

RFA's experienced leadership

Carl Zeitz, principal and founder of RFA, directs the firm's activities. He has extensive experience in communication services for the corporate and public sectors on government-related and public issues.

Mr. Zeitz was a member of the New Jersey Casino Control Commission, appointed by Governors Brendan T. Byrne and Thomas H. Kean. Prior to service on the commission, he was a reporter for several daily newspapers in the Northeast and served as The Associated Press State House Bureau Chief in Trenton.

Currently, Mr. Zeitz is a member of the Board of Directors and of the Executive Committee of the Southern New Jersey Development Council. Contact him by phone or by email: carl@river-front.com.

Linda Artlip, Executive Vice President, has a strong professional background in both business and government communications as well as with the media. She joined the firm in 1991 and oversees a wide range of public relations and strategic communications accounts. Contact her by phone at 856.235.0016 or by email: linda@river-front.com

**Riverfront Associates:
for effective
communication
services**

**You know
what you need
to communicate.**

**We know whom
you need to reach.**

RFA makes it happen.



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Riverfront Associates

Communication Services

**Public Relations
Media Relations
Crisis Communication
Community Outreach
Strategic Communication
Consulting
Information Marketing**



Riverfront Associates, Inc.

Established in 1989, RFA is a Trenton-based communication and public relations firm with a strong emphasis on public policy communication and information marketing.

The RFA staff is comprised of seasoned communication and public relations professionals who bring years of experience and knowledge to clients' projects.

By wedding our expertise to a close understanding of client issues, RFA delivers an effective brand of communication services targeted to the needs and objectives of clients.

RFA communicates a client's messages to targeted audiences

Riverfront Associates, Inc. designs and implements strategic communication programs for corporations, government agencies, associations and other organizations.

RFA's professionals believe that effective communication starts with thoughtful analysis and informed judgment – abilities acquired only through experience.

RFA provides a range of communication services that include public and media relations, customized publications, targeted advertising, writing, editing and speech writing. We also design and produce collateral materials including newsletters, brochures, special reports, annual reports, and multimedia presentations.

The RFA public relations group serves a broad clientele spanning the health care, environmental, financial services, high-tech, insurance, telecommunications, and transportation industries.

RFA delivers services tailored to clients' needs

RFA offers an array of public relations services to give clients communication programs tailored to their objectives, coupled with strategic communication counseling. Services provided by RFA include:

- Media relations to attract favorable news coverage and help shape public perceptions.
- Community relations to improve client interaction with community groups.
- Grassroots communication to mobilize target groups in support of a policy, project or business goal for which broad support is critical to success.
- Crisis communication to prepare clients for major contingencies and to minimize damage if a crisis occurs.
- Collateral production capabilities including multimedia design tools to develop presentations and other materials that bring a client's words and ideas to life, ranging from slide shows to interactive CD-ROMs, on-line productions, computer presentations, brochures, and newsletters.
- RFA integrates Internet content and design with a client's larger communications strategies, transforming them into powerful informational and messaging tools.

