



RLF COMMUNICATIONS

RLF Communications Completes Intensive Worldcom Public Relations Group Peer Review Process

(Greensboro, N.C.) — (December 16, 2019) — RLF Communications, a full-service public relations agency, recently received high marks for its client service, business and agency management process in a rigorous peer review conducted by Worldcom Public Relations Group. The Worldcom Peer Review is the communications industry’s most comprehensive peer review process and ensures partners satisfy the Group’s measurement criteria for overall quality and professionalism. This was the fourth time the agency underwent the process since earning Worldcom partnership status in 2010.

RLF received strong marks in the three categories evaluated—strategic approach, client satisfaction and Worldcom partner performance. The agency’s Peer Review was judged by a team of senior agency leaders from Texas, Georgia and Florida who evaluated if RLF had the performance metrics, client evaluations, quality control and management standards necessary to properly service local and global clients while also employing best practices in firm management.

“Worldcom is the only global public relations partnership to require its partners to undergo a peer review, and it is a rigorous process,” said Todd Lynch, Worldcom’s managing director. “We evaluate performance on many criteria, including our Group standards and our profession’s standards for social media and measurement. Client feedback is also included so that our Board has a 360-degree view of performance and practices.”

Worldcom is the largest partnership of independent public relations firms in the world, with more than 88 firms in 115 major cities on six continents. RLF Communications is the exclusive representative for the Group in North Carolina.

“The Worldcom Public Relations Group has extremely high standards that not only make us better, but also improve our profession as a whole,” said Monty Hagler, CEO of RLF Communications and chair-elect for the Americas region of Worldcom. “Our agency and our clients have benefitted from the expertise, knowledge sharing and global reach of the Worldcom partnership, and we are proud to have successfully passed the peer review.”

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Learn more about Worldcom at www.worldcomgroup.com

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