



The Private Capital Newsroom: Own Your Own Story

A defining moment for private capital

Private capital has been the beneficiary of a remarkable, decades-long bull market. This \$5T industry now employs over 10 million people across every conceivable industry. At the same time, in the aftermath of the financial crisis, private capital, like other parts of the financial industry, has come under a heightened level of scrutiny from regulators, media, employees, and the general public. Never was this more apparent than when Democratic presidential candidate Senator Elizabeth Warren likened private equity firms to vampires looting the middle class.

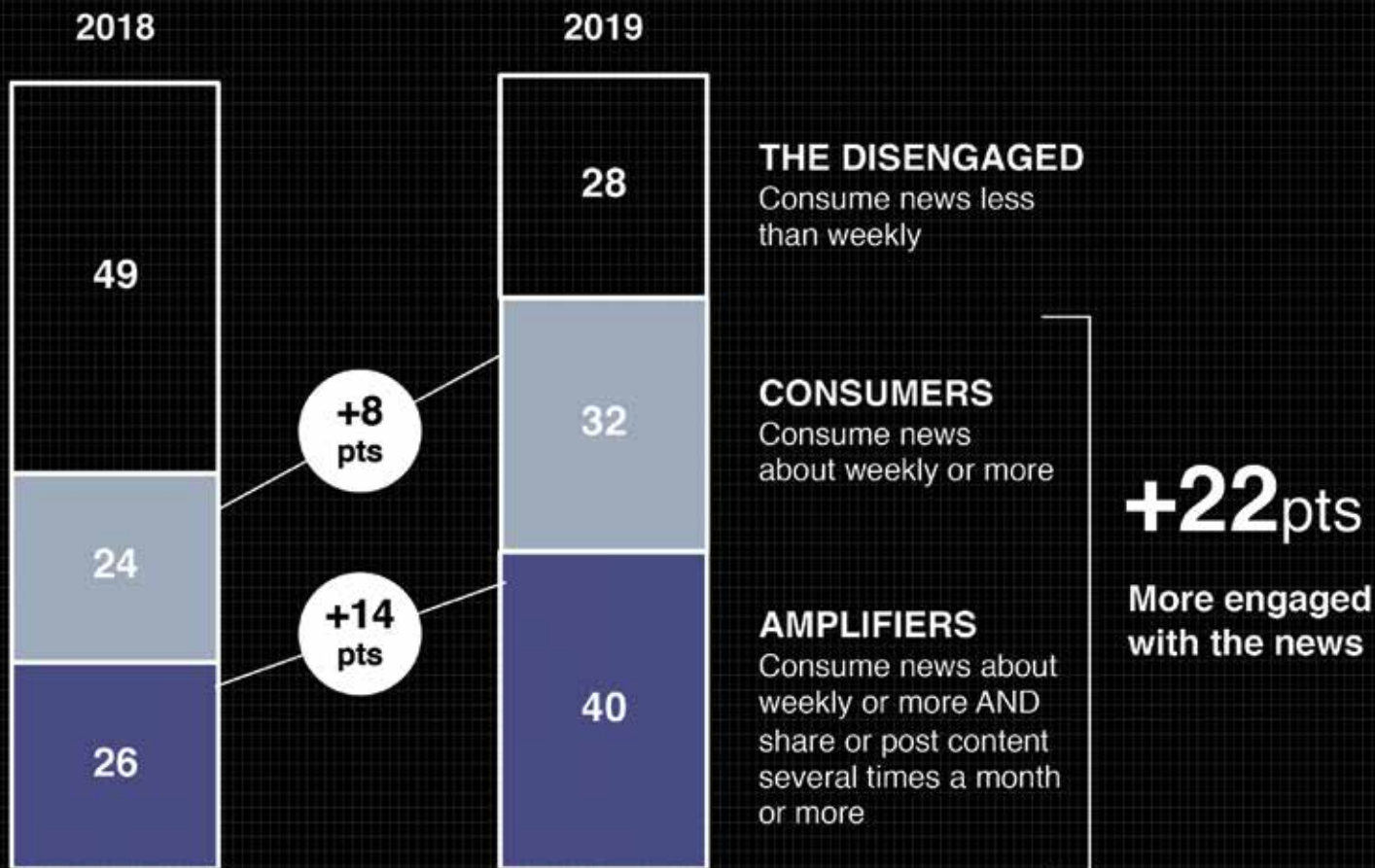
It's clear that private equity has an image problem. Now more than ever, industry leaders need strong and effective messaging to set the record straight. It's time for private equity firms to define what they stand for and take control of their reputations—proactively.

We see both a ripe opportunity and an urgent need for private capital firms to prepare communications strategies that will work within today's increasingly digital media landscape and with senior executives who might be reluctant to engage with the media through traditional methods.

Massive Rise in News Engagement

How often do you engage in the following activities related to news and information?

- 0 + Y-to-Y Change



Media is still a third-party validator

Even with the rise in digital communications, media remains a major channel for audiences sourcing information and educating themselves.

To successfully control your narrative, you need to develop a content strategy that emulates quality journalism to define and defend your reputation.

**Percent who rate each
as true and important
when describing their
favorite media source**

Rigorous

Engage in
high-quality journalism

62%

Clear

Present information in a simple
and easy-to-understand way

66%

Accessible

I can access it
anytime, anywhere

66%

Storytelling is harder than ever

A strong central narrative that differentiates you in an increasingly competitive market will help establish your identity and protect your reputation in times of prosperity and crisis.

Crafting a relevant story is challenging due to:

- **Abundance of negative news**
- **Audience lack of time and attention**
- **Increasing use of social media for news soundbites**

Operate like a newsroom

**Create stories by thinking like a journalist.
Use market trends and cultural movements
to advance conversations and demonstrate
thought leadership.**

Human-centric:	Every great story starts with a compelling central character we care about
Audience-first:	All good narratives are crafted with the audience we are trying to reach
Tension & /Conflict:	The character needs a challenge in order to keep the audience hooked
Expert sources:	Third-party experts lend credibility
Highly visual:	The most memorable narratives are visual

The newsroom delivers a steady drumbeat of stories

The value of a newsroom is outside-in storytelling. Connecting your business to audiences through market news, trends and conversations - across owned, earned and social media channels - is a modern method for pitching, publishing and promoting stories.

Newsroom roles & responsibilities:



Your newsroom

Setting up a newsroom in partnership with a strategic communications consultant is easy and efficient, no matter the size of your firm.

EDELMAN TEAM



Lex Suvanto

Managing Director
New York



Renee Calabro

Executive Vice President
New York



Sean Neary

Executive Vice President
Washington, D.C.



Katrina Allen

Executive Vice President
New York



Brittany Cash

Vice President
New York



Tyler Gray

Global Editorial Director
New York



Joe Scannell

Vice President
Digital Lead
New York



Charles Harrison

Director
EMEA (London)



Angela Hui

Director
APAC (Hong Kong)

Renee Calabro, Executive Vice President, Head of Capital Markets Communications
Phone: +1 917 640 2100
Renee.Calabro@edelman.com

Brittany Cash, Vice President, Financial Communications & Capital Markets
Phone: +1 212 704 8145
Brittany.Cash@edelman.com

