



STRATEGIC
COMMUNICATIONS

BRACEWELL

Strategic Communications

Our strategic communications team designs and implements comprehensive and targeted communications strategies to reach key policymakers, elected officials and the public. Our Policy Resolution Group (PRG) is one of the only government relations firms in Washington, D.C., that also provides corporate positioning, reputation management, crisis communications, financial communications services, litigation communications support and social media advocacy strategy development. Our team uses both traditional and digital media services, and utilize a variety of platforms, including social media, to enhance and amplify our clients' messages.

Our recent notable matters include advising on the following:

Association of advertising technology companies

strategic communications to highlight the industry's self-regulation and support its advocacy efforts focuses on regulatory agencies and Congress

Broad-based coalition of electric utilities

government relations and strategic communications to ensure continued viability of diverse, affordable and reliable electric power supply in the United States

Coalition of businesses, communities and workers involved in the Gulf of Mexico's offshore energy industry

media relations, internal message development, speechwriting needs, drafting and placement of op-eds and other public-facing aspects of the coalition during a critical time for the offshore energy industry

Energy company

government relations, stakeholder relations, strategic communications and legal representation for client seeking to develop off-shore wind projects in the United States

Industrial gas company

legislative and regulatory matters, as well as strategic communications and crisis communications support

Industry association

brand management including traditional and social media support to advance the organization's goals aimed at attracting and retaining women workers in a traditionally male-dominated field

Manufacturing association

manage interactions with Congress and the Consumer Product Safety Commission (CPSC) and provide strategic communications and media relations for client that focuses on corded window covering safety issues

National cancer advocacy organizations

government relations and strategic communications related to numerous issues including federal funding and raising awareness. Work includes advocacy in front of the Department of Defense, the Appropriations Committee and others in both the U.S. House of Representatives and Senate.

Numerous consumer product companies and associations

government relations, strategic communications, media relations and reputation management on product safety issues (including product recalls) related to the Consumer Product Safety Commission (CPSC)

Outdoor products manufacturer

strategic communications aspects of litigation related to the safety of the company's product. Numerous media successes over multiple years of litigation, helping maintain the company's reputation throughout.

Pipeline company

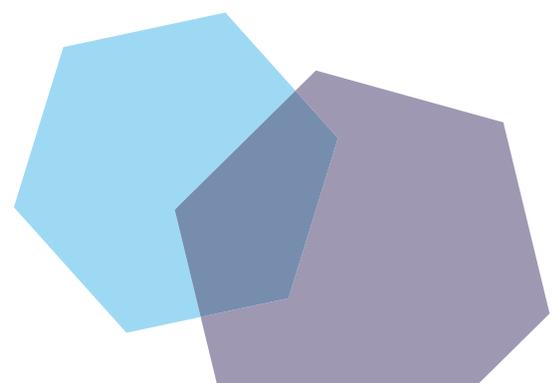
media and community relations outreach, as well as consultation with mayors, city councils, state regulatory agencies, community groups, labor unions, environmental groups and local residents across several states

Renewable energy companies

advocacy on issues related to the U.S. Department of Energy in a range of issues including pursuing an Energy Star rating, and in navigating and pursuing financing under such incentives, including loan guarantees, automotive technology loans and efficiency-based programs

U.S. foundation

design, development and implement a multi-platform communications and social media campaign advocating for the human rights of people oppressed by a theocratic regime in the Middle East



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