

# R.S. ROCK MEDIA, INC.

## ARE YOU A THOUGHT LEADER?

### Microsoft Spends \$29 million in Recent Ohio Purchase

There's big news in Central Ohio, which has drawn attention from Big Tech in recent years after Intel announced that it was building a chip manufacturing plant in New Albany. Most recently, Microsoft has been on the move making a number of purchases in New Albany-adjacent Licking County. Read more here about how Columbus-based law firm Havens Limited successfully negotiated with Microsoft on behalf of two clients:

#### [Negotiating with Microsoft](#)

### Are You a Thought Leader?

To be such a leader, you need to have something to say that makes a difference. And you need to use clear and concise language to deliver your thoughts. Here's our litmus test to determine if you're a true thought leader.

1. Ideas: Are you sparking fresh ideas?
2. Innovate: Do you create innovations that get people talking?
3. Informed Voice: Are you offering an informed voice?
4. Differentiation: Do you have a unique superpower? How are you different from other leaders?

At R.S. Rock, we work with several thought leaders with their communications. Curious? Let's have a conversation! [Send us an email here.](#)

### Thought Leader Case Study

**OUR CHALLENGE:** *Higher education and nonprofit leaders wanted to build their audiences and produce concise content to share their innovative views.*

**OUR SOLUTION:** R.S. Rock Media worked with one college president to grow his LinkedIn targeted audience from 1,600 connections to more than 5,000 and helped him post weekly content to discuss the sensitive key issues in higher education. His posts resulted in

requests to speak at conferences, on podcasts and in other forums. With another client, we put a strategy in place for the CEO of an economic development group who had three LinkedIn connections for his communications team to build on. His audience grew rapidly behind a more consistent posting schedule. We work with another college president to help shape a longform magazine article on his ways to radically change higher education. [Email us](#) here if you'd like to discuss your thought leadership strategy.

### **The End-of-Summer Report**

During the hot weather months, we've spent several cooler weeks in Portland, Maine. Thinking about a leadership retreat? [Fortland](#) has grabbed our attention, if you like to rough it in a yurt. Another favorite, more luxurious spot, is the [Inn at Diamond Cove](#) on Great Diamond Island. Both are easily accessible from Downtown Portland.

### **Easton Turns 25**

Easton is celebrating its 25th anniversary. Over time we have witnessed the evolution of the uber successful retail/entertainment/office/residential attraction since its grand opening. (Also, kudos to Cameron Mitchell's addition of [Del Mar](#) where Bon Vie formerly resided. It's an amazing space for Columbus.)

Easton, overall, is a good example of longtime brands continually evolving to stay relevant. Read more here: [Evolution and branding \(rsrock.media\)](#).

All the Best,

Sherry & Ray Paprocki