

# Public Outreach for Public and Private Projects

simply  
media  
now

**The development and implementation of a comprehensive communications plan can make or break your public project because when the public or stakeholders are angry, everything slows down and costs more.**

Your project will be considered successful when it's completed on time, within budget, with minimal conflict, and to the mandated regulations, specifications, and quality standards. This type of success requires detailed and organized planning, strong project management, including an effective stakeholder and community education/information program.

Early education of and continual information to the community and stakeholders can help minimize opposition and conflict, build transparency and trust, educate about benefits and impacts, and keep everyone up-to-date on construction progress and milestones. All to your benefit.

**Simply Media Now** is skilled in creating and implementing public education and communications plans that engage stakeholders and the general public, and more specifically, the directly-impacted residents and businesses of:

- The project's purpose and scope.
- Potential benefits such as economic development or improved infrastructure.
- Potential impacts to the area during construction, including potential environmental, traffic, noise and safety concerns with mitigation plans.
- Start and completion dates, major construction milestones and potential delays.
- The communications channels available to the public so they can stay informed, ask questions and report concerns.

Simply Media Now, LLC  
Office: (877) 277-2313  
hello@simplymedianow.com  
simplymedianow.com

**Cage Code:** 9WPD5  
**UEI:** GY8RCVTWAWB8  
**Certifications:**

- State of California - SB
- CA DGS - Micro SBE
- METRO - DBE & SBE: California, Ohio, Nevada, Texas, New York, Washington D.C., Maryland, Virginia
- City of Los Angeles - LBE, EBE, SBE & VSBE
- County of Los Angeles - MBE, WBE & LSBE
- Federal - Pending WOSB

#### **NAICS**

541611 Admin & General Mgmt Consulting  
541613 Marketing Consulting Services  
541860 Direct Mail Advertising  
541830 Media Buying Agencies  
541820 Public Relations Agencies  
541430 Graphic Design Services



## **Simply Media Now can help you:**

**EXPAND** community engagement, including identifying all stakeholders involved in the project in its entirety, including: the public, elected officials, permitting agencies, external and internal project management staff, and vendors/suppliers.

**CREATE AND IMPLEMENT** an effective communications strategy tailored to each stakeholder group with communications that are clear, concise and understandable to all stakeholders.

**DESIGN, PRODUCE AND MANAGE** communications assets and activities to meet all goals while staying on schedule and within budget.

**RECORD AND TRACK** all outgoing and incoming communications activities that will satisfy permitting and regulatory agencies, and the public ombudsmen.

*Local  
Engagement  
Strategies  
That Build  
Trust.*



## Services that Simply Media Now can provide:

### Project Management and Services

- Multilingual communications strategy and campaign implementation
  - Timeline, task and budget development and management, and reporting
  - Key message development including briefing materials to key stakeholders
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### Creative Services

- Multilingual advertising materials design/development/placement
  - Collateral materials design/production including way-finding and informational signage
  - Copywriting
  - Creative and art direction
  - Photography
  - Audio-video production
  - PPT presentations to stakeholders
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### Web + Digital + Social

- Digital strategies
  - Website/microsite development and maintenance
  - Social media channels' management, content development, community building SEO/SEM
  - Email marketing/databases
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### Community Engagement and Public Relations

- Media relations and outreach
- Grassroots community and business outreach
- Stakeholder/influencer organizational outreach
- Meetings/event planning and management
- Direct mail
- Crisis communications, including training and implementation
- Spokesperson/media training
- Incoming emails and 1-800/888 telephone information line timely responses, tracking and reporting

