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**News**  
*For Immediate Release*

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## **Stevens Strategic Communications Adds Frank Bird from BirdDog Media as Publisher of *The Ohio 100***

Cleveland, Ohio—(November 1, 2018) Stevens Strategic Communications (SSC) has announced that Frank Bird, former publisher of Cleveland Magazine and Inside Business, has aligned his company, BirdDog Media LLC, with SSC's new digital publication, *The Ohio 100*. The announcement was made by Ed Stevens, APR, SSC CEO and president of *The Ohio 100*.

Frank will serve as publisher of *The Ohio 100* and also take an expanded role at SSC in client relations, digital marketing and marketing communications. SSC will provide BirdDog Media capabilities to serve Frank's existing clients.

Most recently, Frank served as president for Marketing Solutions, a division of Marketplace Events. He is recognized as a strategic counselor who has grown businesses and turned around underperforming for-profit and non-profit organizations through high-impact communications and marketing channels.

"Frank Bird was instrumental in shaping the success of Cleveland Magazine and Great Lakes Publishing for 25 years," said Stevens. "From ad salesman to advertising director to associate publisher and publisher, he grew along with GLP, making it one of the most successful city and regional publishing groups in the country. His experience with Great Lakes Publishing is a perfect background for the publisher of *The Ohio 100*."

*The Ohio 100* is an integrated digital publication and content marketing platform featuring 100-word articles and 100-second videos that provide a quick yet thorough view into people, news, events and ideas that shape Ohio. Twelve articles will appear in each of 50 weekly issues with topics including business, entertainment, news, management, technology, economic development, energy, healthcare, real estate and the arts.

Articles and videos are featured on *The Ohio 100* website, distributed through the weekly e-newsletter and shared on social media. A number of additional services will be available from *The Ohio 100*, including special issues, major city editions, reprints, polling, exclusivity, podcasts and enhanced social media programs.

Frank has worked with a variety of organizations to help them accomplish their goals. He has developed marketing programs for the Cleveland Metroparks Zoo, Team NEO, American Heart Association, the Greater Cleveland Home Builders Association, Pinecrest, Case Western Reserve University, the Mandel Jewish Community Center and many other organizations throughout the region. These programs include custom publishing, event management, branded content, websites, digital strategy and advertising to raise awareness of these groups, promoting their contributions to the community, driving volunteers and attendance to events and increasing revenue for their organizations.

Bird stated, "The success enjoyed by other 100 Companies encouraged us to create this partnership geared to offering our sponsors a chance to provide helpful informational stories or videos at a time when obtaining media coverage across Ohio is very difficult."

#### About Stevens Strategic Communications, Inc.

Stevens Strategic Communications is an award-winning, full-service agency that serves business-to-business as well as consumer clients with integrated marketing, corporate and crisis communications services. A founding member of the Public Relations Global Network (PRGN), Stevens Strategic Communications provides clients with a global presence and local reach in partnership with one of the leading PR networks in the world. For more information, call Ed Stevens: (440) 617-0100 ext. 201 or [estevens@stevensstrategic.com](mailto:estevens@stevensstrategic.com). Visit [www.stevensstrategic.com](http://www.stevensstrategic.com).

## About The Ohio 100

*The Ohio 100* is the 19<sup>th</sup> member of *The 100 Companies*, an award-winning integrated digital publication and content marketing platform featuring 100-word articles and 100-second videos that provide a quick yet thorough view into people, news, events and ideas that shape Ohio. Articles and videos are featured on *The Ohio 100* website, distributed through a weekly e-newsletter and shared on social media. For more information about *The Ohio 100*, go to [www.stevensstrategic.com/ohio-100/](http://www.stevensstrategic.com/ohio-100/) or call 216-346-5571.

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