



## **How We Succeed**

### *Diligence and Professionalism*

Intermedia Public Relations is a respected leader in corporate and public affairs. Our success is based on our ability to transform ideas into strategies and to cultivate strong relationships throughout the city, state and country. We have the experience to understand the people and institutions impacting outcomes.

As a uniquely bipartisan organization, we produce distinctive, workable solutions to difficult challenges. We are able to solve problems and create opportunities for our clients. Intermedia is results-oriented and engages in the issues that impact our community.

## **Our Method**

### *Ethics and Integrity*

At Intermedia, we strive to recognize the values and character of each of our clients. We craft our strategies to match their needs and add value to their business or interest by addressing their strengths and weaknesses.

Our approach varies with each case and is as dynamic as our client portfolio. We have lead an array of projects that have included work in campaign management, government relations, strategic planning, market and political research, coalition building and community outreach.

## **Our Services**

### *Municipal Government Relations*

As local governments in Arizona operate under a City Manager form of government, we understand the significant role that Municipal Staff has in the decision making process in Municipal Government in Arizona.

While working with the elected officials is an important element to lobbying at the municipal level, Intermedia recognizes the undisputed influence that management has on the overall outcome of municipal government decision making. Therefore, we spend considerable time and resources in developing new contacts while simultaneously enhancing existing relationships with senior staff, many of whom

the Principals have worked with during their respective tenure in municipal government.

Understanding the importance of communication, Intermedia provides constant communication to clients about the status of ordinances or municipal actions in the form of both written and verbal reports. Recognizing the political value of maintaining a strong municipal presence on behalf of our clients, Intermedia strives to participate in all critical meetings and provide timely reports on the outcome of such discussions.

Depending on the issue, Intermedia has the capacity to expand the traditional approach of interpersonal lobbying by deploying community outreach efforts to targeted constituencies and council members. Such strategies may include, but are not necessarily limited to; direct mail, telephone banks, "call to action e-mails" and other grass roots related approaches intended to illustrate the community's support or opposition to a particular ordinance or municipal action.

### *Community Outreach*

Recognizing the significant impacts that public opinion can have in the government decision making process, Intermedia has established effective techniques in mobilizing communities and other impacted parties to apply the appropriate pressure, at the right time, in the public affairs process.

By implementing community outreach, coalition building and grassroots mobilization efforts, in conjunction with traditional lobbying approaches, an organization can ultimately shape public policy by managing public opinion.

As each client and corresponding issue are different, similarly, each community relations plan must also take into account the specific courses of action needed to appropriately impact the governmental decision.

Whenever possible, Intermedia works with the client early on in the process and uses sound research to assess the political environment for the issue and develop a customized plan of action in mobilizing the community relations component to maximize the client's potential for success.

Intermedia's Principals collectively have been involved for more than two decades in the public affairs arena and have built strong and lasting relationships with elected and appointed governmental officials across the state. In addition to the familiarity with state, regional and local government officials, Intermedia's Principals have worked with hundreds of interest groups and community leaders who also play a large part in shaping public opinion and public policy. Intermedia has a unique ability to tap into these existing community resources to assist clients in building a coalition approach to resolving their public affairs issues.

As an added component to engaging community leaders, stakeholders and high efficacy voters to communicate a client's message to elected and appointed officials, the firm also assists the client in more effectively mobilizing their own built in constituencies and supporters, (vendors, customers, colleagues, employees, recipients of philanthropy efforts) to influence the desired public policy outcome.

The firm uses a multitude of strategies and tactics to amass and mobilize the appropriate community relations efforts. While new techniques are always being developed, the following list represents methods that have been used to date by the firm:

- Scientific Polling and Research
- Direct Mail
- Phone Banks
- "Blast Fax" Alerts
- Door-to-Door Solicitation
- Petition Gathering
- Billboards
- Electronic Bulletins and "Calls To Action"
- Website Development and Management
- Newspaper Advertising
- Electronic Advertising
- Media Relations
- Speakers' Bureau Training and Implementation
- Community Meetings
- Political Rallies

### *Political Campaign Consulting*

Recognizing that many public policy issues are ultimately resolved at the ballot box in lieu of being decided at City Hall or Arizona Legislature, Intermedia provides a wide range of services in the area of political campaign consulting.

Intermedia's Principals have significant experience and proven results in all aspects of political campaigns, including: development and implementation of effective vote-by-mail programs, development and implementation of direct voter contact programs (direct mail, phone bank, electronic mail, door-to-door contact, etc.), grass-roots mobilization, speakers' bureau training, fundraising and general campaign management.



## **Intermedia's Business Development Consultant**

Intermedia's staff come from diverse backgrounds; ranging from banking, real estate, politics, technology, real estate development to education. Our staff collectively brings over 30 years of sales and marketing experience to your company.

The goal of creating the Business Development Consultant department is to assist you and your company in growing your business the smartest and fastest way possible, using our tools and resources.

Intermedia has relationships in every business area. In addition, we participate in over 100 events a year. Many of which we sponsor. So when you are looking for a trusted partner that knows how to assist you or your sales staff in identifying goals and reaching them, look no further. Whether your company is looking to do business with a government agency, fortune 500 companies, or in need of education in creating networking opportunities, we can help.

Our Business Development Consulting department is complemented and supported by our award winning Public Relations and Marketing departments. This gives our clients the very best in developing their business.

Our clients enjoy not only a good return on their investment, but the opportunity to build new relationships that last long after the deal. Our clients have a standing invitation to all of our events. This is where countless deals start and many finish. Our motto is, you can never meet and know enough people.