

RASOR CORE COMPETENCIES: Based in Cincinnati, Ohio, Rasor is a woman-owned business specializing in public relations, community outreach and marketing communications services. Working across the tri-state, we build and manage solid strategic communications and public engagement programs for local municipalities and regional governmental agencies to support transportation, construction and infrastructure initiatives through every stage of development, from concept design to ribbon-cuttings.

PAST PERFORMANCE

DEEP EXPERIENCE WITH REGIONAL PLANNING INITIATIVES AND PROJECTS: We've conducted public education and engagement programs from interstate highway, state route and regional rail planning studies to capital improvement construction programs (including new treatment facilities) for sewer and water systems. The conversations are not always easy, but successful projects consider every opinion.

TO THE MINUTE CONSTRUCTION UPDATES: To make sure drivers get where they need to go, when they need to go, we've stood by many a construction team - often in the wee hours of the night - to get the latest lane closure updates and share them with the traveling public. Closing down multiple lanes across the primary I-71/ I-75 bridge across the Ohio River? No problem. We've got it covered.

BROAD REACH: As a member of PRConsultant Group, we have resources in most major markets. So, even if we can't make that last minute meeting in Chicago this afternoon, we have a partner who can.

A SAMPLING OF CLIENTS: Ohio Department of Transportation; Kentucky Transportation Cabinet; Ohio Department of Natural Resources; the Transportation Improvement Districts of Hamilton County Clermont County, Warren County and Montgomery County; the Metropolitan Sewer District of Greater Cincinnati; Greater Cincinnati Water Works; Montgomery County Environmental Services.



PUBLIC RELATIONS & COMMUNITY OUTREACH SERVICES

- Strategic counsel & planning
- Messaging development
- Stakeholder identification & database development/management
- Public official meetings
- Community/Public meetings
- Presentation development
- Email-based communications
- Media relations & media training
- Social media strategy, execution & measurement
- Crisis communications

CREATIVE SERVICES

- Website development & maintenance
- Collateral material development
- Graphic design & production
- Brand/identity development
- Video script writing/production
- Creative campaign development

BUSINESS INFORMATION

- 541613 Marketing Consulting Services
- 541820 Public Relations Agencies
- 541910 Marketing Research and Public Opinion Polling
- DUNS 78-421-5456
- CAGE 8ARC8

CERTIFICATIONS

- Small Business Enterprise (SBE)
- Disadvantaged Business Enterprise (DBE)
- Woman-owned Business Enterprise (WBE)
- Encouraging Diversity, Growth and Equity (EDGE)
- Registered Business with Kentucky Secretary of State
- Corporate Status - LLC

CONTACT

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