



Stanton Communications

Agency Background & Capabilities



AGENCY BACKGROUND

Established
Independent
Experienced

Stanton Communications, Inc. is an international public relations firm specializing in helping companies achieve brand distinction and market leadership. Our strategic process informs creative campaigns for brands across a broad spectrum of industries, including the senior living industry. We are fully independent and wholly dedicated to helping our clients inform, influence and inspire their audiences.

We are proud to be recognized for our capacity to combine serious strategic thinking with highly creative execution, and for conducting client initiatives with tremendous agility. We enjoy a more than 30-year record of driving progress for clients of all sizes. Our work has been recognized with national and international awards for communication excellence.

We Help Companies...

- Build **awareness & market share**
- **Expand** brand recognition
- **Amplify** successes
- Inspire **advocates & motivate action**
- Bolster **thought leadership**
- **Build** followership & discussion
- Enhance **reputation & distinction**

Core Competencies



**Marketing
Communications**



**Public
Affairs**



**Creative
Services**



**Strategic
Planning**



**Digital
Media**



**Media
Relations**



**Crisis
Management**



**Event
Planning**



**Spokesperson
Preparation**

Agency Leadership



Peter V. Stanton, CEO

Peter V. Stanton is a public relations professional with more than 40 years of diversified experience working for clients ranging from professional societies and industry organizations to Fortune 100 corporations. He currently heads the firm he founded in 1989 which is now a leading independent communications consultancy with offices in Washington, D.C., and New York. Stanton Communications also maintains a network of U.S. and international associates through the firm's membership in international consortia of independent firms and with our own bilateral joint venture agencies based in Germany providing Pan-European communication services and South America, providing Pan-LATAM capability.

Prior to founding his firm, Peter spent nearly a decade as an officer of the international public relations agency MSL/Publicis where he was responsible for legislative and policy communications. Peter is a frequent speaker and writer on public relations and marketing communications. He is an accredited member of the Public Relations Society of America and its Counselors Academy. Peter is the recipient of numerous awards for his communications programs including multiple Silver Anvils and Gold Quills, the highest honors presented in the public relations profession.



Lori A. Russo, President

Lori is a 21-year veteran of Stanton Communications and brings the experience of organizing and implementing complex mainstream and new media programs for clients throughout the firm's practice areas. She has led strategic programs for clients including W. L. Gore & Associates (makers of GORE-TEX®), Live! Casino & Hotel, the Maryland Office of Tourism, the American Statistical Association, and others.

Lori has worked extensively with national and trade media and is an active member of the National Press Club, serving on its prestigious Headliners Committee. She was named one of PRWeek magazine's "40 Under 40" in the profession. Prior to joining Stanton Communications, Lori was a news producer and assignment editor at an ABC Television affiliate. This experience affords her an insider's understanding of news decision-making and news gathering practices.

Agency Leadership



Emily Wenstrom, Vice President

Emily Wenstrom has nearly 15 years of experience developing integrated campaign strategies encompassing public relations, content marketing and digital platforming. She organizes teams to implement strategic messaging into compelling communications across written, graphic and video content to inspire and mobilize audiences.

Emily has prepared subject matter experts for Congressional hearings, executed public relations outreach for the College World Series, and supported event planning for the 2015 Papal Visit to New York. Her clients have included Southland Engineering, American Statistical Association, and the International Coaching Federation.



Donna Leinwand-Leger, Senior Advisor

Donna is the former managing editor of USA TODAY. She served in various roles at the news organization, including managing editor for breaking news. Before becoming an editor, she worked as a reporter covering breaking news, national and international crime, terrorism and disasters. Her reporting assignments took her to Europe and elsewhere around the world covering wide ranging stories and events. She has also reported for The Miami Herald and the Knight-Ridder Washington bureau.

Donna is a past president of the National Press Club and has previously served as chairman of the Board of Governors. She serves on the Board of Visitors for the University of North Carolina at Chapel Hill School of Journalism and Mass Communications and the board of the National Press Foundation in Washington, D.C. She was a Media Leader at the World Economic Forum, Davos in 2018.

OUR PHILOSOPHY

Our philosophy is simple: clients first.

As an independent agency, we do not answer to a parent firm or external shareholders imposing earnings demands that drive up client budgets.

We assign senior professionals to the work and maintain a long-term focus on our client relationships rather than the achievement of quarterly forecasts for shareholders.

you

CORPORATE CLIENTS

From discrimination lawsuits to addressing economic impact numbers to full-blown crises, Stanton Communications works with clients to create aggressive media outreach campaigns that target key national business, lifestyle and consumer print, broadcast and online media. Our goals are to garner positive visibility for our clients and either change or reinforce perceptions with current facts.

Otera Capital

Strategic Real Estate Investing

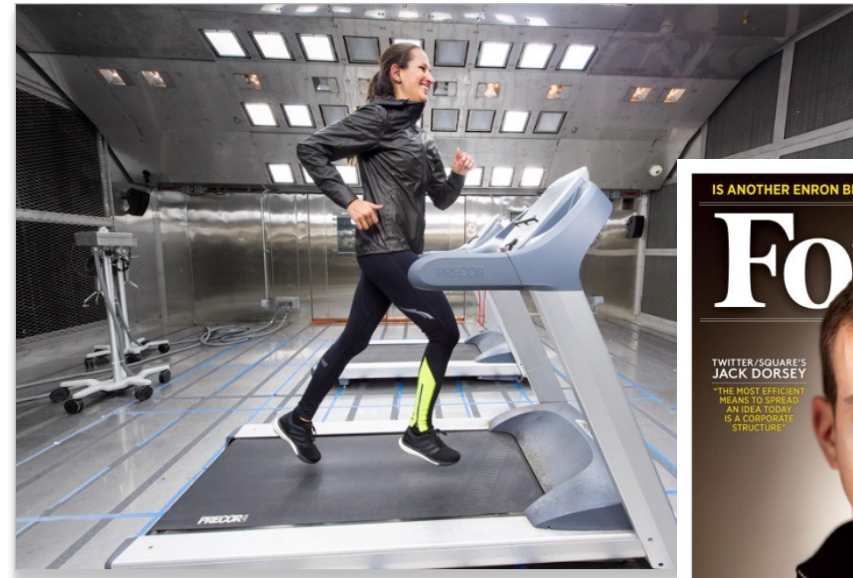
W. L. Gore & Associates

GORE-TEX® Consumer Apparel

International Coaching Federation

Federation

Global Professional Organization



ARGENTUM
EXPANDING SENIOR LIVING

THOUGHT LEADERSHIP

Bylines

Partnerships

Platforms & Speaking Opportunities

Issue Engagement

Blog Posts

Interviews & Commentary



COVID-19 shouldn't stop senior living operators from planning for the future: speakers

[Amy Novotney](#)



Doug Leidig

Shortly after the COVID-19 pandemic began, Asbury Communities President and CEO [Doug Leidig](#) knew he needed to abandon his firm's current five-year strategic plan, which was supposed to be in place until 2022.

"COVID-19 is a strategy-triggering event," Leidig said Tuesday during a presentation at the [LeadingAge Annual Meeting Virtual Experience](#). The firm decided to shave a year off their current plan and develop a new "master plan" that begins in January 2022 and will run for no longer than three years. "COVID brought to light so many new opportunities and we realized we need to become much more agile," he added.



This Is What the Coronavirus Can Do to Your Brain

Doctors are seeing strokes, seizures, loss of smell, other neurological symptoms in virus patients
by [Rachel Nania](#), **AARP**, May 7, 2020 | [Comments: 5](#)



CREATIVE

Branding

Infographics

Social Images

Video

Economic Value of Volunteerism 55+

**2015 Corporation for National & Community Service*

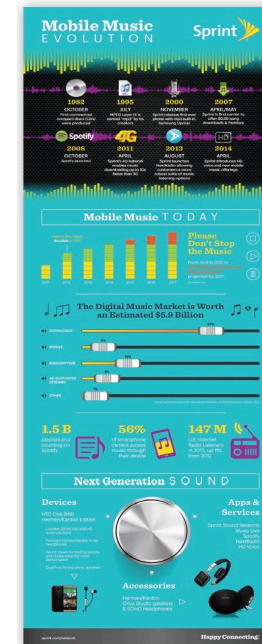
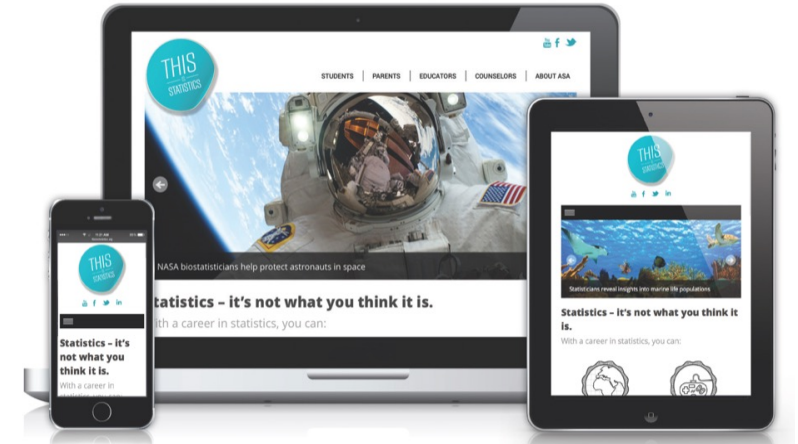
3.3 BILLION HOURS

\$77 BILLION

Let's take the 'senior' out of 'senior citizen'

ASBURY Anticipate More

#SeniorCitizensDay



THANK YOU

30+ year track record
of client success

Top tier **media, influencer**
and **social** engagement

Smart people & fun
to work with