

## Custom Research Reports

VR Research develops custom reports for clients engaged in public disputes who need in-depth study of an issue, individual, group or business. For fifteen years, our research has made the difference in closely watched campaigns in the legal, political and financial arenas.

To prepare each custom research report, we condense and analyze information from thousands of pages of raw data. Clients use this information in public outreach campaigns, focus groups, polling, earned media and advertising. Our custom reports help you find out where you stand and how to move forward to your goal.

The materials we review include:

- **NEW MEDIA, MASS MEDIA, BROADCAST**

We compile, analyze and summarize newspaper, periodical, internet and broadcast references. Our exhaustive searches leave no surprises, creating a focused picture of public strengths and liabilities.

- **PUBLIC RECORDS AND FINANCIAL DOCUMENTS**

We conduct electronic and on-ground searches of archives across the nation to document property ownership, litigation, liens, court judgments and lawsuits. We also analyze corporate records, Uniform Commercial Code filings and other financial documents to reveal key interests, investments and vulnerabilities.

- **OFFICIAL RECORDS**

We use electronic searches, Freedom of Information Act (FOIA) requests and meticulous hands-on review to access a wealth of official documentation. For public officials, we also review roll call votes, bill sponsorships and co-sponsorships, floor statements, interest group ratings, news releases, campaign finance reports and reports of official expenditures, including taxpayer funded travel and mailings.