



Vicarious
Multimedia

VICARIOUS COMMUNICATIONS



Vicarious Multimedia

WHO WE ARE

Vicarious Multimedia (VM) (formerly known as Vicarious Productions, Inc.) is a multi-faceted communications firm based in the northwest suburbs of Chicago. **VM** serves local government, nonprofits, professional associations and closely held businesses throughout the Chicagoland area.

VM specializes in ongoing (retainer) or project-based marketing communications, video productions, public relations, public information and crisis communications projects and campaigns. Each of these professional service offerings share common threads relating to the engagement with, and strategic dissemination of information to the client's target audience. This audience can include citizens, businesses, government bodies, the news media, or the public at-large. **VM** partners with clients to reach, and exceed, communication goals.

The **VM Team** has more than 40 years of collective communications experience and expertise and takes a highly consultative approach with every client. **VM** spends the time necessary to profoundly understand who the client is, what value or services they provide to their target demographic(s) or audience, and then develops and implements a custom-tailored strategy and plan to expertly achieve communication goals. The **VM Team** consists of professional writers and editors, public relations and crisis communications consultants, graphic designers, photographers, videographers, social media managers and website managers/developers.



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WHAT WE DO

VICARIOUS MARKETING COMMUNICATIONS

The written word is a powerful tool when it comes to communications and contributes to the client's overall public image. Writing and editing projects should be handled by professional writers and editors whenever possible.

Vicarious Marketing Communications handles a wide variety of writing projects; including, but not limited to, E- and print newsletters, website and social media content, speeches, articles, advertorials and any other project that contains the written word.



E- AND PRINT NEWSLETTERS

Information gathering, writing, editing and graphic design – printing/mailling partners that streamline process. Providers can be managed by VM from execution to delivery.

PRESENTATIONS

Writing, editing, graphic design services for Power Point, Prezi, and any other presentation platforms that communicate to stakeholders or target audiences.

WRITING/EDITING SERVICES

Projects include, but are not limited to, website content, award applications, speeches, published articles, advertorials, social media content, marketing copy and all other municipal communication materials and collaterals.

TRAINING

PR 101, social media best practices, how to write a press release, dealing with the media, writing techniques, and more.

GRAPHIC DESIGN SERVICES

Logos, infographics, letterhead, postcards, flyers, posters, banners, advertisements, and any/all other communication collaterals.

SOCIAL MEDIA MANAGEMENT

Facebook, Twitter, LinkedIn, Instagram, Nextdoor and/or YouTube; weekly publishing of content, page monitoring and responses/redirection to inquiries (when appropriate).

VICARIOUS PRODUCTIONS

VM helps to communicate important messages on behalf of clients through custom video productions, created through the company's dedicated video productions division, **Vicarious Productions (VP)**. Please visit the **Vicarious Productions** YouTube Channel and view recent videos produced by VP at this link: [Vicariousmm.com/videos](https://www.vicariousmm.com/videos).

If you are viewing this document digitally, click on the link above.

Vicarious Multimedia WHAT WE DO

VICARIOUS PUBLIC RELATIONS: PR, PUBLIC INFORMATION & CRISIS COMMUNICATIONS



Public Relations, Public Information Campaigns and Crisis Communications support are all offerings of **Vicarious Public Relations (VPR)**, the dedicated PR division of **Vicarious Multimedia**. These types of communication services require a high level of expertise to be handled professionally and to achieve desired results. **VPR** initiates, engages, strengthens and fortifies relationships with the greater public and/or target audiences for clients during times when these services are direly needed. These audiences can include the news media and the public at-large during times of crisis, when information is being sought at breakneck speed.

PUBLIC RELATIONS & PUBLIC INFORMATION PROJECTS AND CAMPAIGNS

Strategy/war room meetings, consulting, press releases, organization-authored articles published to news media sites, media outreach and relations. Development and execution of the narrative to achieve any and all communication objectives for general campaigns and during emergencies or crises.

For example: *Changes in service providers and/or service schedules, engagement and awareness of public meetings for community initiatives, and support for a full range of public relations and public information issues and challenges.*

CRISIS COMMUNICATIONS SUPPORT SERVICES

On site support provided within one hour of a major event. Crisis communications consulting and support, including media outreach/media relations, press release creation and execution, and press conference logistics, notifications and management. Additionally website and social media updates can be managed as needed.

For example: *Employee or owner involved incidents, crisis situations, (natural or man-made disasters), public image threats and a wide range of other public relation challenges.*

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HOW WE DO IT

MONTHLY RETAINER

VM provides ongoing/retainer communication services for businesses and organizations. An example of a typical municipal monthly retainer contract can include:

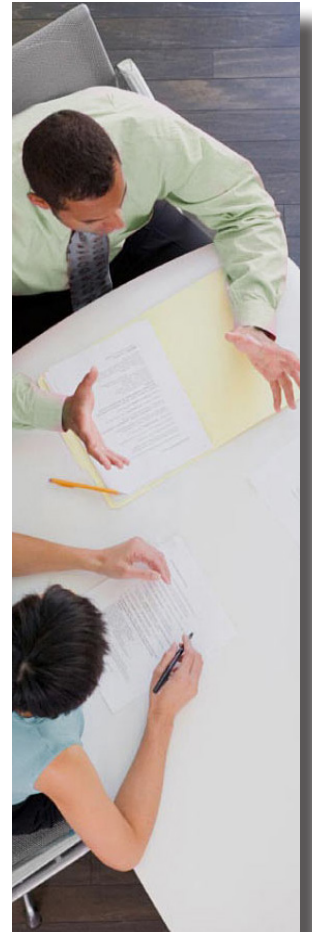
- Writing/editing/graphic design and execution/ fulfillment of E- and print newsletters
- Social media management and monitoring
- Press releases (as needed)
- Monthly attendance at department head meetings per week/month
- On-site hours per week/month
- Website updates and management
- Graphic design hours per week/month
- Writing and editing services, as needed
- Crisis communication hours per month

All (or selected) service offerings can be provided for a set (and predictable) amount of hours/cost per month. Services are specifically tailored to client needs.

PROJECTS

The above (or additional) services can be provided on an ala-carte or per project basis. An example of typical VM project work can include:

- Social media best practices training
- Press releases
- Public relations & public information campaigns/ consulting
- Crisis communications consulting
- Communication audits, policies & plans
- Creation, fulfillment of E- and print newsletters
- Graphic design projects
- Video production
- Website auditing, content rewrites and updates



NEW OFFERING: ON CALL PR™

VM provides clients a set number of hours per month to support and handle any and all public relations and crisis communications challenges. Hours are offered at a reduced hourly rate for **On-Call PR™** retainer clients. Public relations services can include general consulting to prepare for expected or upcoming issues, as well as immediate consulting needs during crisis or emergency situations that have the potential to negatively impact public image. This monthly retainer service provides, in urgent situations, services that can begin within one hour of outreach, or as needed.

For questions regarding any of the above service offerings, or to set up a complimentary one-hour consultation, please contact Melanie Santostefano, President of **Vicarious Multimedia** by calling **312-719-2332** or via email at Melanie@VicariousMM.com. For more information about **Vicarious Multimedia** and service offerings, please visit the website at VicariousMM.com.



Questions?
CONTACT VM

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