

Since 1996 Full Spectrum Communications has...

- ✓ Assisted clients in developing and implementing **public relations and marketing communications** strategies, acting as an extension of marketing and sales departments
- ✓ Continued fostering strong, **established relationships with editors** at leading power generation, oil/gas, energy, gas turbine, hydropower, industrial and marine trade publications
- ✓ Written and placed **technical and business-to-business articles** on a variety of subjects
- ✓ Wrote and placed **public notice advertisements** in a variety of New York State newspapers
- ✓ Wrote and distributed more than **400 press releases** developed to targeted trade press outlets
- ✓ Generated nearly **2,500 articles and news** items in key trade publications and New York state/regional publications (this number also includes several business press placements)
- ✓ Wrote client's customer and internal **newsletters, brochures, advertisements, presentations and speeches**
- ✓ Coordinated **hotel/lodging arrangements and on site media relations activities** for the November 2005 *Advanced Turbine Research and Deployment Workshop* in Albany, New York
- ✓ Coordinated the **media relations activities for the pre-opening and July 4, 2006** opening ceremony public relations activities for the Wild Center/Natural History Museum of the Adirondacks in Tupper Lake, New York
- ✓ Presented paper "**Strategies for Delivering Messages To The Media**" at the April 2006 National Hydropower Association Annual meeting
- ✓ Developed Competitive Power College short course "The Power of Public Relations: Keeping in Step With Emerging Global Trends," and was instructor at the **Power-Gen International 2002** conference
- ✓ Presented paper on the effectiveness of public relations and marketing communications at a **Power-Gen International and Power-Gen Renewables** conferences
- ✓ Created text for web site **[www.vericor.com](http://www.vericor.com)**
- ✓ Developed and wrote public relations portion of **[www.adgiants.com](http://www.adgiants.com)**
- ✓ Been an active community member in the Albany Capital region through involvement in the **American Marketing Association**, and the **Regional Food Bank of Northeastern New York**

... for years to come, Full Spectrum Communications remains committed to providing only the highest quality writing, public relations and marketing communications services!