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KEARNEY O'DOHERTY PUBLIC AFFAIRS ANNOUNCES PARTNERSHIP WITH STORYFARM NEW MEDIA

Agreement is latest in public affairs firm's digital developments

BALTIMORE, Md., July 12, 2010 – Kearney O'Doherty Public Affairs, a consulting firm founded by two of the Mid-Atlantic's most effective political strategists, has announced a new partnership with Storyfarm New Media, a Baltimore-based video marketing firm. The partnership is the latest step in Kearney O'Doherty's full-scale digital strategy practice.

In partnering with Storyfarm, Kearney O'Doherty (KO) seeks to provide its clients with the highest-quality and most effective digital videos. The firms will work together to craft communication tools that shape public dialogue.

Since its founding two years ago, KO Public Affairs has served clients in energy, healthcare, education and development, including over a dozen Fortune 500 companies. Two weeks ago, the firm launched KO Digital, a national digital strategy practice that adds depth to the firm through a range of new services, including expanding clients' reach and profitability on the mobile web and producing measureable results through content management and creation.

"Storyfarm understands the interaction between commerce, politics, and media," said Damian O'Doherty, one of KO's principals and founders. "Their ability to tell powerful stories meshes perfectly with our efforts to help our clients communicate their message quickly and efficiently."

Storyfarm New Media is an innovative video marketing solutions firm, founded by two Peabody Award-winning experts in TV journalism. Managing partner John Sherman worked as a news reporter for WBAL in Baltimore for the past eight years while founding partner Beau Kershaw shot news professionally in Baltimore and Washington D.C. for more than two decades. Sherman and Kershaw combine their expertise with the needs of their clients to produce impeccable videos that share a compelling story. Storyfarm clients include Baltimore Magazine, Stevenson University, and Johns Hopkins Carey Business School, among others.

"KO is a powerhouse of a firm, and we are proud to partner with them to help their clients succeed," Sherman said. "Videos are becoming essential communication tools for the digital age, and we specialize in efficiently and expertly creating digital packages that make an impact."

KO Digital and Storyfarm New Media will provide professional, high-definition videos as part of comprehensive strategies to help businesses, nonprofits and other institutions reach their goals.

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Kearney O'Doherty (KO) was founded by two of the Mid-Atlantic's most effective political strategists to combine communications and government affairs in a one-stop shop, bringing campaign tactics and focus to public affairs. KO combines unparalleled insight about current governmental attitudes with a proven public- and private-sector track record of implementing successful strategies to achieve even the most complex objectives.