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## Overview of Services and Capabilities

### **Brief History of Valerie Denney Communications**

For 20 years, the name Valerie Denney Communications (VDC) has been synonymous with public relations in the public interest. We provide a comprehensive range of communications services to non-profit organizations, government agencies, philanthropic institutions and businesses that seek to shape policy, promote social consciousness and enrich the culture.

We have a lengthy record of successfully influencing the public debate and swaying attitudes on major public issues, including policies related to housing, the environment, education, civil rights, health care, energy, consumer advocacy and urban planning.

We know how to reap news coverage about even the most obscure subjects, tap the burgeoning power of social media and mount marketing campaigns that generate support.

Most of all, we share a kinship with our clients, because we've been in their shoes. Our staff has been drawn from the non-profit, governmental and political worlds, affording us an intuitive grasp of our client's culture, challenges and needs.

VDC is a City of Chicago-certified WBE and has Illinois certification under the Business Enterprise Program for Minorities, Females and Persons with Disabilities.

### **Overview of Services**

#### **Communications Strategy**

We tailor communications strategies to each client's circumstances, performing an analysis of current support, targeted audiences, opposing views and untapped opportunities. We then formulate comprehensive strategies for carrying of consistent message across multiple tiers of communications.

#### **Media Outreach**

We provide media strategies that can influence events and keep issues in front of target audiences, including local, regional, and national print and electronic media; African-American, Hispanic and other ethnic media; editorial boards; wire services and bureaus; and public policy, community and trade press.

#### **Marketing and Branding Strategies**

We fashion unique identities, branding strategies, and practical marketing plans with measurable performance goals.

#### **Spokesperson Training**

We conduct hands-on message development and media literacy training sessions, individual and group spokesperson training, videotaped practice sessions,

evaluations and we work with groups to craft effective messages and talking points.

#### **Communications Materials**

We produce professional presentation materials to position issues and motivate action, including persuasive documents; media materials that clearly articulate a message and give reporters a framework for understanding and reporting the story; websites, intranets, extranets, videos, and PowerPoint presentations.

#### **Crisis Communications and Unexpected Opportunities**

We are available on-call to help take advantage of unexpected opportunities and lucky breaks, and to respond quickly and effectively when real threats emerge.

#### **Event Logistics**

We design high-profile special events and manage logistics to make sure they run smoothly and professionally.

#### **Social Media**

We create online tools such as websites, blogs, and interactive content to engage new audiences; develop strategies to engage with online communities via social networking sites and Web 2.0 vehicles; "listen" and respond to online dialogue.

### **Valerie Denney Communications**

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