the full weight of our team's expertise. That means a well-organized internal approval process and robust team communication. So when someone working on your account comes your way with a press release, you know it has insights from our best communications strategists and approval from our sharpest editors. When someone working on your account comes your way with an ad campaign, you know that our top advertising pros, messaging gurus, and designers have had their hands on it. The service you receive from us isn't pushed off into a corner -- it's coming out of an integrated process where we're all collaborating to get you results."



Anthony Birch

Executive Vice President of Marketing & Digital Strategy

"As someone who has been on both sides of a client-agency relationship, I know how it can feel when you trust an agency, but wonder if you are missing a level of insight from one part of the agency. Not the case at Platform. Specifically, in our Marketing and Digital Division, we make a concerted effort to share learnings, lessons and advice with each other daily. When a paid media campaign is drafted, an ad we create or a new strategic plan to increase sales or advocacy is given to a client, it will have gone through

countless conversations, scrutiny from all corners of the company and arrive at a finished product that we stand behind as an entire company. As the Proverb says, 'As iron sharpens iron, so one person sharpens another.' At Platform, we do that to give you the best product.

At Platform Communications, every project benefits from our commitment to teamwork, creativity, and communication. Our goal is to deliver high-quality, integrated results that reflect the strengths of each team member. Stay tuned for more updates and insights in future editions of Platform Communicates.

Platform Communications is a Midwestern strategic communications firm specializing in public relations, crisis communications, public affairs, policy analysis, and advocacy campaigns. Based in Wisconsin with national reach, Platform has the expertise and relationships with policymakers and opinion leaders to get you real results.



Platform Communications
613 Williamson Street, Suite 200
Madison, WI 53703

<https://www.platform-communications.com/>

[Preferences](#) | [Unsubscribe](#)