

INKinc

Public Relations



Ryan Gerding - President and COO

Ryan Gerding is a seasoned public relations professional with a background as a journalist as well. As President and Chief Operating Officer of INK, inc. Public Relations and 25-year industry veteran, Gerding has built a reputation on making all kinds of clients interesting to major national and trade media. In addition to helping INK clients get media coverage, Gerding has also served as spokesperson for INK clients in outlets such as The Washington Post, Fox News, Time Magazine, Reader's Digest, and many others.

In his public speaking, Gerding shares his expertise on the media, what makes clients newsworthy, and how to nail an interview.

Audience members learn:

- What journalists are looking for when it comes to stories they are pitched
- How to handle difficult questions from journalists in interviews
- Common mistakes that can derail an interview

Past Speaking Venues

Wharton Graduate School of Business - San Francisco campus
University of Kansas Journalism School
University of Missouri-Kansas City Marketing/Communications

Ryan Gerding resume'

25-year communications veteran both in the media and public relations industries

KOMU-TV Columbia, MO; Reporter, videographer

KCRG-TV Cedar Rapids, IA; Reporter, videographer

KTXL-TV Sacramento, CA; Reporter

WLFI-TV Lafayette, IN; Morning anchor, reporter, videographer

INK inc. Public Relations; President and Chief Operating Officer