

JVA GROUP

COMMUNICATIONS CONSULTANTS

*Invest in your organization's
'media capital.'*

WHAT IS 'MEDIA CAPITAL'?

DID YOU KNOW YOUR COMPANY OR ORGANIZATION TRADES IN "MEDIA CAPITAL?"

It's not a well-known communications concept but it is real and JVA Group understands it. Your media capital is simply defined as the value of your public image. How your organization is viewed by the general public, your customers or clients, the news media, politicians, your competitors – all these factor into the value of your media capital.

Do you know how to invest into your media capital? Are you taking full advantage of what you've invested? Or are you drawing on capital you don't really have?

Let us help you determine how to take full advantage of your media capital and turn it into a positive return.

MORE TRAINING TIPS:

- Identify Your Messenger
- Know Your Audience
- It's The Answers Not The Questions
- Write Your Own Headline On The Record
- Speak Plainly In Complete Sentences
- Use Your Words / Not the Reporter's
- Avoid Argument
- Speak From the Public Point of View
- Be Positive & Stay In Control

J. VICTOR ABALOS has vast experience in Los Angeles public affairs. Mr. Abalos most recently served as Special Communications Consultant to former LAUSD Superintendent David Brewer. Prior to that he served as Director of Public Affairs for First 5 LA, a non-profit agency that concentrates on health, education and safety issues for children in the first five years of their lives. He also directed public relations and government affairs for the Agency. Prior to joining First 5 LA, Mr. Abalos was a major figure in broadcast news in the Los Angeles market where he served as News Director at the Telemundo TV network affiliate and prior to that was an award winning reporter, producer and news manager for various stations in Los Angeles, Denver and Tucson.

EDWARD F. COGHLAN is a communications professional with experience in corporate communications and public affairs. His consulting group works with medical device companies, environmental and education entities. He is expert in developing and executing brand strategies, delivering advertising and public relations tactics. He also has a decade of experience as a media strategist and trainer. He was formerly an Executive Vice President for a laser vision correction company where he was responsible for communications to all of its target audiences. Prior to his career in medical device and public affairs consulting, Mr. Coghlan was the award winning News Director at a Los Angeles television station.



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THE IMPORTANCE OF A COMMUNICATIONS PLAN

KNOWING WHERE YOU'RE GOING AND WHAT YOU WANT TO ACCOMPLISH FOR YOUR ORGANIZATION THROUGH YOUR COMMUNICATIONS EFFORTS IS VITAL.

Consider your Plan as a Map. Your starting point is really your destination. What does success look like? Once you know where you're going simply work backwards to create the best route to get there.

Your communications plan should ideally reflect your organization's mission and vision. It should link directly to your strategic direction. It must clearly present what makes you unique in your field and why your audience should care.

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ELEMENTS OF A COMMUNICATIONS PLAN:

- Goals (specific objectives)
- Target Audiences
- Key Messages
- Recommended Strategies
- Tactics
- Budget
- Measurement

CRISIS COMMUNICATIONS:

Don't be caught off guard. Planning for trouble prevents minor incidents from turning into a damaging communications crisis.

- Develop a Crisis Communications Plan
- Designate spokespeople based on their expertise
- Respond to media inquiries rapidly
- Make sure your stakeholders are the first to know
- Establish partnerships—friends who can help in a crisis
- Test and update your plan

WHEN TO HIRE A CONSULTANT:

- You don't have the expertise you need internally
- You have the expertise but not the time
- Your project is too confidential to assign internally
- You need an expert to get your board's approval
- You need to move faster than you know your organization can