

Robert Riggs

media relations

Promoting A Positive Image



**Let an award winning reporter
handle the news media for you.**



hillco *partners*

proudly announce that Robert Riggs has joined our team.



Robert Riggs



Neal T. "Buddy" Jones



Bill Miller

Robert Riggs and Hillco Partners — **described by the press as the Neiman Marcus of government relations in Texas** — have combined their talents and resources to offer a blend of journalistic and political experience that can keep you ahead in the race to shape public opinion and public policy.

As Hillco's news media expert, Robert Riggs will tackle your publicity challenges with the same dexterity and sense of urgency that marked his twenty-four year career as an investigative journalist.

This veteran reporter intimately knows the news gathering process and how to promote a positive image. He has dealt with every conceivable public relation's crisis that an organization can expect to face.

Reports by this former senior correspondent for WFAA-TV, Channel 8 News, of Dallas received prominent network and prime time exposure on ABC News, CNN, and Nightline. He has covered The White House, Capitol Hill, and the Texas Statehouse. His assignments included some of the most riveting stories of the past decade: the 51-day Branch Davidian siege; the Oklahoma City bombing; the standoff with Republic of Texas' separatists; the Fort Worth church shootings; the Texas A&M bonfire disaster; and the Gulf War.



services offered

Promoting A Positive Image:

How Do You Garner Favorable Coverage?

- ★ Generating a positive story is a major challenge in today's fast paced competitive news coverage.
- ★ The key to getting favorable coverage is the ability to speak the reporter's language.
- ★ Robert Riggs cut his eyeteeth in the habitat of media investigations.
- ★ We know how to connect you to reporters.
- ★ Get the attribution that lends credibility to you and your organization.

Crisis Media Relations:

How Do You Survive Bad News?

- ★ The electronic media responds to breaking news with a blitz of around-the-clock coverage.
- ★ How you handle the first hours of a crisis affects public perception about your leadership and the bottom line of your organization long-term.
- ★ The key is not keeping up but keeping ahead.
- ★ Robert Riggs and HillCo can develop a rapid-response plan that is crucial to protecting your reputation.
- ★ We handle the media from start to finish with strategies that positively influence public opinion.

Litigation Media Management:

How Do You Argue Your Case In The Media?

- ★ A media strategy to tell your side of the case to the public is as important as the legal strategy.
- ★ Robert Riggs has been honored by the American Bar Association for his extensive reporting on the legal system.
- ★ He knows how to protect or promote a legal client's image under the media spotlight.
- ★ We can attract favorable coverage for your law firm's legal team.

services offered

Multi-Media Content Creation:

How Do You Leverage Technology?

- ★ Robert Riggs is an award-winning writer and producer of television news reports that can best tell your story.
- ★ Promotional, documentary, training, & settlement videos.
- ★ We leverage the latest Internet technologies to maximize the one-to-one and the one-to-many relationships that the web can provide to reach your audience.
- ★ eLearning, Permission Marketing, Streaming Video

Media Interview Training:

How Do You Stay Cool?

- ★ We lend experience from thousands of hours spent on camera asking the hard questions.
- ★ Develop clear, genuine communication skills that use verbal and non-verbal cues.

Government Relations:

How Do You Get Access?

- ★ Raise your profile with key policy makers.
- ★ Mobilize public or industry support for your issue.



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Robert Riggs has been the recipient of these prestigious awards in recognition of his distinguished broadcasting career.

Outstanding Alumnus Award 2001
Texas A&M University



1995 George Foster Peabody Award for Investigative Reporting on allegations of corruption in the Dallas public school system.

1996 Alfred I. DuPont Columbia Journalism Award for Investigative Reporting on allegations of corruption in the Dallas public school system.

1992 Alfred I. DuPont Columbia Journalism Award for coverage of the Gulf War.

1981 Alfred I. DuPont Columbia Journalism Award for Investigative Reporting on the 1980 Winter Olympics.



1994 American Bar Association Silver Gavel



for Investigative Reporting on corruption in the Texas parole and prison systems.

Experience

Investigative Reporter, Technology Reporter, Bureau Chief, Washington, D.C. Austin, Texas.

Congressional Investigator for the late Representative Wright Patman and The Joint Committee On Defense Production.

Staff member, Presidential and Congressional Campaigns.

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News flashes around the globe at the speed of light. In today's always connected communications environment, **Robert Riggs** knows how to shape public perceptions that positively affect your bottom line.

Don't wait for the dreaded phone message from a reporter who wants an interview before you are prepared. **Robert Riggs** can provide the professional help for those who are eager to talk to the media or wary of being in the media spotlight.

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Always Available
Always Responsive

