

Full Spectrum Communications



A special edition newsletter

Assertive, polished, proactive. Just a few terms that describe **Full Spectrum Communications**, a dynamic marketing communications firm.

We recently had the opportunity to talk with **Lela R. Katzman**, founder and president of this firm.



She provides marketing communications services to several companies including **Brookfield Renewable Power**, **GE Marine**, and **GE Transportation's diesel engine business**. Other recent clients include **Albany Law School**, **GE Aeroderivative and Package Services**, **GE Energy**, **Reliant Energy**, **Vericor Power Systems** and **Wild Center/Natural History Museum of the Adirondacks**.

"I've rolled up my sleeves and been involved in all aspects of marketing communications -- from initial strategy development, brainstorming, implementation of ongoing programs, as well as creative copy development. I believe a synergy must exist between a business' overall marketing strategy and its communications efforts."

Lela's career includes work with local/national network and cable television and radio outlets. For example, she helped publicize the grand opening on July 4, 2006 of the **Wild Center** in Tupper Lake, New York. In attendance

to mark this special occasion was then-New York Governor George E. Pataki and U.S. Senator Hillary Rodman Clinton.

While with the **American Society of Mechanical Engineers**, she secured important radio coverage for the Society to discuss the latest engineering technologies.

Lela is no stranger to special events and nationwide contests. She helped launch New Coke in New York City for **Coca-Cola USA**. For **Hasbro, Inc.** she coordinated and premiered a nationwide children's hero search. She represented Hasbro at the Toy Fair, the toy industry's largest annual event for customers and media alike. She also secured a television interview with then-company president Stephen Hassenfeld, who rarely granted interviews.

"I had fun with food and women's publications when I worked on the **Ocean Spray Cranberries** account. For **Ponderosa Steakhouses**, I helped organize a great nationwide contest to find the world's best salad chef," Lela added.

Lela says she developed direct mail letters and collateral for **Western Union** to help promote products such as the famous Telegram.

She gave us a quick checklist of other marketing communications activities she has undertaken: Development and production of advertisements, newsletters, press releases, technical articles, brochures, video news release scripts, website text, executive speeches, satellite media tours, media training, and onsite photo shoots.

Community service is also very important to Lela. "I value giving to others that are not as fortunate as I have been." Her community service initiatives past and present include: member of the Capital District Chapter of the **American Marketing Association**; volunteer for the **Regional Food Bank of Northeastern New York**; member and vice chairperson for the public affairs committee of the **National Hydropower Association**; member of the **Shaker Junior High School Building Council**; editorial director for **Shaker Road Loudonville Fire Department's** 2007 Hudson Valley Volunteer Firefighter Association's Annual Meeting; and grocery delivery for home-bound seniors through **Senior Services of Albany**.

Lela's career began after receiving a bachelor's of arts in communication studies (history minor) from the **State University of New York at Oswego**.

An overview of Lela's career

January 1996-Present, Founder/President, Full Spectrum Communications

July 1990-January 1996, Account Executive, Latham, NY agency

August 1988-August 1989, Manager, Media Relations, American Society of Mechanical Engineers, New York, NY

June 1983-August 1988

- ♦ Account Executive, Cohn & Wolfe, New York, NY (Division of Burson-Marsteller)
- ♦ Account Coordinator, Creamer Dickson Basford, Inc., New York, NY

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