



# STRATEGIC COMMUNICATIONS

Strategic Communications encompasses public relations and involves promoting the brand and organization. It urges people to do specific actions and uses message development, along with planning and research on audience behaviors and perceptions, to fulfill an organization's mission. Our programs include;

**ADVERTISING** designed to improve perception of your brand, show the value and benefits of products and services, demonstrate superiority to your competitors and illustrate the value of your offerings.

**CIVIC ENGAGEMENT** where community residents involve themselves in the civic and political life of their community. We provide programs where communitywide meetings take place, to help with an area effort.

**COMMUNICATIONS PLAN DEVELOPMENT** to develop and create a plan for print and digital media with a goal in mind. It is the promotion of people, products and services. Plan components include audience segmentation, benefits to encourage change, communication objectives, positioning statements, program theories to inform and situation analyses.

**COMMUNITY RELATIONS** designed to build and maintain sustainable relationships with key individuals, groups and other organizations. It includes program development to achieve visibility as a good corporate citizen; crime prevention, employment and environmental programs to improve community quality of life.

**EMPLOYEE RELATIONS** to make employees feel worthwhile and get them connected with and involved in your organization's operation. Giving employees a voice through surveys, frequent check ins and networks that help them grow is key. We help you align culture with goals to include employee recognition programs and empowering change.

**EMPLOYEE STRATEGY DEVELOPMENT** allows employees to refer to a standardized plan to interact with managers, colleagues and clients. It ensures everyone has adequate information to communicate properly in order to maintain workplace consistency.

**GOVERNMENT RELATIONS** to help an organization communicate with government publics.

**MARKETING PROGRAM** includes a marketing plan and a marketing campaign to determine goals and objectives, identify audiences, establish budgets, detail outreach to be undertaken and measure effects. Includes market research, tailored messages, advertising, promotions and metrics.

**MASS MEDIA** designed to reach a mass audience through written, broadcast or spoken channels. Includes television, radio, advertising, cinemas, Internet, newspapers, magazines, social media, blogs, flyers, utility bills and more.

**MEDIA RELATIONS** to write press releases, schedule interviews and give press conferences.

**MESSAGE DEVELOPMENT** to build awareness and favorable responses by creating key points or ideas with planning and documented research to back them up. Stories and articles with specific audiences are always in mind.

**PUBLIC AFFAIRS** to influence public policy; build and maintain strong legislative relationships; and engage with and monitor key stakeholders. Our program includes development of grassroots initiatives creating movement in favor of certain issues, resolving conflict and/or create solutions.

**PUBLIC ENGAGEMENT** designed to help inform residents and guide policy decisions and local government actions.

**PUBLIC PROBLEM SOLVING** engagement typically takes place through the work of place-based committees or task forces, often with multisector memberships. To address public problems through collaborative planning, implementation, monitoring and/or assessment.

**PUBLIC RELATIONS** designed to communicate with customers, employees, influencers, media and industry partners. Typically involves experts who specialize in managing public image and reputation.

**STORYTELLING** getting people to notice by relating personalized stories about overcoming adversity, triumphing against all odds and/or achieving success.

## LET US HELP YOU WITH:

Crisis communications • Issue resolution and documentation • Plan updates and reports • Newsletters • Press releases  
Speech writing • Market research • Audience and platform determination • Social Media • Radio & Television Advertising  
Internal messaging • Interviews • White papers • Media relations and toolkits