

Trylon SMR

Media Relations with Technology Focus

New York

Trylon SMR (the SMR stands for strategic media relations) founder Lloyd Trufelman is unabashedly old school, having learned his craft at Rubenstein Associates and honed it with media companies such as MTV and CBS, and is one media maven who understands the true value of relationships with reporters and isn't ashamed to call himself a publicist. But old school does not mean old-fashioned, and as a firm focused on media relations, Trylon has been quick to get out ahead of new media trends, keeping abreast of industry changes and leveraging those changes to better service its clients – using Twitter as an additional tool with which to communicate with reporters, for example.

Trylon SMR continues to rely a proprietary "reverse reporting" model that starts by asking what journalists - and increasingly, new media types such as bloggers - are interested in and then develops stories that meet their needs. The firm focuses on delivering consistent, targeted media placements to clients in the media, technology and related industries, on measuring both the quantity and quality of media coverage generated, and on providing personalized service and rapid response. It has been increasing its emphasis on social and other online media in recent years, developing an expertise in podcasts and particularly online video. It is also different from many of its competitors in that it works exclusively on a monthly retainer basis (not on the hourly system that has come to dominate the industry).

In 2009, Trylon SMR continued to focus on the convergence of mainstream media with digital channels. The firm saw fees decrease by 18 percent to around \$1.5 million as it attempted to help its clients make it through the recession. Key clients were the Copyright Clearance Center, Cross MediaWorks, LocateTV, Main Street Connect, People Capital, RSG Media Systems, and Zeitbyte. - AS