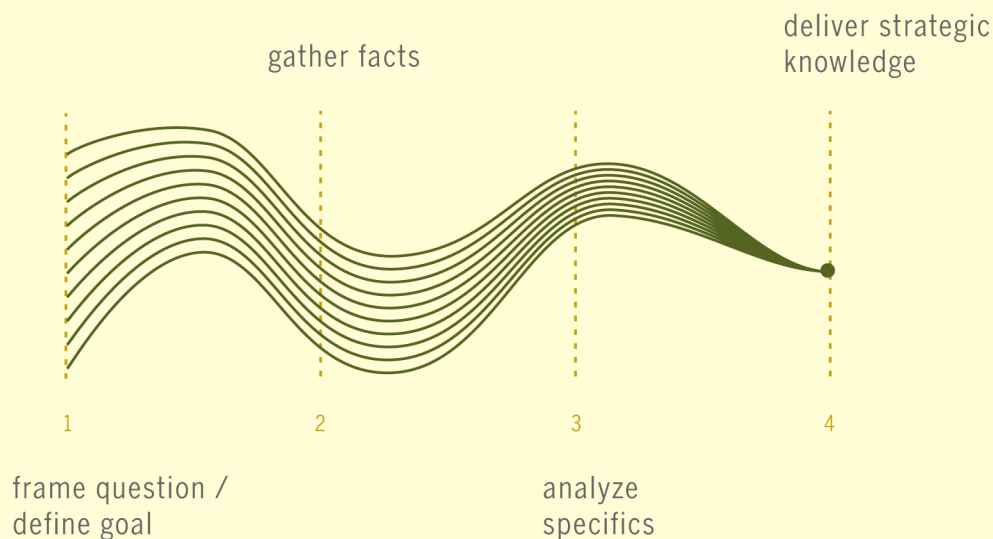


## Public Affairs

Since we opened in 1995, VR Research has worked for hundreds of clients in the legal, public affairs, public relations, lobbying, political and financial industries. Our experience has taught us that every project is unique — different ins and outs, different research contexts.

To get to the goal, we think creatively, apply our experience and walk projects through our work-flow process. It gets results.



### 1. FRAME QUESTION/DEFINE GOAL/ UNDERSTAND CONTEXT

VR Research was hired to research a group that presented itself as independent and unaffiliated in public testimony and newspaper opinion-editorials.

### 2. GATHER FACTS

We compiled biographical data, news accounts and statements made at public meetings, as well as non-profit tax statements filed by donors to the group.

### 3. ANALYZE SPECIFICS

By documenting the group’s funding sources and the overlap between its ideology and the ideology of certain key players, we were able to understand the gap between the group’s claimed independence and its actual operations.

### 4. DELIVER STRATEGIC KNOWLEDGE

Our work demonstrated that the self-labeled “grassroots” entity was, in fact, funded, controlled and connected to a group of interests competing against our client’s coalition, helping our client to sway public opinion in their favor.