



WINNING STRATEGIES PUBLIC RELATIONS

PUBLIC RELATIONS | SOCIAL MEDIA | DIGITAL CONTENT MARKETING

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ABOUT WINNING STRATEGIES

Winning Strategies is a strategic communications firm that integrates political strategy with advertising, public relations, and digital content marketing to help our clients advance their business goals.

We use journalistic and political communications principles to help our clients translate complex concepts into compelling and relatable stories, and then activate integrated digital and traditional communications programs to deliver measurable results.

Our roots are firmly planted in the traditions of **journalism** and **political communications and strategy**. We were founded in 1995 by our chairman, Jim McQueeny, who was previously chief of staff to the late United States Senator, Frank Lautenberg, and prior to that, *The Star-Ledger's* Washington, DC bureau chief.

In today's wired environment, creating connections through communications means reaching people where they spend most of their time – online. This is why **digital engagement** is at the center of what we do.

Our strategic communications professionals are continually trained and evaluated on their knowledge of digital and social media marketing methods. Through our sister company, Winning Strategies ITS, we provide a full complement of technology enablement services that enable us to implement any digital media solution, from website design and software programming to secure hosting and networking.

Our philosophy is simple: **When our clients win, we win.**

Our firm's name, spirit and dedication to our clients are what drive us.

◇ OUR SERVICES & CAPABILITIES ◇

PUBLIC RELATIONS



Credibility is one of the most vital assets you can own – and the news media play a vital role in shaping your reputation. We are experts in securing coverage for your business in media that your potential customers and key stakeholders rely on to form opinions and make purchase decisions.

Our Public Relations services include:

- Corporate Reputation Management
- Executive Positioning Programs
- Media Relations
- Media Training
- Crisis Communications
- Public Affairs and Issues Advocacy

SOCIAL MEDIA



Digital technology and innovation has revolutionized our daily lives. The advanced mobile and wireless technology we have at our fingertips have brought about an era of the 24-hour news cycle and an innate desire for instantaneous access to information.

Social media has become a primary modality for communication at both an interpersonal and business level. Many organizations are quickly embracing the power of social media, and the benefits it brings to operations, community engagement and the bottom line.

Winning Strategies develops comprehensive social media programs that create channels and content designed to appropriately engage key audiences for its clients. These programs support and amplify client messages, enhancing existing efforts around topics and initiatives such as:

- Institutional Positioning/Brand Awareness
- Executive and SME Positioning
- Community Engagement
- Advocacy
- Enhanced Customer Service
- Employee Engagement and Recruitment

DIGITAL CONTENT MARKETING



Technology reaches into almost every aspect of our personal and professional lives. To reach customers and stakeholders, your business needs to be highly proficient in digital content marketing. Winning Strategies will connect you with your customers and key stakeholders wherever they spend their time online.

Our Digital Content Marketing services include:

- Website Design, Development, and Optimization
- Digital Display Advertising and Banner Ads
- Search Engine Advertising
- Social Media Advertising
- Blogging
- Landing Page / Sales Page Copywriting, Design, and Optimization
- Digital Imaging and Graphic Design
- Online Video Production
- Podcasting and Audio Production
- Content Syndication and Campaign Management

◇ OUR WORK ◇

PROTECTINGAMERICA.ORG



ProtectingAmerica.org works to increase public awareness and enhance consumer education; advocate for better coordination with local, state and federal mitigation and recovery efforts, and strengthen emergency response and financial mechanisms to rebuild after a major catastrophe. James Lee Witt, the former FEMA Director, and Admiral James Loy, former Deputy Secretary of the Department of Homeland Security, serve as spokesmen, assuring that media elites pay attention to the organization.

Winning Strategies coordinated a media-intensive national launch in Washington, D.C. (with the establishment of local affiliates in

New York, New Jersey, Florida and California), built and maintained interactive websites for the national and local organizations, organized and publicized press conferences, secured media placements in national media; recycled positive coverage through website and e-newsletters, identified allied organizations, and conducted an extended media tour.

WSITS designed and developed the coalition's Web site - protectingamerica.org - as well as 11 state or regional microsites under the coalition umbrella. WSITS has also managed segmented e-news distribution services for the campaign, Search Engine Optimization (SEO), and analytics tracking and reporting.

Winning Strategies has generated more than 114.7 million media impressions for ProtectingAmerica.org. More than 41,000 letters were sent through the online advocacy module to 4,100 targets, alerting lawmakers that many Americans were seeking legislative support.

The U.S. House of Representatives, by a bipartisan vote and a more than 100-vote margin, passed HR 3355, the "Homeowners Defense Act of 2007." The Speaker of the House and the Chairman of the House Financial Services Committee declared the creation of a CAT fund "a national priority" and introduced a bill to create it that passed in just a few months.

NATIONAL ASSOCIATION OF BROADCASTERS (NAB)



Special interest groups led by the recording industry lobbied Congress to enact legislation to require radio stations to pay the recording industry a performance royalty fee for the right to play music on the radio.

Winning Strategies developed an online and social media grassroots campaign for the National Association of Broadcasters (NAB), its members, and the public to contact their Congressional representatives and oppose the legislation.

After developing the site in an accelerated, three-week production timeline, visitors were asked to share why they love radio, and a password-protected section of the site provided customized information for members of the association. This allowed members to share information about meetings with legislators and other leaders, and gave them information on organizing a public rally and using social media to activate supporters. A member toolkit provided scripts and audio files for PSAs to be run on-air and talking points for discussing the issue with listeners. The site also connected to the effort on other platforms including Twitter, Facebook and YouTube.

The campaign registered more than 26,000 supporters and generated more than 28,000 emails sent to members of Congress after only one month following launch. In total, more than 31,000 individuals had registered on the site; 32,000 letters had been emailed to members of Congress; and 5,000 people had signed the online petition. More than 15,000 registrants submitted a personal story describing why they love radio.

To demonstrate engagement in addition to volume, the campaign's Facebook page had more than 30,000 people who "liked" it. In 14 days after launch, the Facebook page went from zero to 18,000 fans and continued to grow at a steady clip. The Facebook community was active, with some posts generating 100-plus comments. On Twitter, the campaign feed had 700 followers and had been listed 34 times.

The campaign stopped any initial movement on the bill, and it also mobilized supporters ready to act should there be threats of additional movement. Between 31,000 email addresses from registered supporters and 30,000 people on Facebook, the campaign built the infrastructure to activate the herd of supporters.

SHIELDALLOY METALLURGICAL CORP.



**Shieldalloy
Metallurgical
Corporation**

For a number of years, Winning Strategies helps Shieldalloy Metallurgical Corp. with public and media awareness program for the capping of low-grade radioactive slag at its former Newfield, N.J. plant location. Winning Strategies has developed communications plans designed to minimize alarm, address concerns and establish a reputation for Shieldalloy Metallurgical Corp. (SMC) as an environmentally responsible corporate citizen and neighbor.

The goal has always been to educate the community, media, political leaders and other elite groups about the proposed plan and the benefits to the community of the capping approach. Early plans included the implementation of an informational website that provided the public, residents of Newfield and other stakeholders updated information about the cleanup of the site. In addition, these open lines of communication would offer an opportunity to build a reputation of SMC as a responsible corporate citizen.

Winning Strategies continues to provide communications and crisis counsel to Shieldalloy, as governmental and legal decisions are rendered regarding cleanup of the Newfield and other Shieldalloy-affiliated sites. We work closely with company executives and their legal and governmental relations representatives to develop proactive messaging that positions Shieldalloy as a responsible party willing to meet the requests and demands of governmental and environmental regulatory agencies.

COALITION FOR AUTO INSURANCE COMPETITION



To rescue New Jersey's auto insurance market, Winning Strategies led an international award-winning campaign that leveraged Allstate Insurance and the Coalition for Auto Insurance Competition (CAIC), a New Jersey-based group of businesses, associations and consumers, to advance legislation that would undo years of over regulation.

The campaign vertically integrated constituency services, grassroots, media relations and public relations in an

outreach program to culminate in the enactment of legislation that would reform the state's regulation of auto insurance.

For state officials, "solving" each auto insurance problem meant adding regulatory burdens onto insurers. For insurers in New Jersey, more laws and regulations have made doing business in the state unprofitable and impractical. In a market where few insurers do business, consumers were facing enormous difficulties finding anyone to insure their vehicles.

It was clear from the start that we needed to change the thinking among individual citizens, policymakers, and editorial writers that the problem with the state's auto insurance was not price, but rather excessive state regulation, which decreased choice, competition and availability.

The campaign leveraged the more than 20,000 New Jersey drivers, business groups and associations that joined CAIC in a grass roots effort statewide. This outreach included e-mail communications to drive public engaging, including writing letters to the editor, contacting legislators and calling into New Jersey 101.5 FM and WCBS-AM's "Ask the Governor" radio programs.

The campaign included a speaker's bureau, which paired Coalition representatives with speaking opportunities at local Rotary Clubs, Lions Clubs and senior citizen organizations. Coalition representatives met with editorial boards of *The Star-Ledger*, *Wall Street Journal*, *Philadelphia Inquirer*, *The Record*, *Asbury Park Press*, *Home News Tribune* and *The Times of Trenton*. Editorial board visits were complemented by a series of op-eds placed in major newspapers.

After securing several very positive editorials, we further extended our efforts to television and radio public affairs shows and news programs. At the end of the campaign, more than 40 million New Jerseyans were educated about the need for auto insurance reform through the Coalition's media relations efforts.

The campaign concluded when the State Assembly and Senate passed insurance reform legislation, which was then signed into law by the governor, which reduced the regulatory burden on insurers and instilled greater choice and competition in the marketplace.

◇ OUR LEADERSHIP TEAM ◇

JIM MCQUEENY

CHAIRMAN



Jim McQueeney has built a varied and extensive career in journalism, government service, communications and marketing. He has appeared as a guest expert and issues analyst on numerous radio and television news and issues programs, including ABC's *Good Morning America*, FOX News, NBC's *Today*, CBS's *Evening News* and CBS's *Good Morning*. Jim has contributed articles to major publications such as *The Washington Post*, *The New York Times* and *Newsday*, among others.

Before forming Winning Strategies, Jim served as chief of staff and spokesman for United States Senator Frank Lautenberg and in the Carter-Mondale 1980 Presidential campaign. He also served as communications director of the New Jersey General Assembly and a White House Bureau Chief and reporter for the Newark-based *The Star-Ledger*. He also shared in the 2005 Pulitzer Prize award to *The Star-Ledger* with his lead opinion editorial analyzing former New Jersey Governor James E. McGreevey's resignation.

The International Public Relations Association named him as its representative to the United Nations Department of Public Information in 2008, and he serves as a juror for the National Academy of Television Arts & Sciences Emmy Awards.

BEN MARTIN

DIRECTOR, CLIENT SERVICE



Ben brings an extensive background in public relations and marketing for healthcare, health information technology and related industries from both the agency and client perspectives.

Before Winning Strategies, Ben was the Communications Manager/Director of Marketing for Saint Clare's Health System, a multi-hospital system based in northwest New Jersey. From this experience, he offers a depth of understanding and experience in the complex nature of the healthcare industry in the New York tri-state area and beyond. Prior to that, he spent a number of years in the agency marketplace working with clients in healthcare, pharmaceutical and healthcare informatics industry segments.

Ben holds a B.A. in Communications and a M.A. degree in Public Relations and Marketing from Rowan University.

MATTHEW MCQUEENY

DIRECTOR, DIGITAL CONTENT MARKETING



Matthew McQueeney lives and thrives along the continuum of traditional communications and the evolving world of interactive strategies.

Matt brings a finely honed eye for content creation and positioning on the web and social media strategies. Specializing in analytics, search engine marketing and optimization, social media optimization and web production, he manages projects with the purpose of positioning client content in the places where the message can be best found and received.

Prior to joining Winning Strategies ITS, Matt was responsible for crafting content, writing blogs, managing web metrics/analytics, and creating short and long-term strategies for the Web site and e-communications of NJNets.com, the official Web site of the New Jersey Nets.

Matt holds a B.A. in Psychology from New York University.

ADAM DVORIN

DIRECTOR, MEDIA RELATIONS



Former journalist and public relations veteran, Adam Dvorin has worked with Winning Strategies for more than a decade, handling a variety of national and regional media relations projects in a variety of sectors, including healthcare, transportation, utility, consumer, non-profit, hospitality and retail sectors of public relations.

Under his direction, Winning Strategies clients have achieved media placements in such top tier outlets as CNN, MSNBC, Fox News, *The Wall Street Journal*, *The Washington Post*, *The New York Times* and *USA Today*.

A recipient of a national gold key from the Public Relations Student Society of America (PRSSA), Adam earned a bachelor's degree in Communications from Rowan University

SUZANNE ROWLAND

DIRECTOR, DIGITAL STRATEGY & INTERACTIVE MEDIA



Suzanne keeps Winning Strategies on top of and ahead of trends in online marketing and digital strategies.

From her 10 years in online news, she has studied the behaviors of web users and discovered what makes them click. Her work with clients such as Verizon, Ford and Allstate and the New Jersey Department of Health and Senior Services have led to achievement of clients goals along with awards and accolades.

Prior to joining Winning Strategies, Suzanne was Managing Editor of ABCNews.com, where she oversaw online news reports and monitored analytics. Her career in journalism started at the Associated Press where, as Senior Producer, she supervised a team of 25 in creating online news reports for the world's largest news-gathering organization.

She earned a Bachelor of Arts degree in Journalism from Rider University.