

## PRESS TESTIMONIALS

"I have worked closely with Katie for many years- both as a colleague and also as a media professional. She is one of the most hard working, dependable, and results-driven people in the biz. She understands the specific needs of both her clients and TV personnel- and she delivers. She won't waste your time with fluffy pitches. Katie is also one of the friendliest people on the planet, so it's always fun to work with her."

— **Judy Oehling, Planning Editor, KCPQ-TV Q13 FOX**

"Katie's news judgment is spot-on. In all my years as a reporter at the Seattle Post-Intelligencer, she never—and I mean never, not once—suggested a pitch that wouldn't have made a perfectly feasible story. She knows exactly what reporters look for in a potential article, and is an unusually warm, helpful, informative source. It's always a pleasure to see what she's got in the works."

— **Rebekah Denn, Food Writer**

"Thorough, savvy, and understands what we're up against. Puts the 'R' back in public relations."

— **Ed White, Former Planning Manager, KING-TV**

"kPR was straightforward and efficient—right on target when it came to meeting my needs. Katie was a delight to work with."

— **Joyce Cohen, USA Today**

"Katie is very media-savvy and understands exactly what it takes to create a winning segment. She always submits pitches that include visuals and viewer benefit. This is rare in a public relations professional and I value her all the more for it."

— **Su Ring, Former Executive Producer,  
KING 5 TV (NBC Seattle)**

"As a media person, I have dealt with thousands of news pitches over the years, both in broadcast and print. Katie Wilkinson of kPR Inc. is known as reliable, accurate

and timely, attributes that are absolutely necessary in her business and in mine. She knows what she is doing, she respects deadlines, she knows how to get a story out, and will work hard to answer any questions. I admire and appreciate her work and her work ethic. I would imagine her clients do as well."

— **Patti Payne, Journalist**

"I had the pleasure of working with Katie frequently when I was at Citysearch, mostly through her role as PR maven for higher-end restaurant clients. She was always enthusiastic, friendly, professional and willing to go above and beyond to help me out on tight deadlines. Katie kept me abreast of her clients' news without overwhelming my inbox, and seemed to anticipate all of the information I would need when she was pitching a story. She completely understands the tightrope relationship between journalists and PR people. I would gladly recommend Katie's services to anyone looking for a great cheerleader who maintains an admirable degree of professionalism."

— **Anna Roth, Former Seattle Editor, Citysearch**

"As a local lifestyle editor, I rely greatly on my public relations contacts to keep me informed about the restaurants, shops, products and events that are of interest to my readers. Among those contacts, Katie Wilkinson of K Public Relations is one of the best—a constant, reliable source for news about local happenings and hot spots. If I still used a Rolodex, her card would be at the front of the deck."

— **Monica Fischer, Freelance Editor and Writer**

"Katie is always great to work with because of her quick response time and follow-through. Also, because she has such a close working relationship with her clients, I know that I can count on her knowledge and trust her information."

— **Providence Cicero, Former Seattle Times Food Writer**