



**GLOBAL MEDIA STRATEGY COMMUNICATIONS LLC** is a communications consultancy of leading corporate, journalist and agency professionals. Specializing in leadership communications, from traditional to new media programs, our senior professionals partner with you to deliver impactful, high-level integrated communications.

**OUR MOTIVATION** is your differentiation, reputation and bottom-line success.

**GMSC TEAMS WITH CLIENTS** to enhance, align, and effectively implement their targeted and company-wide communications. **The result:** significant community-market mindshare, leadership, and response.

### WHY GLOBAL MEDIA STRATEGY COMMUNICATIONS?

#### Seamless, Affordable, Effective Communications:

GMSC functions either as a cost-efficient extension of your communications capabilities, or act as your virtual communications department, scaling to support your operations.

- ✦ GMSC provides you with objective counsel, an executable game plan, and bottom-line results.

*Our model lets you plan for success, and quickly implement campaign programs when the time's right.*

**Senior Teams Commitment:** GMSC's virtual model provides access to some of the top professionals in the business. Given our senior professionals' agency and "inside" corporate communications credentials, we are able to navigate the communications landscape to quickly plan and turn around your strategic deliverables.

**Start-up to Fortune 500 Experience:** *The bottom line*, we partner with you to define how you are truly differentiated and then package your strengths for influencers, investors and the market, when the timing is right. Together, we shape your communications culture and craft the right business, government, industry, tech, and consumer stories for each of your audiences.

*The result:* Communications that best serve your reputational and business objectives.

### OUR VIEWPOINT

**All Communications are Global:** throughout your Company, your Client/Customer Base, the Market

**You Get One Chance to Tell Your Story:** Align to Define Leadership & Success on your own terms

**Reputation & Credibility are Everything:** Speak with One Powerful Voice, Align the Entire Organization

**Amplify for Impact & Results:** Reach your Audience & Influencers Wherever & However They're Listening

### OUR FOCUS

#### CLEAN TECH LEADERSHIP PRACTICE (CA/D.C./National):

- ✦ **GMSC Government Affairs:** focuses on energy and technology public policy that is important to you.
- ✦ **GMSC Clean Tech Practice Public Relations:** provides strategic, editorial, and community-to-national level outreach for companies planning and positioning for clean tech leadership.

**Defining 'Business-Driven' Success:** We facilitate integrated communications to all your audiences, by:

- ✦ Crystallizing what success means to your organization's reputation & bottom line
- ✦ Crafting your messages and stories to inspire loyalty and action by your targeted audiences
- ✦ Packaging, delivering and managing your communications for rapid turnaround and results

**Enhancing Your Reputation & Bottom Line:** We help clients leverage cost-effective stakeholder communications to enhance their reputation and bottom line, through alignment and execution of:

- ✦ **Strategic Communications Planning**
  - Messaging, Presentations & Training
- ✦ **Executive/Partner Communications & Coaching**
- ✦ **Financial, Crisis/Issues & Media Relations**
  - Corporate and product
  - Traditional and social media
- ✦ **News writing, reporting & packaging**
- ✦ **Media & News Production:**
  - ✦ Branding, Print & Web Design
  - ✦ Broadcast & Event Production

**INDUSTRIES & EXPERTISE:** The firm's teams have expertise in a number of industries, which include:

- ✦ **Clean Tech/Renewable/Power**
- ✦ **Consumer Electronics**
- ✦ **Enterprise Software/Security**
- ✦ **Internet/Web 2.0**
- ✦ **Legal/Professional Services**
- ✦ **Retail/Consumer**
- ✦ **Semiconductors/Semi Equipment**