



ALBANY CAPITAL CENTER

# PUBLIC AFFAIRS

*Communication is Everything*  
Your message, our commitment.



NEW YORK  
STATE OF  
OPPORTUNITY.

Certified  
Women-Owned  
Business Enterprise

**Baker Public Relations, Inc.**  
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# OUR EXPERTISE

*Moving the Needle*

Baker Public Relations draws upon decades of public affairs experience to develop strategic communications plans designed to reach, engage and energize voters, supporters, key decisionmakers and the general public.

Clients we work with believe in the power of politics and public affairs as a vehicle to improve lives. We share their passion for communicating those ideas effectively.

Our greatest strength lies in reaching constituencies wherever they are. Depending on the client, the issues at stake and the audiences we need to reach, we utilize a mix of traditional media and targeted social and influencer media, constituent communications on a broad or targeted scale, strategic and crisis communications planning, open house and public forum management, ballot issue advocacy, political campaign

advertising, production and ad placement, public agency marketing, and full-service public relations for state and local agencies and policy-oriented businesses.





## Stories We've Told



Keeping New York Safe



## Services We Provide



PR & Media  
Relations



Event Planning  
& Management



Crisis  
Communications



Graphic  
Design



Social  
Media



Marketing, SEO  
& Advertising



Media Training  
& Messaging



Public  
Affairs



Video  
Production

# What Our Clients are Saying

“ ”

I first became familiar with Baker Public Relations through our mutual pro bono work with the Leukemia & Lymphoma Society of Upstate New York/Vermont.

Since engaging them in early 2021 for my own government relations firm, I have become even more impressed with their work. Baker Public Relations has helped to develop new growth for us through our brand-new quarterly newsletter, website enhancements and social media posts and advertising graphics that truly ‘pop’ online and on the page, separating us from the competition. They have also opened doors to several New York City publications via its media relations services. I look forward to continuing the relationship.

**Rick Ostroff**  
President & CEO  
Ostroff Associates

“ ”

We engaged Baker Public Relations amid a tough battle to win voter support for our ambulance district in Malta. With much at stake for us, Baker Public Relations came up to speed quickly and designed a wide-ranging strategic plan to win over the community. In just a few short months, their team organized four in-person community forums and one virtual forum on Facebook; produced a video in support of our 60th anniversary; created and posted dozens of social media posts to our Instagram and Facebook pages; sent out a mailer with the facts about the vote; secured yard signs and flyers that we sent all over town; and wrote thousands of words of content that we used in various ways. When the vote came in November 2022, we won in a landslide with more than 60% in support. I credit Baker Public Relations for creating a positive campaign that highlighted the facts and helped win over the Malta community.

**Scott Skinner**  
Executive Director  
Malta Stillwater EMS