

Strategic Communications

Based on the extensive experience our team has developed working at the highest levels of the Legislative and Executive branches, and in national political campaigns, Cassidy & Associates' Strategic Communications practice helps our clients to achieve their advocacy objectives by creating and executing strategic communications initiatives that successfully target



international, national and Washington-specific audiences. Because our practice is part of the larger Cassidy team, we can provide clients not only stand-alone services but also unparalleled integration of the two key elements of effective public affairs representation – government relations and public relations.

Because our team has experience in both houses of Congress, a range of Cabinet agencies and the White House, we are able to develop and implement communications strategies to build awareness and support across various groups of policy-makers in favor of our clients' advocacy goals. Our capabilities are fully scalable so that we can effectively provide our clients with a broad range of services necessary to achieve their objectives, including strategy development, earned media, paid media, internet marketing, media training, event planning and research.

Our Strategic Communications team serves U.S.-based corporations, coalitions, non-profits, individuals and other stakeholder entities. We also represent international clients from Europe to Africa, including foreign governments, multinational businesses and international sporting events. On behalf of these clients, we have successfully placed editorial content in newspapers such as the *New York Times* and *Wall Street Journal*; pitched television packages on cable and broadcast networks such as CNN, CNBC and NBC; organized nationwide radio interviews; and developed stories in such major outlets as the *Financial Times*, *Washington Post*, *Los Angeles Times*, Reuters, Bloomberg, and the Associated Press. We have also helped our clients to develop effective paid media campaigns and creative websites.

Cassidy & Associates' Strategic Communications practice also has a particular strength in crisis communications, based in part on the team leader's background as a senior communications official at both the Department of Homeland Security and the White House. We put this experience to work on behalf of clients that require immediate communications support to protect themselves in the face of unexpected public image challenges. The crisis communications services we provide can include everything from developing an effective response strategy to, in certain cases, directly representing a client before the media.