



*Meet the Romanucci & Blandin Communications Team*

## Creating Change Through Media Strategy





Romanucci & Blandin advocates for its clients not only with talented legal expertise, but also with **best-in-class communications strategy**. Our communications team has proven results using media strategy to elevate messaging and create meaningful policy change by engaging with regional and national media and other influencers to **get things done**. The communications team is also highly skilled on social media to increase awareness and engagement with large-scale audiences.

## A unique resource in the legal profession

R&B is proud of our communications team, a reflection of our dedication to success for our clients. We align communications with legal strategy in a way that is impactful and a differentiator for our firm.

In high profile cases, having a dedicated team of communications professionals allows our clients to stay focused on healing and dealing with trauma. ***Our team handles media inquiries, manages press conferences and interviews, and serves as a buffer for clients and their families.***

Additionally, we know how to reach the right people with key messages: reporters, interest groups or lawmakers. We navigate these relationships and ***create pressure where it's needed for the greatest impact.***

The Romanucci & Blandin communications team knows how to reach the right people with key messages, whether its reporters, interest groups or lawmakers. We navigate these relationships and create pressure where it's needed for the greatest impact.



# R&B Communications Team Successes

## Toxic emissions of Ethylene Oxide

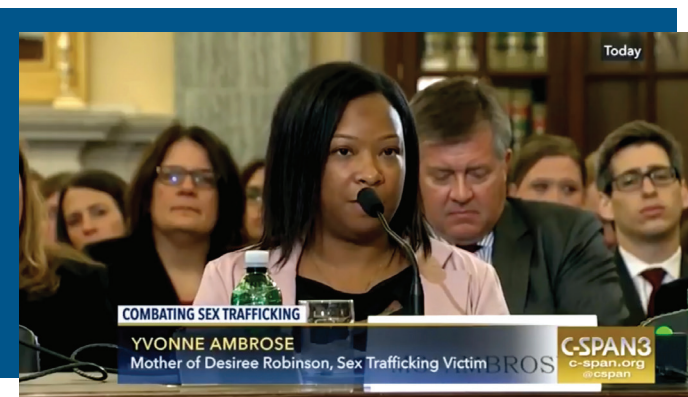


**Sterigenics covered up toxic emissions, operated secret plants**

**CBS 2** February 3, 2019

When Willowbrook, Illinois discovered its residents were being poisoned with toxic EtO emissions, R&B jumped into action. We collaborated with local and national media, who profiled the victims and corporate negligence, which eventually led to the company announcing the shutdown of this location in September 2019. The powerful news coverage won an Emmy award. Members of our team are engaged with state and federal lawmakers and the EPA on this public health issue. Additionally, R&B's founding partner Antonio Romanucci was named Lead Counsel in the large law firm group as the battle for justice continues.

## Sex trafficking & backpage.com

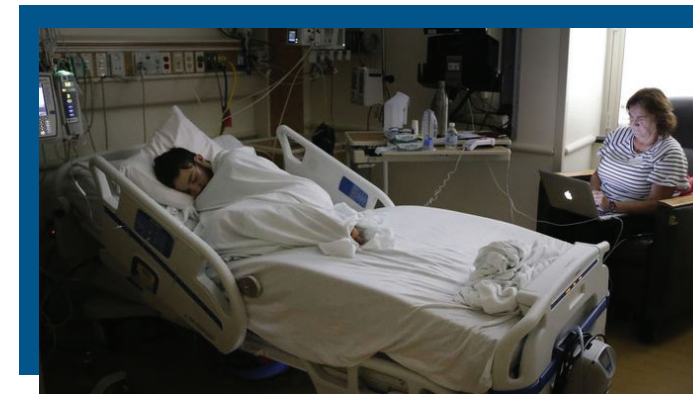


**Mother of sex trafficking victim testifies at U.S. Senate hearing**

**C-SPAN** September 25, 2017

R&B represents the family of a 16-year-old girl from Chicago who was a victim of sex trafficking and was killed during that time. Our team helped the family advocate for change in sex trafficking legislation at the national level. Members of R&B went to Washington, D.C. with our client who met with leaders of Congress and the White House – including the President – and ultimately contributed to taking down Backpage.com, where victims of sex trafficking were advertised.

## Juul & the vaping industry



**A Gurnee teen hospitalized for vaping-related illness is suing e-cigarette company Juul**

**Chicago Tribune** September 13, 2019

After a dramatic increase in lung injuries and deaths nationwide, R&B began an aggressive public relations campaign to raise awareness to the dangers of vaping, with our teen client sharing his powerful story. The family was inundated by media requests and our communications team managed all details and also supported our client as he testified before Illinois state lawmakers on the issue.

## Pulse Nightclub shooting



**Chicago law firm represents victims of mass shooting to create pressure for change**

**FOX 32** March 27, 2017

Victims of the Pulse Nightclub shooting in Orlando were severely traumatized by the event and were pursued intensely by the press for many months. Our communications team managed the media requests and attention, protecting our clients while also coordinating and managing a national press conference to raise awareness about mass shootings. R&B advocated for our clients in the community and supported a number of events to foster the healing process.



# R&B Communications Team Members



## Jennifer McGuffin

*Chief Communications Officer*

jmcguffin@rblaw.net

Office: 312-253-8783

Cell: 630-842-8143

Jennifer McGuffin has more than 25 years of experience and proven results driving media strategy. Her work includes successful national media campaigns for Romanucci & Blandin as a consultant in 2017, when the firm was lead counsel representing victims of the Pulse Nightclub shooting in Orlando and led other efforts to shut down Backpage.com for advertising victims of sex trafficking, representing the family of a Chicago teen who died. She has more than a decade of experience leading global corporate communications teams at Adtaleam Global Education (NYSE: ATGE) and Calamos Investments. She also served as Vice President of Culloton + Bauer Luce, an internationally respected crisis communication and PR firm based in Chicago. Jennifer has nearly 20 years of experience as a professional journalist with producing and on-camera reporting roles in Chicago television news and at the network level for NBC's News Channel division. Additionally, she was the editor of a high-end lifestyle magazine and an adjunct professor of journalism at a private college in the Chicago area. She was recently a board director of the Public Relations Society of America's Chicago chapter and is a member of the Chicago chapter of the International Women's Forum and the Chicago Metro Advisory Council for the WINGS Program, which provides shelter and life transition programs for victims of domestic violence. Jennifer earned a bachelor's degree in marketing and business administration from the University of Illinois and a master's degree in journalism from Northwestern University.



## Stefanie Stein

*Director of Marketing & Communications*

sstein@rblaw.net | Office: 312-253-8626

Stefanie Stein is a marketing and communications professional with more than a decade of experience in crafting, executing and managing short- and long-term communication strategies for her clients. Her career in the legal realm began in 2014 while serving as an outside public relations specialist for Romanucci & Blandin. From there, Stefanie was hooked on the high stakes, meaningful work that happens each and every day at the firm – all of which perfectly aligned with her past work in politics and community relations. In 2016, she came in-house to serve as Romanucci & Blandin's Director of Marketing & Communications. Since then, Stefanie has played an integral role in raising the firm's profile by way of continual local and national media placements, strategic advertising campaigns, impactful community relations, social media, and marketing for its attorneys. Stefanie earned her bachelor's degree in journalism from Indiana University.



## Elizabeth Romanucci

*Communications Coordinator*

eromanucci@rblaw.net | Office: 312-253-8780

Elizabeth Romanucci is a management professional with a passion for helping people. She worked at Romanucci & Blandin in various project-related capacities in the early years of her career, and joined the firm full time in May 2018 as their Communications Coordinator. Elizabeth plans and executes the firm's press conferences, as well as internal and external events. She also creates marketing plans and materials and assists with various other tasks to accelerate the firm's growth – including the firm's rebranding for its 20-year anniversary. She spent more than six years of her career in the hospitality industry. She held a sales and event planning role for a restaurant and bar management group. She later worked for a large, national hotel as a Catering Sales Manager. She then decided to join Romanucci & Blandin for the long run, so her professional contributions can directly impact the lives of people helped by the firm every day. Elizabeth earned her bachelor's degree in hospitality management from Florida Gulf Coast University.



# High Impact. High Profile. High Results.

## Contact Romanucci & Blandin to learn more about the Communications Team

View our work at: *[www.rblaw.net/media-center](http://www.rblaw.net/media-center)*



Phone: (312) 458-1000  
Fax: (312) 458-1004  
[info@rblaw.net](mailto:info@rblaw.net)  
[www.rblaw.net](http://www.rblaw.net)

**Chicago**  
321 North Clark Street  
Suite 900  
Chicago, IL 60654

**Lake County**  
600 Central Avenue  
Suite 325  
Highland Park, IL 60035

**DuPage County**  
114 S. Bloomingdale Road  
Bloomingdale, IL 60654