



Why RTA?

There are two facts of life in the public relations business:

- 1. Clients want results - now.**
- 2. They don't want to pay a fortune for those results.**

In short, companies hire public relations firms to make good things happen for them as cost effectively as possible.

RTA was founded on this principle:

to provide experienced counsel in a timely fashion while garnering the right kind of attention for clients, all at an affordable price.

We strictly limit the number of clients we serve so the agency's president can personally impact each RTA account.

If you are looking for ...



Then please contact us at: +1-508-359-4005 or by email to rctrahan@ronaldtrahan.com

Ronald C. Trahan
President/Owner



From English teacher to journalist, author to public relations counselor, Ron Trahan has been a professional communicator for more than three decades.

Counseling clients at the highest corporate level (CEO, CFO and VP/Marketing) Ron has developed expertise and experience in strategic communications planning, writing for publication, media relations, investor relations, crisis communication, speech writing and presentation coaching.

Before founding his own firm in December 1992, Ron spent five years as senior vice president at a Boston-based financial public relations agency, where he played a major role in evolving that firm into one of the dominant corporate communications resources for New England-based companies.

Prior to SMA, Ron was director of public relations at a fast-growing Boston-based advertising agency that was turning away public relations business from its ad clients because the agency had no in-house PR expertise. Ron was recruited by the ad agency to develop strategies and PR programs as a one-person department for the ad agency's clients.

Previously, Ron was director of public relations for Perkins School for the Blind (Helen Keller's alma mater); and a marketing services writer with one of the U.S.'s largest insurance companies, Sun Life of Canada.

Early in his professional career, Ron was a newspaper reporter with the Marlborough (Mass.) Enterprise-Sun, and a high-school English teacher at Westford (Mass.) Academy.

He earned a bachelor's degree at Boston University (1972); a master's degree at Framingham State College (1977); and was an M.B.A. candidate at Babson College (1990-91).

www.ronaldtrahan.com



*Building media and investor relationships,
cost effectively, for big and small life science
companies, both public and private,
since 1992.*



Ronald Trahan, APR

*Uniquely positioned to offer content-creation
counsel and services to emerging
medtech companies for their fundraising
and other outreach needs.*

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Since 1992, RTA has been offering public relations (PR) counsel and services to medical technology companies.

We are therefore, uniquely positioned to offer content-building counsel and services related to fundraising and other outreach efforts on behalf of emerging medtech companies.

MedBrand Maker™	MedBrand Builder™	MedBrand Connector™
<p>RTA will ...</p> <ul style="list-style-type: none"> ✓ Develop Core Corporate Investor Package: <ul style="list-style-type: none"> • Company Fact Sheet • CEO Profile • Technology Profile ✓ Develop and Distribute News Release To: <ul style="list-style-type: none"> • Mainstream Media • Social Media • Proprietary Database <p style="text-align: center;">➡ or</p> <p>\$3,500</p>	<p>RTA will ...</p> <ul style="list-style-type: none"> ✓ Develop Core Corporate Investor Package: <ul style="list-style-type: none"> • Company Fact Sheet • CEO Profile • Technology Profile ✓ Develop and Distribute News Release To: <ul style="list-style-type: none"> • Mainstream Media • Social Media • Proprietary Database <p style="text-align: center;">plus...</p> <ul style="list-style-type: none"> ✓ Develop Infographic ✓ Develop Social Media Campaign <p style="text-align: center;">➡ or</p> <p>\$4,500</p>	<p>RTA will ...</p> <ul style="list-style-type: none"> ✓ Develop Core Corporate Investor Package: <ul style="list-style-type: none"> • Company Fact Sheet • CEO Profile • Technology Profile ✓ Develop and Distribute News Release To: <ul style="list-style-type: none"> • Mainstream Media • Social Media • Proprietary Database ✓ Develop Infographic ✓ Develop Social Media Campaign <p style="text-align: center;">plus...</p> <ul style="list-style-type: none"> ✓ Produce Video Introduction of Company <ul style="list-style-type: none"> • Including Voiceover for Infographic <p>\$6,500</p>